



## **Mission Kids Third Party Fundraising Guidelines**

The Mission Kids Child Advocacy Center of Montgomery County (Mission Kids) is always grateful for the generosity of members of our community who provide gifts of time and money. We rely on the support of organizations and individuals like you to allow us to make a difference in the lives of children. We are extremely grateful that you are interested in raising funds for Mission Kids. Please take a moment to read through our fundraising guide and complete the attached form.

### **Before you begin / General information-**

Mission Kids is extremely proud of our record of service and the image it portrays to the public. For this reason, Mission Kids allows its name to be used only in circumstances and for activities that are compatible with its mission and are consistent with the image of our organization. Third-party fundraising events should not directly conflict with an existing Mission Kids fundraising event.

***What is a Third Party Fundraiser?*** A third party fundraiser is when an outside organization or business (like yours) plans and executes an event to benefit a particular organization (like Mission Kids.)

***Why do I need to complete the attached form before planning our event?*** The staff and Board of Directors of Mission Kids would like to have record of the individual events that are taking place to benefit our Center. This will also allow us to help you in any way possible.

***What percentage of the funds generated will stay in Montgomery County?*** 100%! Every penny that is generously donated through your event will remain right here in Montgomery County at Mission Kids to help children in our community. We would be more than happy to provide you with information on how the money is used to help children.

***How do we articulate that the event will benefit the Mission Kids Child Advocacy Center?*** Your event may not be represented as **sponsored by** the Mission Kids Child Advocacy Center. Promotions should reflect Mission Kids Child Advocacy Center as the **beneficiary** and not directly conducting the event. (i.e. *"the proceeds from (Event Name) will benefit the Mission Kids Child Advocacy Center"*). The promotion cannot give the impression that Mission Kids endorses or sponsors any products or organization. (i.e.- Mission Kids supports Club XYZ)

***We are also donating the proceeds to other organizations.*** If there are other organizations that will benefit; please make that clear in the promotion of the event. All recipient agencies should be clearly listed.

**May we use the Mission Kids Child Advocacy Center logo?** We encourage you to use the logo, but you will be asked to follow certain policies. We will be more than happy to provide you with a file of the logo, but we must reserve the right of final approval of all materials utilizing our logo or name.

**We would like to obtain sponsors to underwrite the event.** Great idea! It is recommended that any potential corporate or organizational underwriting sponsors that you contact be pre-approved by a Mission Kids representative to ensure there is not a conflict with other key event sponsors or donors currently supporting Mission Kids for other events.

## **Support & Materials**

**Will Mission Kids supply staff/volunteers for our event?** We have an extremely small paid staff and limited access to volunteers. We will make a request for volunteers to help, but you should not rely on Mission Kids to provide sufficient volunteer staff when planning your event. You should plan on recruiting your own volunteers to provide the people power for your fundraiser.

**What materials will Mission Kids Child Advocacy Center provide?** We can provide brochures, and information/fact sheets for your event. Any material not distributed should be returned to the Center.

**Can a representative come and speak at our event or to our business/organization?** We will make all efforts to schedule a volunteer or staff member to speak about the services we provide and the difference our programs make in Montgomery County. A minimum of 3 weeks advance notice is asked to fulfill the request.

**How will the event be insured?** It is the responsibility of the Third Party to obtain any necessary permits for the event and general liability insurance.

## **Collecting donations / funds-**

**Donation guidelines.** If you are selling goods and services (i.e. admittance to an event, food & beverages, shirts, etc.) you may not state or imply that the funds are fully tax deductible. Only the amount above and beyond the value of an item is deductible. See [www.irs.gov](http://www.irs.gov) for further information on donations and tax deductions. Your organization/business is responsible for abiding by IRS regulations regarding donations and proceeds.

**Once the funds are collected.** It is extremely important that your donation be submitted to Mission Kids within 30 days of the event. By naming Mission Kids Child Advocacy Center as the beneficiary of your event, you are required to donate the full amount of the net proceeds (after expenses) raised on our behalf. We cannot be held responsible for any financial losses. It is generally recommended that records be maintained of the expenses incurred through your benefit.

**What about checks?** Any checks that are made payable directly to Mission Kids Child Advocacy Center must be sent to Mission Kids and will not under any circumstances be signed over to the sponsoring organization. If you choose to have checks made payable to our organization they can be made out to "Mission Kids Child Advocacy Center". Please be as specific as possible regarding to whom the donor is to make checks payable.

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**Additional questions or concerns?**

If you have any additional questions or concerns that are not addressed above please do not hesitate to contact Abbie Newman, Executive Director, at the Mission Kids Child Advocacy Center. We would be more than happy to speak to you.

Please fill out the attached form with information regarding your fundraiser, and return to: *Mission Kids: ATTN: Executive Director, 502 West Germantown Pike, Suite 101, East Norriton PA, 19403 FAX 484-687-2994*

**Contact/Event Coordinator Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Organization/Business** \_\_\_\_\_

**Event Date(s):** \_\_\_\_\_

**Event sponsors (if applicable):** \_\_\_\_\_

\_\_\_\_\_

**Briefly describe your fundraising event and goals:**

\_\_\_\_\_

\_\_\_\_\_

**We would like the following for our event:**

- Agency speaker
- Agency brochures and information: specify amount needed \_\_\_\_\_