



Third-Party Fundraiser/Event Guidelines

Thank you for your interest in supporting That Others May Live Foundation (TOMLF)! We encourage individuals and organizations to conduct fundraising events and donation drives to help support and further our mission.

The following **Third-Party Fundraiser/Event Guidelines** are provided to help us achieve our shared goal of supporting our warriors, veterans and families. The following guidelines are provided to help planners and supporters consider potential event needs and to assist you in your efforts. Each event proposal will be reviewed on a case-by-case basis, and our team will coordinate with Third-Party planners to assist & provide guidance when appropriate.

Please read the Third-Party Fundraiser Guidelines before submitting a Third-Party Event Request Form. If you have any questions, please contact us at events@thatothersmaylive.org.

Definitions

Third Party Event – A fundraising activity hosted by a group or individual where TOMLF has no fiduciary responsibilities, and little or no staff involvement.

Event Organizer – Person, business, group or organization hosting a third-party event to benefit TOMLF

How can TOMLF help with your event?

TOMLF is extremely grateful of event organizers who manage third-party events, but we are often limited in the amount of assistance we can provide. Typically TOMLF is able to provide the following

- Advice and suggestions on event planning (time permitting)
- TOMLF logo, and approval as stated in these guidelines
- Event promotion, when appropriate, to the TOMLF community via website and social media
- Acknowledge gifts and send tax receipts, as outlined in this document

Event Application and Approval

- All fundraising event/promotions for the benefit of That Others May Live Foundation must be approved in advance of advertising, promoting, or hosting your event.
 - Fundraising events which benefit That Others May Live Foundation must reflect positively on its mission. TOMLF reserves the right to decline any fundraising proposal that is not in line with our mission and values.
 - The Third-Party Event Request Form should be completed and submitted to Director of Advancement no less than 21 days prior to the proposed promotion or event start date.
 - Event organizers must review and adhere to third-party fundraiser/event guidelines.
 - Once approved, a copy of the approval letter will be sent to you via email.
- Annual events should be registered with TOMLF each year.

Marketing and Promotion

- **That Others May Live Foundation's name, logo or mission may not be used in any way without written approval.**
- All promotional materials should clearly state the event is sponsored by you or your organization with the net proceeds going to TOMLF. If a specific percentage of proceeds are coming to TOMLF, this must be clearly stated in your promotional materials.
- Third-party events may not be represented as events sponsored by TOMLF. That Others May Live Foundation cannot be used in an event title, but should be listed as the beneficiary of the event.
 - Example: "Event Name, benefitting That Others May Live Foundation"
- Participants may not use the copyrighted information, logos, or photos on the That Others May Live Foundation website or social media without the express written consent of TOMLF.



- Promotional materials must be reviewed and approved by TOMLF's Director of Advancement prior to distribution (example: fliers, brochures, tickets, social media promotion, etc.)
- Media and promotional materials should refer to "That Others May Live Foundation"

Financial Guidelines:

- That Others May Live Foundation will not incur third-party expenses or provide any funds for third-party events. If the event requires goods or services and expenses will be incurred, the event organizer will be solely responsible. We encourage you to:
 - Secure donated goods and services
 - Negotiate reduced costs
 - Minimize expenses
- No bank or holding accounts may be established under That Others May Live Foundation's name.
- By law, That Others May Live Foundation's non-profit status may not be used by the host organization to purchase items and materials with which to conduct the event.
- Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- For some events, the Director of Advancement may require an event plan and budget.
- A check for the third-party event's net proceeds (gross proceeds less all related expenses) must be sent or presented in person to That Others May Live Foundation within 60 days of the event's conclusion.

Event Insurance and Liability

- Event organizers are responsible for obtaining all permits, licenses and insurance certificates. Please note that raffles, drawings and other games of chance are governed by a variety of federal, state and local laws, and often require a permit by a registered 501(c)3 organization.
- That Others May Live Foundation assumes no legal or financial liability associated with third-party events.

Charitable Giving Guidelines:

- Unless your organization is registered with the IRS as a charitable non-profit entity, donations made to it are not tax-deductible.
- Gifts made directly to a third-party event can be used to cover the event's expenses but are not tax-deductible.
- A donation solicited on our behalf, whether it is an item or cash, is fully tax-deductible only when it is made directly and entirely to That Others May Live Foundation, and no goods or services are provided in exchange for the gift.
 - Checks payable to That Others May Live Foundation, or cash donations clearly labeled with donors' information, can be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations. Please coordinate this with the Director of Advancement.

TOMLF is unable to provide

- Help soliciting donations, conducting mailings, recruiting attendees, or collecting money
- Our tax-exempt certificate for making event-related purchases
- Guaranteed staff or board attendance at the event
- Access to our mailing list
- Responsibility of any kind associated directly or indirectly to the event, including but not limited to expenses, purchases, insurance or liability coverage.



THIRD-PARTY EVENT REQUEST FORM

Please complete this form in full and return to events@thatothersmaylive.org.

APPLICANT OR LEAD ORGANIZATION INFORMATION

Name of Individual/Organization/Group: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Website: _____

EVENT INFORMATION

Date of Request: _____ Location: _____

Event Date: _____ Type of Event: _____

Project/Event Title (if applicable): _____

Event Description: _____

Description of how funds will be raised (admission fee, chance drawing, etc.) _____

Do you foresee the use of That Others May Live Foundation marketing materials and/or staff? Yes No

If yes, please provide details: _____

We are requesting a representative from That Others May Live Foundation to be present.

**Note* We may or may not be able to provide a representative at your event.*

Yes, I have read and agree to That Others May Live Foundation's third party event guidelines.

Signature

Date

****Please allow 7-10 business days for final approval of your proposal****

Questions? Please contact Debbie Leon, Director of Advancement
(407) 754-4639; Debbie.leon@thatothersmaylive.org