

Third-Party Fundraiser Event Guidelines

Getting Started

The guidelines below will assist you in planning and hosting a fundraiser to benefit Mountain Valley Hospice and Palliative Care (MVHPC). To submit your event for approval, please complete and submit the Third-Party Fundraiser Application at least 3 weeks prior to your event. This form may also be completed and submitted online at mtnvalleyhospice.org/third-party-fundraising. After your application is reviewed, a member of the Development team will contact you.

Although third-party fundraising events may take virtually any form their organizers can imagine, a few general rules apply to every situation:

- Donors (those involved in the fundraising event) must make contributions directly to the MVHPC.
- An event must produce more donations (event income) than the event's expenses.
- Activities conducted as a third-party fundraiser must not be trade that is regularly conducted.
(For example, a weekend bake sale qualifies as a fundraiser, while a church-run bakery does not.)

Promotion of Your Event

Before promoting your event, please note the following:

- Third-party fundraising events associated with MVHPC, as well as use of the MVHPC logo, branded materials or other visual representation must be approved by MVHPC at least two weeks prior to the event. Approval must be obtained before you advertise or hold your event in connection with MVHPC. MVHPC reserves the right to refuse funds raised at unapproved events and activities.
- Third-party fundraising events must be referred to as "benefitting Mountain Valley Hospice and Palliative Care" or "benefitting" a specific MVHPC program by name (e.g., *We Honor Veterans, Pet Peace of Mind, or Kids Path*). The events may not be represented as "sponsored by," "conducted on behalf of" or any similar terminology.
- All references to MVHPC in publicity and promotional materials for the event or promotion should refer to "Mountain Valley Hospice and Palliative Care" or "MVHPC" if the complete name has been mentioned earlier in those materials.
- Promotional materials, including but not limited to flyers and social media graphics, containing the MVHPC logo must be sent to adiener@mtnvalleyhospice.org for final approval before print and distribution.

How can MVHPC help with your event?

MVHPC is very grateful to organizers and hosts of third-party fundraising events, but we are limited in the amount of assistance we can provide.

MVHPC may be able to provide:

- Advice and suggestions on event planning
- Flyers, brochures, and swag items such as pens, fans, coasters, and other marketing materials
- Promotion of your event, if appropriate and approved by our Marketing team, to the MVHPC community through website and social media. *(If you promote your event on social media, please tag us so that we can help spread the word! We are on Facebook and Instagram as @MtnValleyHospice).*
- Volunteer and/or staff assistance at the event, if scheduling permits
- Acknowledgement (thank-you letters) to individuals, businesses, or corporations for donations submitted directly to MVHPC in accordance with IRS and state tax regulations

MVHPC is unable to provide:

- Assistance in soliciting donations or sponsorships, handling mailings, attending planning meetings, recruiting attendees, or collecting monies
- MVHPC's tax-exemption number for use in making any purchases related to your event
- Guaranteed volunteer, board member, or staff attendance at the event
- Access to donor lists or contacts
- Responsibility of any nature or kind associated with the event, including but not limited to expenses, purchases, and rentals
- Any licensure or permits required to host the event
- Insurance or liability coverage for the event

Event Income

Event organizers should maintain accounting records of all expenses and income for the event. **Donation checks should be made directly to MVHPC. Cash donations must be clearly labeled with the donor's name and contact information.**

Within 30 days following the event, organizers should submit funds, payable to MVHPC, and appropriate documentation along with accounting records. Records covering your fundraiser may include receipts for event expenses, cash register tapes, bank deposit slips and any other paperwork involving the intake of funds.

The event organizer is responsible for notifying donors regarding the amount they may claim as a charitable deduction for participating in the event. Donors may claim deductions equal to any cash contribution made directly to the 501c3 organization (MVHPC).

If donors' contributions are in the form of purchasing tickets to a gala or a meal, they may only claim the amount in excess of the good's fair-market value. *(For example, if the donor purchases a \$100 luncheon ticket but the value of the food is \$25, they may only claim \$75 as a tax-deductible contribution.)* Event organizers are responsible for notifying MVHPC of such circumstances to ensure that tax documentation provided to the donor is accurate.

Event Expenses

If expenses will be incurred in providing goods or services for the event, please consider the following:

- Expenses are the responsibility of the hosting volunteers and organizer of the event.
- MVHPC is not liable for any costs or expenses and will not reimburse organizers for the purchase of goods for the third-party event.
- Donations acknowledged by MVHPC cannot be used to offset event expenses.

Liability

MVHPC has no fiduciary responsibility for your event(s) and no liability for event or execution, including promotion, setup, staffing, expenses, or the collection and management of funds raised in connection with your event.

The third-party fundraiser, organizer and all their employees, contractors, agents, and volunteers shall obey all federal, state, and local laws and regulations relating to promoting and conducting their event(s), including fundraising rules and regulations.

The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws, as well as obtaining appropriate insurance coverage as necessary.

Conduct and Decorum

Mountain Valley Hospice & Palliative Care is proud and protective of our name and reputation in the community. The spirit of each event associated with MVHPC must be supportive of the purpose and good reputation of the agency. MVHPC reserves the right to deny approval of third-party fundraising events that are not consistent with our mission, vision, and values.

