



Celebrate Differences

"Celebrating the Abilities of Those with Disabilities!"

Host a Third Party Fundraiser

One of the many ways to support Celebrate Differences is by planning and/or sponsoring an event to raise funds. This kind of activity is called a "third party fundraiser."

We have put together the following procedures and guidelines so that all participating parties are clear on their roles and responsibilities. If you would like to sponsor a third party fundraiser or if you have questions, please contact Fundraising Chair Bob Davis (info@celebratedifferences.org) or President Rebecca Christiansen (admin@celebratedifferences.org).

Types of Third-Party Fundraisers

In general, the following types of third-party fundraisers will be considered:

1. A group or individual can create or sponsor an event and make Celebrate Differences the beneficiary of proceeds (e.g., a golf outing, scrapbooking event, etc.);
2. Celebrate Differences can "piggy back" on an existing event, add a third-party fundraising element, and receive income produced from that event (e.g., a company asks employees to donate money for a Celebrate Differences program at their annual picnic)
3. Invite Celebrate Differences to cooperatively produce an event and share proceeds (e.g., a local business invites Celebrate Differences to participate in an annual event with Celebrate Differences providing volunteers and sending out press releases in return for a percentage of proceeds).

Examples of Third-Party Fundraisers

- Golf Tournaments, Marathons, Racing Events, etc.
- Wine Tastings, Black-Tie Events, etc.
- Grand Openings, Store Promotions, Shop-at-Home Businesses, etc.
- Car Washes, Crafting Parties, Bake Sales, etc.
- Casual Days, Holiday Parties, etc.
- Bike-a-thon, Walk-a-thon, Bowl-a-thon, Workout-a-thon, Dance-a-thon, etc.

Guidelines

1. *Compatibility with the Celebrate Differences Vision and Mission*

Third Party Fundraisers must be in line with the Celebrate Differences Vision and Mission. No action will be taken on any event/campaign until approval is received from the Celebrate Differences President and Fundraising Chair. Celebrate Differences asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings.

Vision: Our vision is to foster a community of acceptance which promotes the best opportunities for individuals with disabilities to exceed expectations and achieve their dreams.

Mission: Celebrate Differences is committed to supporting individuals with disabilities in reaching their fullest potential by providing positive resources and information to families, communities and health care providers while promoting a competent level of awareness and understanding.

2. **Reputation in Community**

Special events and fundraising efforts conducted to benefit Celebrate Differences should be run by organizations or individuals that are financially responsible, of well-established reputation, and motivated by a genuine desire to help individuals with disabilities. Celebrate Differences will not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission. Should this issue arise, it will be resolved by the Celebrate Differences Board of Directors.

3. **Limitations**

Celebrate Differences does not insure any third party fundraisers.

Our volunteers and community members have many great fundraising ideas; however due to time limitations of the staff and the goals of the Fundraising committee, most fundraising events not already included in the Celebrate Differences Strategic Plan must be Third Party Events.

We currently have one major event each year that, to complete successfully, require total dedication of Board members, volunteers, and Celebrate Differences resources. The nature of third party events limits us because we cannot schedule them, budget for them, or predict a reliable source of revenue from them. Therefore, we generally have to reserve the resources we have for our own events and fundraising efforts, which we can schedule, budget, and depend on for reliable annual revenue.

By taking on a third party project, you assume the responsibility of creating a successful event without a significant level of assistance or funding from Celebrate Differences. Celebrate Differences will not incur third party expenses, or provide any funds for third party events/campaigns. Terms for use of Celebrate Differences board, volunteers, mailing lists or general publicity among our supporters, must be agreed upon by Celebrate Differences before approval of the event/campaign. Generally, Celebrate Differences will not solicit participation from our members and/or donors in any third party event beyond listing the event on our website and including event information in our bi-monthly newsletter.

Organizers who wish to request the presence of Celebrate Differences volunteers or board representatives should make their request at least one month prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend. Celebrate Differences cannot guarantee the presence of volunteers or staff for any third party fundraising event.

Celebrate Differences may provide:

- Already published materials, such as flyers, photos, newsletter and logo
- Publicity support through publishing the event in our newsletters and website
- Space to meet, if available
- T-shirts if available
- Review of press release information and other promotional items
- In some instances, attendance and support at the event
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4. **Solicitation of Sponsorships in Celebrate Differences name**

Organizers must have permission from Celebrate Differences prior to soliciting any businesses or individuals in Celebrate Differences name. Organizers must identify any businesses or individuals to be contacted for solicitation, so that Celebrate Differences can avoid duplicated efforts.

A donation solicited on our behalf, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to this agency. Celebrate Differences will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a

gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in promotion of the event/campaign.

Any intention to include media sponsorship must be discussed with the Celebrate Differences President and Fundraising Chair. Celebrate Differences Board and volunteers are unable to offer resources to help secure media relationships.

5. **Promotional Materials**

Any promotion of the event/campaign, mentioning, or including the Celebrate Differences name or logo, must be approved by Celebrate Differences President and Fundraising Chair prior to printing or release. Information included in promotional materials must be reviewed by Celebrate Differences.

Fundraisers shall state the terms of the donation Celebrate Differences can expect from the event/campaign (for example: "50% of profits," "one time donation of \$1,000," or "all proceeds"). This information must be made specific in all event or campaign promotions. Organizers must also state the date by which Celebrate Differences will receive the donation. When a portion of the charge (or "suggested donation") to the participant in a third party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.

6. **Selection of Third Party Fundraisers**

A Third Party Event Information Form must be submitted to determine if the event/campaign is within our guidelines, and feasible within its existing calendar of activities. Each request will be considered individually.

Generally, the following events or campaigns will not be approved:

- Events/campaigns falling in close proximity to a similar Celebrate Differences event;
- Events/campaigns that rely heavily on the use of our board and/or volunteers;
- Events/campaigns which require Celebrate Differences to sell tickets, coupons, etc.;
- Benefits involving the sale of tickets or merchandise on the "remit or return" plan, or one that employs salespeople on a commission basis; or
- Ongoing campaigns which promise the public that a percentage of profits will go to Celebrate Differences, unless documented and verifiable.

Procedure

1. **Submit a description of the event**

- 90 days prior if you wish to have Celebrate Differences cooperatively **produce** your event.
- 30 days prior to obtain approval for a **beneficiary** or "**piggy back**" event.

2. **Include the following information in your description:** (form available on our website: www.celebratedifferences.org)

- A full description of the event (Celebrate Differences is required to know what the event involves)
- Date, time and location of the event
- What is expected of Celebrate Differences (volunteers, promotional assistance)
- Anticipated costs and projected gross income of the event
- Plans, if any, for corporate sponsorship and who prospective sponsors are
- Contact information of the director(s) and coordinator(s) of the event

3. **Contact Celebrate Differences to set up an appointment to discuss your event.**