

Third Party Fundraising



Strengthening Families Since 1954

2013

OUR MISSION

To provide a broad range of social and mental health service that strengthen and support families, children, and individuals.

OUR VISION

To be the recognized leader in advocating and providing quality social and mental health services to strengthen families, children, and individuals.

One Gateway Plaza * Port Chester, NY 10573
web: <http://fsw.org>

Third-Party Fundraising Agreement

Family Services of Westchester (FSW) welcomes and encourages businesses, organizations and individuals to sponsor Third Party Fundraisers—events or promotions that financially support FSW, but are planned and funded by a source other than the agency.

This packet contains the following information:

- Types of Third-Party Fundraisers
- FSW Third Party Fundraising Guidelines
- A Third Party Fundraising Proposal Form

Please return all correspondence and direct all questions to:

Family Services of Westchester

c/o Marianne Gordineer
One Gateway Plaza, 4th Floor
Port Chester, NY 10573

Direct Line: 914-305-6876

Email: mgordineer@fsw.org

Family Services of Westchester thanks you in advance for your efforts to help us support the individuals, families, and children we serve.

Types of Third-Party Fundraisers

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

1. A group or individual can host an event or sponsor an activity and make FSW the beneficiary.

(Example: An organization hosts a golf outing and provides FSW with a check for the net profits.)

2. FSW 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 FSW or a city has an annual marathon and the sponsor offers registrants the opportunity to get pledges for FSW.)*

3. Invite FSW to cooperatively produce an event and share in the profits. *(Example: A local business invites FSW to participate in an art auction or grand opening. FSW sends out press releases and provides volunteers to work at the event. In return, FSW receives a percentage of the proceeds from the event.)*

Third-Party Fundraiser Guidelines

The reputation of FSW is affected by how third-party fundraisers are conducted. Therefore, FSW reserves the right to decline an offer for a third-party fundraiser or to discontinue association with a third-party fundraiser if it is considered to be in conflict with the agency's mission, violates any of the guidelines, or proves not to be in the best interest of FSW. The guidelines below are designed to eliminate confusion about the role of FSW in third-party fundraising events.

- ❖ A completed **Third-Party Fundraiser Form** must be approved by FSW before any reference to FSW can be made in event materials.
- ❖ The third-party fundraising activity should be one that does not conflict with the mission of FSW (if unclear, contact FSW).
- ❖ Your third-party fundraiser should not conflict with an existing FSW event.
- ❖ FSW is not obligated to provide staff or volunteer resources for third-party fundraisers. It is at the agency's discretion whether or not to do so.
- ❖ Although FSW will not share its mailing list with third parties; however, if provided with promotional materials, we will distribute them to our constituents. (Participation from our mailing list is not guaranteed.)
- ❖ FSW must approve any printed materials bearing its name and/or logo prior to publication. All use of the FSW name or logo must include a clear description of how the agency benefits from the event (Example: "A portion of the proceeds benefit Family Services of Westchester".)
- ❖ FSW will not be responsible for any expenses or fees (direct or reimbursable) on behalf of the third-party organizer.
- ❖ If donations are not made directly to FSW, FSW is not responsible for sending acknowledgement letters to the donor for tax purposes.
- ❖ FSW is not responsible for securing any licenses, permits or insurance for third-party fundraisers. Nor will it assume liability for any fees, fines or legal action associated with the absence of necessary licenses, permits or insurance. FSW does not insure any third-party fundraisers.
- ❖ Third-party fundraisers cannot use FSW's name, logo or tax ID number to receive non-profit discounts on venues, services, products, entertainment, etc.
- ❖ FSW cannot be held legally responsible for any contracts signed by the third party or disputes arising from a third-party fundraiser. FSW must be held harmless from any and all problems that may arise.
- ❖ Do not represent yourself as a representative of FSW. FSW will make every effort to have a staff or volunteer speaker at your event if requested but cannot guarantee availability. If you wish to speak about FSW by using information provided at the time of your event approval, please make sure that your audience understands that you are not speaking in an official capacity.
- ❖ Contact us with any additional questions you may have.
- ❖ Your Third-Party Fundraiser Event Description Form will be reviewed upon receipt and you will be contacted to confirm FSW's participation in this event.

Third-Party Fundraiser Proposal Form

EVENT ORGANIZER

Name: _____ Title: _____

Company _____

Address: _____

City: _____ State: _____ Zip Code: _____

Day Phone: (_____) _____ Evening Phone: (_____) _____

Email: _____

Affiliation with FSW: _____

EVENT DETAILS (Feel free to attach additional materials to support your proposal)

Name of Event: _____ Date: _____

Event Location: _____ Time: _____

Event Description: _____

ANTICIPATED INCOME OF EVENT

Anticipated Gross Income: \$ _____ Anticipated Donation to FSW: \$ _____

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

Anticipated Corporate Sponsor(s): _____

FSW SUPPORTNeeded from FSW: FSW Logo FSW Educational Materials Press Release(s) Other: _____

I have read and agree to follow FSW's Third-Party Fundraiser Guidelines.

Signature: _____

Print Name: _____ Date: _____