



THIRD-PARTY FUNDRAISING

TOOLKIT

Welcome!

Thank you for your sincere interest in helping homeless children, families, and adults served by the Presbyterian Home for Children and the Sunrise Center which is a ministry of the Presbyterian Home for Children. Please know that your support means the world to us. We depend on the generosity of people like you to continue providing every homeless child, family, and adult the services they need to break the cycle of poverty and begin lives of successful independence. More information about the Presbyterian Home for Children can be found online at www.phfc.org.

Event Guidelines

If you are interested in hosting a fundraiser on behalf of the Presbyterian Home for Children or Sunrise Center we request that you read and review the toolkit before completing the application form. This form will provide us with a clear understanding of our plans and will allow us to add it to our calendar and support your efforts the best that we can. We will also be able to verify the legitimacy of your fundraiser should we receive inquiries from the public.

The Presbyterian Home for Children is accountable for fundraising activities using the organization's name. This application must be submitted and approved before any announcements regarding your event are made. We must ensure that your fundraiser aligns with the mission of our organization, that the dates do not conflict with the organization's calendar, and that the same sponsors are not asked multiple times for support.

Until the application is approved, no announcements can be made and the fundraiser may not be promoted in any way using the Presbyterian Home for Children or Sunrise Center name or logo.

If expenses are greater than money raised by the event, the event organizer is responsible for those expenses. Proceeds must be received without 30 days of the fundraising date or campaign.



THIRD-PARTY FUNDRAISING TOOLKIT

Overview

What is third-party fundraising?

Third-party fundraising is any type of fundraising event or program conducted by an individual, group or organization where the Presbyterian Home for Children and/or Sunrise Center is the beneficiary. Fundraising can be done in the form of a special event, a cause marketing program or as proceeds of a sale.

Who can conduct a fundraiser?

Individuals and organizations can fundraise independently in support of the Presbyterian Home for Children and/or Sunrise Center. These can be individuals, civic organizations, churches, schools, or businesses. Anyone in the community can fundraise to support the areas of greatest need or for a specific program of your choice.

Where will my donations go?

All donations made to the Presbyterian Home for Children and/or the Sunrise Center will go to our area of most need unless you designate a specific program.

How can the Presbyterian Home for Children or Sunrise Center help?

- Provide a letter of authorization to validate the authenticity of the fundraiser.
- Offer feedback on your fundraiser and/or event.
- Provide and approve use of our logo(s) on materials related to your fundraiser.
- Help you select an area of our ministry for your donation to support.
- Coordinate a check presentation after your fundraiser.

We are here to support you. However, there are some services we are unable to provide:

- Our tax exemption number.
- Insurance or liability coverage.
- Permits and/or licenses.
- Mailing list of donors and/or vendors.
- Presbyterian Home for Children letterhead.
- Funding or reimbursement of your expenses.
- Guaranteed attendance of organization staff or clients.



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FAQs

Can I use the Presbyterian Home for Children or Sunrise Center name and logo?

Once your fundraiser is approved, we will provide you with our logo for your marketing materials. We must review everything with our name and logo before it's printed or distributed. This includes the use of our logo on your website or your company/organization's website or social media.

How long does it take to get my Fundraiser Proposal approved?

Proposals will be approved within 5 business days of receipt.

Do I need to create a 501c3 (non-profit) organization to host a fundraiser?

No, anyone can host a fundraiser with our approval. We can provide an authorization letter confirming the organizer's intent to raise funds.

Can someone help me plan my fundraiser, and attend and/or speak at my event?

We are happy to provide guidance, but we unfortunately do not have the staff to handle the organizational and administrative tasks associated with third-party fundraisers. We do our best to attend all events supporting the Presbyterian Home for Children and Sunrise Center, but we cannot guarantee that staff or clients will attend your event. We will try our best!!

Can you help me get a permit and/or license for my fundraiser?

The organization and execution of the fundraiser is the responsibility of the organizer.

Can you provide insurance for my fundraiser?

Because the Presbyterian Home for Children and/or Sunrise Center is the beneficiary and has no direct involvement with running the fundraiser, we cannot provide insurance certificates. The event organizer is responsible for obtaining insurance if necessary.

Will each of my donors get a receipt?

The Presbyterian Home for Children and Sunrise Center cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party fundraiser. If your donor wants a receipt, please be sure the check is made payable to the Presbyterian Home for Children and leave the check in its original form before sending it to the Presbyterian Home for Children. There are complex regulations around the distribution of charitable tax receipts. This includes donation of money, in-kind items, and services. Issuing an inappropriate receipt can put our charitable tax status in jeopardy so please do not promise any kind of receipt. For more information contact our resource development department.



THIRD-PARTY FUNDRAISING APPLICATION

Date: _____

Sponsor Information

Organizer's Name: _____

Company/Organization Name (if applicable): _____

Address: _____ City: _____ State: _____ Zip: _____

Business Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Fundraiser Information:

Name of fundraiser: _____ Type of fundraiser: _____

Date(s): _____ Time: _____

Description of fundraiser (be specific): _____

Location: _____

Has this fundraiser taken place before? _____ If yes, when: _____

Does your fundraiser require permitting and/or a license? _____

**Please note: As with any fundraising event or proposed raffle, please adhere to federal, state, and local laws.*

Budget/Fundraising:

Will the Presbyterian Home for Children or Sunrise Center be the sold beneficiary? _____

If no, please list other beneficiaries: _____

Approximate number of people expected to participate: _____

Anticipated gross revenue \$ _____

Anticipated expenses \$ _____

How will expenses be paid? _____

Anticipated net revenue \$ _____

Anticipate donation to Presbyterian Home for Children or Sunrise Center: _____

Please list all sponsors involved: _____

Price structure of fundraiser (entrance fee, ticket cost, etc.) _____



THIRD-PARTY FUNDRAISING APPLICATION

Briefly describe how funds will be raised (i.e. ticket sales, collections, sponsorships, auction, etc.)

Will your gift be designated to a specific program? _____

If so, which one? _____

Because we solicit a large number of local businesses, prior approval may be necessary before asking for donations. Please list all businesses, civic, social organizations, foundations, or churches which will be or have been solicited for support for this event: _____

Publicity & Promotions

For publicity purposes, please list a contact number and number that can be listed:

Name: _____

Phone: _____

Email: _____ Website: _____

How will the event be publicized (social media, press releases, flyers, TV/Radio, newspapers, web site)?

Signature: _____ Date: _____

Please email or mail completed application to:

Presbyterian Home for Children
Attn: Resource Development Department
905 Ashland Highway
Talladega, AL 35160
Phone: (256) 362-2114
Email: jramey@phfc.org