



Third Party Event Policy





Safe Alliance is incredibly grateful to the individuals and organizations from across the community who are interested in raising money to benefit the individuals and families we serve. Financial support from third party fundraising is an important piece of supporting and expanding our mission to provide hope and healing for victims of domestic violence and sexual assault.

As a 501 (c)(3) organization, Safe Alliance has a fiduciary responsibility to ensure the name is used properly, funds are handled and accounted for appropriately, and fundraising is conducted in a manner that is consistent with the mission and values.

In order to ensure that Safe Alliance's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies.

Thank you in advance for your efforts!

How Safe Alliance can help event organizers:

-  Acknowledge direct contributions to Safe Alliance.
-  Approve the use of Safe Alliance's logo and/or name.
-  Provide limited Safe Alliance materials, such as handouts and links for service delivery and educational resources.
-  Provide limited—but not guaranteed—publicity for the event through Safe Alliance's website, social media, and/or e-newsletter.

Organizations agree to the following:

- 🌈 All third party events must be approved by Safe Alliance. Event requests must be submitted at least 2-3 weeks prior to the event. Approval must be received before promotion of the event begins.
- 🌈 The third party holding the event must clearly represent themselves as third party fundraisers, rather than employees of Safe Alliance.
- 🌈 The event must be promoted in a manner to avoid statements or the appearance of Safe Alliance endorsing any product, organization, individual, or political party.
- 🌈 All publicity, printed materials, PSAs and any other promotional efforts developed will need to be approved prior to any planned promotion. If Safe Alliance's name or logo is to be used (print, Internet or broadcast) prior approval is required.
- 🌈 All promotional materials must clearly state the percentage of proceeds that will benefit Safe Alliance.
- 🌈 By naming Safe Alliance as the beneficiary of this partnership, it will be necessary to donate all net revenues raised on behalf of Safe Alliance to the organization within 14 days of the partnership completion or by a predetermined agreement date. If any expenses are to be taken out of the proceeds, the following wording must be included on promo materials and communications for the event: "A portion of the proceeds from (event name) will benefit Safe Alliance."
- 🌈 Event organizers are responsible for obtaining all licenses, liability insurance, and permits (especially those for raffles and/or games of chance) for the event.
- 🌈 Under no circumstances should third-party event revenue and expenses flow through Safe Alliance books. Only the final net proceeds from the event are to be processed by Safe Alliance.
- 🌈 If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- 🌈 Safe Alliance will not solicit sponsorships, or in-kind sponsorships, such as printing or silent auction items, for any third party fundraising event.
- 🌈 The outside organization is responsible for all aspects of the event including: supervising, logistics, primary sales, staffing, and promotion of the event. The sponsors agree to defend, indemnify and hold harmless Safe Alliance from any and all claims and liabilities in any way related to the event.
- 🌈 Safe Alliance will not supply any funding to finance a third party event and will not be responsible for any debts incurred.

- 🌈 Third party fundraising efforts are not permitted to use Safe Alliance's North Carolina State Sales Tax-Exempt or Federal Employer Identification numbers when purchasing materials or supplies. Both state and federal tax laws specify that groups raising funds independently to later provide financial support to Safe Alliance are prohibited from claiming exemption from State and any other applicable taxes on such purchases.
- 🌈 The organization/individual will not open any bank accounts using Safe Alliance's name or Taxpayer Identification Number (TIN). Check donations listing Safe Alliance as "Payee" will be forwarded to Safe Alliance for deposit.
- 🌈 If all proceeds from the event go to Safe Alliance, then the sponsor of the event must consider any expenses incurred in production of the event as a donation. If the sponsor wishes to take expenses out of the proceeds of the event, checks may not be made payable to Safe Alliance and will not be tax deductible. Only donations made directly to Safe Alliance are tax deductible (to the extent permitted by law). Donations made directly to a third party event can thus be used to cover the event's expenses, but they are not tax deductible.
- 🌈 Safe Alliance does not release nor solicit donor contact information to outside organizations to or from our database.

Signature of Partnership Contact Person

I individually, or as a representative of the above named business or organization, agree to the requirements stated and hereby fully release and agree to hold harmless Safe Alliance and its affiliates from any and all liability.

Please sign and return this form to: Tenille Banner, Director of Volunteer Relations
Email: tenille.banner@safealliance.org