

## *Third Party Fundraising Event Guidelines*

*Alexandra House, Inc. is extremely grateful to the many people and organizations who wish to organize events to support our mission. In order to be respectful of our contributors and to protect the agency's reputation, we ask that all fundraising efforts be coordinated through Alexandra House's Communications, Marketing, and Development staff.*

### **Definitions**

- Third-Party Fundraising Event – A fundraising activity by a non-affiliated group or individual, where Alexandra House (AH) has no fiduciary responsibilities and little or no staff involvement.
- Event Organizer – Person, group, organization or business hosting a third party fundraising event to benefit Alexandra House.

### **Marketing and Promotion**

- Third-party events may not be represented as events sponsored by Alexandra House.
- Promotions for the event should reflect AH as a beneficiary, and not conducting the event (i.e. "proceeds from XYZ Golf Tournament will benefit Alexandra House.
- All promotional materials related to an event benefiting AH must be reviewed and approved by the Community Engagement Coordinator or the Communications Marketing Director prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- Use of the Alexandra House logo, name, and images must undergo approval.
  - [AH logos and identity guide is available on our website.](#)
- All references to AH in publicity and promotional materials for the event or promotion should refer to "Alexandra House."

### **Event Expense**

- If you must buy goods or services for the event and expenses will be incurred, please consider the following:
  - Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the organizer of the event.
  - AH will not be liable for any costs or expenses.
- AH will not reimburse organizer for the purchase of goods for a third-party event. No goods may be charged to AH for any reason.
- Suggestions to reduce event expenses:
  - Secure donated goods and services.
  - Negotiate reduced costs.

### **Event Income**

- The event organizers are responsible for maintaining accounting for the event.
- All donation checks must be payable directly to Alexandra House, Inc.
- Only checks payable to AH, and cash donations clearly labeled with the donors information, will be provided with a tax deductible acknowledgment letter in accordance with IRS and state tax regulations.
- Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- If you are deducting expenses before sending net proceeds to AH, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
- Sponsor agrees to inform AH development staff of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway.
- Within 30 days following the event organizers should submit funds, payable to Alexandra House, Inc., and appropriate documentation from individuals and/or businesses regarding their financial donations.

### **Event Income**

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
- AH cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance or liability coverage.

### **How Can Alexandra House Help With Your Event?**

- Alexandra House is extremely appreciative of the organizers who manage third-party events to benefit its programs, but is limited in the amount of assistance it can provide a third-party event.

#### **AH can provide the following:**

- Advice and suggestions on event planning, as time allows.
- Approval of the use of AH name, logo and images\*.
- Display third party event promotional materials.
- AH Tabling Materials\*.
- Promotion of your event, when appropriate, to the AH community through regular promotional venues such as our social media and internal communications.
- Acknowledge and provide tax receipts for donations made payable and submitted to AH.

*\*Approval of event marketing materials where the Alexandra House name, logo, or images are utilized is not optional. \*\* AH Tabling materials can be made available - depending on availability.*

#### **Alexandra House is unable to provide the following:**

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies.
- AHs tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, Board Member, or staff attendance at the event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance, or liability coverage.

***To discuss potential third party fundraisers, contact our Community Engagement Coordinator at 763-656-1368 or [communications@alexandrahouse.org](mailto:communications@alexandrahouse.org).***