
FUNDRAISING EVENT GUIDELINES

The Down Syndrome Association of Central Ohio (DSACO) is extremely grateful to the many people and organizations who wish to hold events that support our mission. In order to ensure transparency in our fundraising efforts, only those third-party events which meet criteria outlined below will be considered.

Each event will be reviewed on a case-by-case basis.

DEFINITIONS:

- » **Third-Party Fundraising Event** – A fundraising activity by a non-affiliated group or individual, where DSACO 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 DSACO

EVENT APPLICATION AND APPROVAL:

Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit for consideration the attached Fundraising Event Proposal Form and return it to DSACO via mail, fax or email.

- » Approval by DSACO must be obtained before you advertise and hold your event.
- » Annual events should be registered with DSACO each year.
- » DSACO reserves the right to refuse funds raised at unapproved events and activities.
- » Approved events will be added to DSACO's event calendar - which can be found at www.dsaco.net/events

MARKETING AND PROMOTION:

- » Third Party events may not be represented as events sponsored by DSACO.
- » Promotions for the event should reflect DSACO as a beneficiary; not conducting or sponsoring the event (i.e. "proceeds from XYZ Golf Tournament will benefit the Down Syndrome Association of Central Ohio").
- » All promotional materials related to an event benefiting DSACO must be reviewed and approved by the Director of Marketing & Events prior to distribution (ex: flyers, press releases, tickets, brochures, posters, etc.).
- » Any requests for the use of the DSACO logo, name and images must undergo approval.
- » All references to DSACO in publicity and promotional materials for the event or promotion should refer to "Down Syndrome Association of Central Ohio (DSACO)".
- » All promotional materials must clearly state the percentage of the proceeds that will benefit DSACO.
- » Only approved third-party events will be added to DSACO's Third-Party Fundraising Events Calendar.

EVENT EXPENSES:

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

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EVENT INCOME:

- » The event organizers are responsible for maintaining all proper account records for the event.
- » All donation checks must be payable directly to DSACO.
- » Only checks payable to DSACO, and cash donations clearly labeled with the donor information, will be provided a tax deductible acknowledgment letter in accordance with IRS and state tax regulations.
- » Donations made out to an organizer or other sources may receive a general acknowledgment letter, however no value will be attached.
- » If you are deducting expenses before sending net proceeds to DSACO, 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.
- » Event Organizer should inform DSACO of any efforts 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 DSACO, with appropriate documentation from individuals and/or businesses regarding their financial donations.

EVENT INSURANCE AND LIABILITY:

- » The event organizers are responsible for obtaining any necessary insurance coverage as well as any permits and clearances required by local and state government in compliance with all applicable laws.
- » DSACO will not 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 DSACO HELP WITH YOUR EVENT?

DSACO is extremely appreciative of the organizers who manage third-party events to benefit its programs and services. Please keep in mind, however, that DSACO is limited in the amount of assistance it can provide to third-party events.

DSACO can provide the following:

- » Advice and suggestions on event planning, as time allows
- » Approval for the use of DSACO name, logo, and images*
- » Display promotional materials, if appropriate
- » Provide DSACO event banners, if appropriate**
- » Promotion of your event, when appropriate, to the DSACO community through regular advertising venues such as our events calendar, social media and internal communications
- » Acknowledge and provide tax receipts for contributions made payable and submitted to DSACO

*Approval of event marketing materials where DSACO name, logo, or images are utilized is not optional.

**Event banners will be provided depending on availability.

DSACO is unable to provide the following:

- » Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees, and collecting monies
- » DSACO's tax-exemption number for making any purchases related to your event
- » Guaranteed volunteer, Board Member, or staff attendance at the event
- » Access to donor list and 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

FUNDRAISING EVENT PROPOSAL FORM

This form serves as an agreement between the fundraiser and the Down Syndrome Association of Central Ohio (DSACO) for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising program described below. Please remit this form to DSACO for event approval at least 30 days prior to event date. Only fundraising events that complete the form below and send back to DSACO for approval, will be added to DSACO's Event Calendar (www.dsaco.net/events).

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NAME OF EVENT ORGANIZER: _____
PRIMARY CONTACT NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ EMAIL: _____

EVENT INFORMATION:

NAME OF EVENT: _____
BUDDY WALK TEAM NAME: _____
LOCATION OF EVENT: _____
DESCRIPTION OF EVENT: _____

DATE/TIME/DURATION OF EVENT: _____
ANTICIPATED NUMBER OF ATTENDEES (IF APPLICABLE): _____
ANTICIPATED AMOUNT TO BE RAISED: \$ _____
PERCENTAGE OF PROCEEDS BEING DONATED TO DSACO: _____
OTHER ORGANIZATIONS BENEFITING FROM THIS FUNDRAISER (IF APPLICABLE): _____

AVAILABLE MARKETING MATERIALS:

DSACO can offer you a few items to assist with marketing your event to your friends/family. Please select from the options below.

- ◇ I would like a flyer made up for my event (please send a photo and event details to ebrillhart@dsaco.net)
- ◇ I would like DSACO representation at my event
- ◇ I will tag DSACO on social media in my event post so DSACO can share it (based off availability on DSACO's social media platforms)

PLEASE SEND THIS FORM BACK TO DSACO COMPLETED AT LEAST 30 DAYS PRIOR TO THE EVENT DATE.

EMAIL: ebrillhart@dsaco.net | MAIL: 510 E. North Broadway, Columbus, OH 43214

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OFFICE USE ONLY:

FORM RECEIVED: _____ APPROVED | DECLINED _____ ADDED TO EVENT CALENDAR: _____