



Third-Party Fundraiser Guidelines

We're grateful for your interest in hosting a fundraising activity for Whaley Children's Center (WCC). Your event is a valuable opportunity to raise funds and awareness for our mission to help youth and families overcome trauma. These guidelines are designed to help you identify potential needs or issues and provide support for the success of your event.

Any individual or organization (outside of WCC) that hosts an event, promotion, or donation drive on behalf of Whaley Children's Center, is defined in this document as a "third-party fundraiser."

General Guidelines

- All fundraising events/promotions for the benefit of WCC must be approved in advance. Please submit your fundraising proposal at least 3 weeks before your event to allow sufficient time for review and approval.
- Fundraisers that benefit WCC must reflect positively on its mission. WCC reserves the right to decline any fundraising activity that is not in line with our mission.
- Fundraisers must fully and truthfully state the portion of the proceeds donated to WCC in all advertising, promotions, and in all contact with donors, sponsors, and participants. If less than 100% of the net proceeds* will be donated, the "portion of proceeds" may be stated as a percentage of net proceeds, a portion of a product price, or a fixed amount per sale/transaction that is to benefit WCC.

**Net proceeds refer to the total funds raised after expenses directly related to the event (such as venue rental, permits, etc.) are subtracted.*

For all approved fundraisers, WCC can:

- Provide you with our logo for your marketing materials
- Provide sample template letters to solicit sponsorships and in-kind donors
- Provide WCC informational documents for you to print and distribute at the event
- Provide written tax receipts to donors who make checks payable to Whaley Children's Center
- Attendance at the event by a member of our staff, based on availability

WCC is unable to provide the following:

- Insurance or liability coverage
- Liquor license
- Funding or reimbursement for your expenses



- Mailing list of potential donors or vendors
- Publicity (i.e. newspaper, radio, television, etc.).
 - Newsletter/social media posts about the fundraiser may be considered depending on availability and timing.

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Communication Guidelines:

- All marketing materials and text about WCC must first be approved by the Marketing Coordinator prior to being posted.
- Third-party event fundraisers are authorized to use only the “Benefitting Whaley Children’s Center” logo which will be provided to you upon request.
- WCC cannot be used as an event title but may be identified as the beneficiary of the event/promotion. *For example, an event may not be referred to as “Whaley Children’s Center Bake Sale.” Instead, it should be promoted as “XYZ Bake Sale benefitting Whaley Children’s Center.”*

Financial Guidelines:

- The third-party fundraiser is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event, including a liquor license if necessary. WCC will not assume any legal or financial responsibility for a third-party event.
- The not-for-profit tax-exempt status of WCC may not be used by the host organization to purchase items and materials with which to conduct the activity.

Charitable Giving Guidelines:

- Organizers must identify any businesses or individuals to be contacted for solicitation so that WCC can avoid duplicated efforts. One must have permission from WCC prior to soliciting any businesses or individuals in WCC’s name.
- Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible ONLY when it is made directly and entirely to WCC, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.

To set up your fundraiser, please contact Olivia Nagel, Director of Development, at onagel@whaleychildren.org or call 810-234-3603.