



Fundraising Guidelines for Third Party Events

Thank you for considering hosting an event to benefit the Sacramento Children's Home! We are grateful for the generosity and commitment you have shown to our goal of giving children and families a better tomorrow.

Third Party Fundraising Categories:

Partner Events: The Sacramento Children's Home actively promotes and partners with a Third Party organization as the beneficiary of the Event.

Independent Events: Event is fully organized and executed by the Third Party and all logistics (labor, sponsorships, donations, etc.) are conducted by the Third Party organization, with limited support from the SCH and the Philanthropy Department.

Name, Brand, Logo Promotion and Usage:

For a Third Party Event, you may utilize the Sacramento Children's Home name and logo in your marketing and promotional activities if:

- You receive permission from the Philanthropy Department of the Sacramento Children's Home
- The Sacramento Children's Home logo is not used to imply endorsement of any products, services, or organizations, but rather to promote the partnership for this event
- All of your promotional materials clearly state that your event is raising charitable funds for the Sacramento Children's Home
- The Sacramento Children's Home name and logo is used under the following guidelines:
 - Logo preserved in its original form with no alterations to aspect ratio or color, unless otherwise approved by the Philanthropy Department
 - Materials on which logo is placed are sent to and approved by the Philanthropy Department
 - The Sacramento Children's Home name must be used intact with no abbreviations, modifications or alterations

Financial Considerations and Tax Rules:

- As a Third Party Event, you are responsible for all finances and management of funds collected unless otherwise arranged with the Director of Philanthropy
- Only the final proceeds from your Event will be accepted by the Sacramento Children's Home. All revenue and expenses should flow through your organization, unless otherwise arranged with the Director of Philanthropy
- All materials regarding the sale of tickets to your Event should include the percentage that the donor may consider tax-deductible. For example, if a ticket costs \$50 and the benefit to the attendee is estimated at \$20, then their tax deductible gift would be \$30.

- If payments for your Event are made to your organization, payments are not deductible for income tax purposes

Liability and Responsibility:

- As a Third Party Event host, you are responsible for the following:
 - Liability insurance for your Event if applicable
 - Completing the Third Party Fundraising Agreement below and returning it to the Philanthropy Department
 - Obtaining all permits or licenses necessary in the city in which your Event is to occur, including sale or service of liquor, and hosting of raffles and/or games of chance
- The Sacramento Children's Home reserves the right to withdraw use of the Sacramento Children's Home's association with your Event if we believe your Event may have a negative effect on the mission, credibility, or reputation of SCH

Other Rules and Considerations:

- All Partner Events must be approved by Sacramento Children's Home (please allow at least 12 weeks in advance of your event date)
- The following activities are prohibited in conjunction with your Third Party Event:
 - Programs that raise money on commission
 - Events involving the promotion or support of a specific political party, candidate or political activity
 - Activities that conflict with the Sacramento Children's Home mission and reputation (Please consult the Philanthropy Department if you are unsure)
- Items sold at your Event are not tax-deductible
- The Sacramento Children's Home cannot guarantee that our staff or volunteers will be available to participate in your event, but we will make every effort to accommodate your needs, giving particular attention to attending Partner Events



Third Party Event Proposal & Agreement

Please complete the following and submit it via fax, email or hard copy to the Philanthropy Department of the Sacramento Children's Home:

Date of Submission: _____

Contact Name: _____

Organization: _____

Address: _____

City: _____ State/Zip: _____

Phone: _____ Email: _____

Name of Event: _____

Event Date/Time: _____

Event Location: _____

Event Summary: _____

How will funds be raised? _____

How will your event be promoted? (Please check all that apply.)

- | | | |
|---|---|---|
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Television | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Public Relations | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Internal Company Promotion |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Brochures/Flyers/Signs | <input type="checkbox"/> Website |
| <input type="checkbox"/> Other _____ | | |

How will the Sacramento Children's Home's name and logo be used? _____

Will the Sacramento Children's Home be the only organization recognized on promotional and day of Event materials? Yes No

If No, what other organizations will be recognized on promotional and day of event materials?

What assistance, if any, will you be requesting from the Sacramento Children's Home Philanthropy staff?

Will you need SCH to help promote your event? If so, please explain.

Please read and sign below:

By signing this Agreement, I understand and agree to comply with the above Sacramento Children's Home Fundraising Guidelines for conducting a Third-Party fundraiser, and I further agree to indemnify, defend and hold the Sacramento Children's Home, its employees, agents, directors and officers harmless from and against any and all claims, demands, causes of action, losses and liabilities (including attorney's fees and costs) arising from or relating, in any way, to my Event.

Signature: _____

Printed Name: _____

Date: _____

Please return your completed form to:

Philanthropy Department
Sacramento Children's Home
2750 Sutterville Road
Sacramento, CA 95820
P (916) 290-8203
Ann.Checkley@kidshome.org

Thank you for your interest and support!