



## **Third-Party Fundraising Information & Guidelines**

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  
Attn: Development Department  
2975 Westchester Avenue  
Purchase, NY 10577  
developmentdepartment@fsw.org

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

### **FSW Mission**

Family Services of Westchester is a private, nonprofit, nonsectarian agency dedicated to providing a broad range of social and mental health services to support and strengthen Westchester County's children, individuals and families throughout every stage of their lives.

### **Types of Third-Party Fundraisers**

Listed below are some possible types of third-party fundraisers:

- Car washes, craft shows, garage sales, bake sales, etc.
- Casual days, holiday parties, etc.
- BBQs, wine tastings, black-tie events, cocktail parties, etc.
- Auctions, grand openings, store promotions, etc.
- Bike-a-thons, walk-a-thons, bowl-a-thons, workout-a-thons, dance-a-thons, etc.
- Golf or tennis outings
- Clothing drives



## How do the fundraising arrangements work?

**Example 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.)

**Example 2:** FSW can piggyback on an existing event and add a third-party fundraising element. (Example: A company has an annual party and asks its employees to bring donations of new clothing or toys for FSW. A town holds an annual marathon and the sponsor offers registrants the opportunity to get pledges for FSW.)

**Example 3: You or your organization invites** 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 Fundraising Guidelines

Because the reputation of FSW is affected by how third-party fundraisers are conducted, 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 below or proves not to be in the best interests 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).
- A third-party fundraiser cannot compete with or 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.
- FSW will not share its mailing list with third parties but may distribute promotional materials to our constituents. (Please note that 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. FSW will not assume liability for any fees, fines or legal action associated with the failure to obtain the necessary licenses, permits or insurance. FSW does not insure any thirdparty fundraisers.
- Third-party fundraisers may use FSW's name, logo or tax ID number to receive nonprofit 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.



## FSW 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 SUPPORT

Needed 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: \_\_\_\_\_