



Third-Party Fundraiser Procedures & Guide

One of the many ways to support Spaulding for Children is by planning and/or sponsoring an event to raise funds for the agency. This kind of activity is called a "third-party" fundraiser. We have put together the following procedures and guidelines so all participating parties are clear on their role and responsibilities. If you have additional questions regarding third-party fundraisers, please contact: Addie Williams, President/CEO of Spaulding for Children at 248-443-7080 Ext. 277 or awilliams@spaulding.org.

Types of Third-Party Fundraisers

- 1. A group or individual can host an event or sponsor an activity and make Spaulding for Children the beneficiary.** *(Example: An organization hosts a golf outing and gives Spaulding for Children a check for the net profits.)*
- 2. Spaulding for Children can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element.** *(Example: A company has an annual party and asks their employees to bring donations of new clothing or toys for Spaulding for Children or a city has an annual marathon and the sponsor offers registrants the opportunity to get pledges for Spaulding for Children.)*
- 3. Invite Spaulding for Children to cooperatively produce an event and share in the profits.** *(Example: A local business invites Spaulding for Children to participate in an art auction or grand opening. Spaulding for Children sends out press releases and provides volunteers to work at the event. In return, Spaulding for Children receives a percentage of the proceeds from the event.)*

Procedure

- 1. Submit a description of the event**
 - o 90 days prior if you wish to have Spaulding for Children cooperatively **produce** your event.
 - o 30 days prior to obtain approval for a **beneficiary** or "**piggy back**" event.
- 2. Include the following information in your description:** *(A Third-Party Event Description Template is available on our website: www.spaulding.org)*
 - o A full description of the event (Spaulding for Children is required to know what the event involves)
 - o Date, time and location of the event
 - o What is expected of Spaulding for Children (volunteers, promotional assistance)
 - o Anticipated costs and projected gross income of the event
 - o Plans, if any, for corporate sponsorship and who prospective sponsors are
 - o Contact information of the director(s) and coordinator(s) of the event
- 3. Contact the Spaulding for Children Development Department to set up an appointment to discuss your event.**



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Third-Party Fundraiser Guidelines

Spaulding for Children has a set of guidelines that we ask all individuals and organizations to follow when fundraising on Spaulding for Children's behalf:

1. The Spaulding for Children name and/or logo cannot be used to promote a third-party event without prior approval by Spaulding for Children's Development Department. All approved third-party fundraisers should submit copies of print materials which include the Spaulding for Children logo/name prior to printing.
2. Spaulding for Children asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings without first discussing it with the Spaulding for Children Development Department. Any fundraiser that requires any type of license should first be discussed with and approved by Spaulding for Children.
3. Keep accurate accounts of your event. Spaulding for Children will not be responsible for any expenses incurred for a third-party fundraising activity.
4. The third-party fundraising activity should be one that does not conflict with the mission of Spaulding for Children (if unclear, contact Spaulding for Children).
5. Your third-party fundraiser should not conflict with an existing Spaulding for Children fundraising event.
6. Spaulding for Children does not insure any third-party fundraisers.
7. Contact us with any additional questions you may have.

Examples of Third-Party Events

- Golf Tournaments, Step Shows, Road Rallies, etc.
- Marathons, Racing Events, etc.
- Wine Tastings, Black-Tie Events, etc.
- Auctions, Grand Openings, Store Promotions, etc.
- Car Washes, Craft Shows, Bake Sales, etc.
- Casual Days, Holiday Parties, etc.
- Bike-a-thon, Walk-a-thon, Bowl-a-thon, Workout-a-thon, Dance-a-thon, etc.

Spaulding for Children's Mission Statement

In partnership with families, communities, organizations, states and the nation, Spaulding for Children's mission is to assure that all children grow up in safe, permanent families and have the help they need to be successful in life.



Third-Party Fundraiser Event Description Form

ANTICIPATED COST & GROSS INCOME OF EVENT

Anticipated Gross Income: \$ _____

Source(s) of Income: (*i.e. ticket sales, sponsorships, auction, etc.*) _____

Anticipated Corporate Sponsor(s): _____

Anticipated Expenses: \$ _____

Types of Expenses: (*i.e. printing, food, location, etc.*) _____

EVENT ORGANIZERS

Primary Contact:

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: (____) _____ Evening Phone: (____) _____ Fax: (____) _____

Email: _____ Website: _____

Secondary Contact:

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: (____) _____ Evening Phone: (____) _____ Fax: (____) _____

Email: _____ Website: _____



Third-Party Fundraiser Event Description Form

Spaulding for Children' Third-Party Fundraiser Guidelines

Spaulding for Children has a set of guidelines that we ask all individuals and organizations to follow when fundraising on Spaulding for Children's behalf:

8. The Spaulding for Children name and/or logo cannot be used to promote a third-party event without prior approval by Spaulding for Children's Development Department. All approved third-party fundraisers should submit copies of print materials which include the Spaulding for Children logo/name prior to printing.
9. Spaulding for Children asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings without first discussing it with the Spaulding for Children Development Department. Any fundraiser that requires any type of license should first be discussed with and approved by Spaulding for Children.
10. Keep accurate accounts of your event. Spaulding for Children will not be responsible for any expenses incurred for a third-party fundraising activity.
11. The third-party fundraising activity should be one that does not conflict with the mission of Spaulding for Children (if unclear, contact Spaulding for Children).
12. Your third-party fundraiser should not conflict with an existing Spaulding for Children fundraising event.
13. Spaulding for Children does not insure any third-party fundraisers.
14. Contact us with any additional questions you may have.

I have read and agree to follow Spaulding for Children's Third-Party Fundraiser Guidelines.

X _____
Signature

Date

Print Name

Print Title

Your Third-Party Fundraiser Event Description Form will be reviewed upon receipt and you will be contacted to arrange a meeting to confirm Spaulding for Children's participation in this event.

Please forward this completed and signed form to:

Addie Williams, President/CEO

awilliams@spaulding.org

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