



## THIRD-PARTY FUNDRAISING GUIDELINES

Thank you for your interest in hosting a third-party fundraising event or activity to benefit Sanctum House. You and numerous community supporters are critical to helping Sanctum House ensure the care and safety of victims of human trafficking. Residents of Sanctum House move towards a life of transformation in body, mind and spirit and we can't do that without you!

This packet is designed to assist you in planning your fundraising event/activity to benefit Sanctum House, and to eliminate any confusion about roles and responsibilities. **Please read these guidelines in their entirety BEFORE planning your fundraising event/activity.**

### What is a Third-Party Fundraiser?

Third-party fundraisers are events/activities organized by an outside individual/group that provides charitable proceeds for a nonprofit organization. There are 3 main categories of third-party events.

1. A group or individual can host an event or sponsor an activity and make Sanctum House the beneficiary. *(Example: An organization hosts a golf outing and provides Sanctum House with a check for the net profits.)*
2. An organization can allow Sanctum House to "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element. *(Examples: A company has an annual holiday party and asks their employees to bring donations of clothing and toiletries or a community group has an annual walk-a-thon and offers registrants the opportunity to get pledges for Sanctum House.)*
3. A group or individual can invite Sanctum House to cooperatively produce an event and share in the profits. *(Example: A local business invites Sanctum House to participate in a grand opening. Sanctum House helps promote the event. In return, Sanctum House receives a percentage of the proceeds from the event.)*

### *Specific Third-Party events/activities may include:*

- Car Washes, Craft Shows, Garage Sales, Bake Sales, etc.
- Corporate Casual Days, Holiday Parties, etc.
- BBQ's, Wine Tastings, Black-Tie Events, Cocktail Parties, etc.
- Auctions, Grand Openings, Store Promotions, etc.
- Golf Tournaments
- Marathons, Racing Events, etc.

## Guidelines for Conducting a Third-Party Fundraiser

The State of Michigan regulates all fundraising activities, and Sanctum House follows IRS laws for charitable giving and acknowledgements. Additionally, the reputation of Sanctum House is affected by how third-party fundraisers are conducted. Therefore, any individual or organization who wishes to conduct an event or promotion involving the use of Sanctum House's name for fundraising and/or publicity purposes must receive advanced approval from Sanctum House by utilizing the accompanying application form.

Sanctum House reserves the right to decline an offer for a third-party fundraiser or discontinue association with any activity which is deemed in conflict with its mission, violates these guidelines or proves to not be in the best interest of Sanctum House.

1. Events/activities should complement the mission and image of Sanctum House. The final judgement allowing an individual or organization to host an event/activity using Sanctum House's name or logo will be the sole and final decision of Sanctum House's President.
2. Event/activity application forms should be submitted at a minimum of 30 days prior to the proposed event/activity date. All event/activity organizers must re-apply annually for approval.
3. You, as the event/activity organizer, must obtain all necessary permits, licenses and insurance.
4. Be prepared to estimate revenue and expenses for your event/activity, as well as the size and contribution you intend to donate. You, as the event/activity organizer, must maintain accurate accounting records of all revenue and expenses.

*Note: The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." Sanctum House strives to maintain overall fundraising costs below 20% and we encourage event/activity organizers to meet this standard.*

5. If Sanctum House will not receive all of the proceeds from your activity/event, then the exact percentage that will be donated must be clearly stated on all promotional materials.
6. If using Sanctum House's name or logo, the Sanctum House President or Executive Director must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional materials related to your event/activity. Please allow 3 business days for the review process to occur. When referring to the organization, please use "Sanctum House". The provided logo should not be modified in any way.
7. Please only list Sanctum House as the beneficiary of the event/activity. For example, event organizers should not call an event: "Sanctum House Bowl-A-Thon." Your event should be promoted as: "Bowl-A-Thon to benefit Sanctum House."
8. Do not act as a representative of Sanctum House. Sanctum House will make every effort to have a staff member or volunteer attend and/or speak at your event, but we cannot guarantee availability. If you wish to speak using information provided by Sanctum House, please be sure your audience knows you are not an official Sanctum House representative.

9. Events/activities must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state the fair market value or which portion of the contribution is tax-deductible.
10. Sanctum House can only send tax receipts/acknowledgements to individuals that write a check made directly out to Sanctum House. All checks made payable to Sanctum House must be turned over and deposited by Sanctum House. Do not open a bank account in Sanctum House's name.
11. If credit card donations are being accepted, please notify Sanctum House so we can set up an online fundraising page for the event.
12. You, as the event/activity organizer, may not keep any portion of the proceeds as profit or compensation for organizing the event/activity. If event/activity expenses are greater than the money raised, you are responsible for paying those expenses.
13. Proceeds must be received by Sanctum House within 30 days of the event/activity.
14. If circumstances warrant (i.e. fraud, negative exposure, etc.), Sanctum House may, at any time direct you to cancel the event/activity. You must agree to cancel the event/activity, if so directed, and further agree to release Sanctum House and its officers and employees from any and all liability in connection with such action.

## Roles and Responsibilities

While Sanctum House is grateful for your support, please note that due to federal/state regulations and limited staff resources, we can only play a limited role in your planned event/activity.

We're happy to help you in the following ways:

- Provide a letter of authorization to be used to validate the authenticity of the event/activity
- Provide and approve the use of Sanctum House's name and logo
- Promote the event/activity on Sanctum House's social media page(s)
- Send a representative to attend your fundraising event/activity, if possible
- Provide a written tax receipt to donors who make their checks payable to Sanctum House or who donate via the Sanctum House website

Sorry, we're not able to provide the following:

- Advice or assistance with event/activity planning
- On-site staff support at your event/activity
- Our non-profit tax ID for liquor license requests or sales tax exemption purposes
- Obtain permits or licenses for events, including those for raffles and/or games of chance
- Obtain liability insurance coverage
- Funding or reimbursement for event/activity purposes
- Solicit sponsorship revenue for your event/activity
- Sanctum House letterhead
- Submit press releases to media outlets

# APPLICATION

## Organizer Information

Name of sponsoring organization or individual: \_\_\_\_\_

Contact person (if different): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Fundraising Event/Activity Information

Name of event/activity: \_\_\_\_\_

Description: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Estimated Attendance: \_\_\_\_\_

Location (venue name and address): \_\_\_\_\_

Event website (if applicable): \_\_\_\_\_

Is Sanctum House the sole beneficiary of this event/activity?  Yes  No

If no, who are the other beneficiaries? \_\_\_\_\_

How do you plan to promote the event? \_\_\_\_\_

**Note: Promotional material including Sanctum House's name and/or logo must be approved in advance.**

Who is your target audience? \_\_\_\_\_

Is a Special Event Liquor License required for your event?  Yes  No

*(Please attach approvals by local authorities and evidence of insurance. Your organization must indemnify and hold harmless Sanctum House from and against any liability claims, damages or expenses due to or arising from the event.)*

Are you holding a raffle as part of your event?  Yes  No

*(A raffle license is required for all games of chance. Sanctum House cannot provide raffle licenses for third party fundraising events. If you are utilizing another 501c3 organization to obtain a raffle license, please tell us the organization's name: \_\_\_\_\_)*

What materials or expectations do you have from Sanctum House (staff representation at the event/activity, promotional materials, etc.)? \_\_\_\_\_

Have you hosted a fundraising event for Sanctum House before?  Yes  No

If so, which event? \_\_\_\_\_

## Financial Information

How do you want the donated funds to be used.  Greatest Need  Specific program: \_\_\_\_\_

Please estimate your anticipated Net Proceeds (revenue minus expenses) \$ \_\_\_\_\_

Anticipated date of your donation: \_\_\_\_\_

*(Donations should be delivered/sent to Sanctum House within 30 days of the event.)*

## Signature

I agree that the information provided in this document is accurate and further agree to the terms set forth in the Sanctum House Third-Party Fundraising Guidelines document.

Printed Name and Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Send completed form to:**  
Edee Franklin  
Sanctum House  
200 W. Second Ste. #842  
Royal Oak, MI 48068  
Email: Edee@SanctumHouse.org

Office Use Only: Date Received: \_\_\_\_\_

Status:  Approved  Declined

Applicant Notified On: \_\_\_\_\_ By: \_\_\_\_\_