



Every child deserves a childhood

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THIRD PARTY EVENT PROPOSAL PACKAGE

Thank you for your interest in supporting St. Mary's Child Center (SMCC) by raising funds and awareness. From hosting a dinner party, to organizing a golf tournament, to donating proceeds from product sales, there are countless ways you can raise funds for St. Mary's Child Center. We are open to exploring these and other ideas with you. The funds raised from third party events will help support the mission of SMCC.

St. Mary's Child Center frequently receives heartfelt requests from individuals and organizations to host special events and contribute a portion of the revenues less out of pocket expenses ("percentage of net proceeds") to us. We welcome these requests and have drafted the following requirements to protect both the organizations/individuals hosting the event (the "Third-Party") and St. Mary's Child Center. In order for the amount remitted to St. Mary's Child Center to be considered a charitable contribution, the following procedures must be followed. Our Development Department works to provide third party events with varying levels of support and can work with you individually to offer assistance as you plan and hold your fundraiser or project.

This packet contains the following:

1. A copy of the Third Party Event Guidelines, Criteria and Agreement for fundraising activities. Please review these carefully.
2. A Third Party Proposal Form. The form should be completed and returned to smarschak@stmaryschildcenter.org or fax to Shannon Marschak at 317-635-1493.

As a final note, although St. Mary's Child Center actively encourages third party fundraising events, the Development Department must approve all events in advance. SMCC requires a written agreement with a sponsor to authorize the use of the SMCC name and logo for fundraising purposes. This is an important part in preserving the integrity of St. Mary's Child Center and our commitment to our donors.

We appreciate your interest in fundraising for SMCC and we look forward to working with you. Please call us at 317-361-4882 with any questions you may have.

Sincerely,

Shannon Marschak
Director of Development



BACKGROUND:

Third party events and/or programs are implemented by outside organizations for the benefit of the SMCC, with minimum or no assistance from SMCC.

The sponsoring organization must be respected in the community and one whose reputation will enhance SMCC's public image. Care should be taken to ensure that the sponsoring organization is not using SMCC's name to offset bad publicity or to improve an otherwise unfavorable public image.

RATIONALE:

SMCC utilizes this fund-raising strategy to ethically and effectively generate resources for our agencies and the people they serve.

Criteria To Use When Entering Third Party Relationships:

The following criteria will apply to ***all*** third party events/programs conducted on behalf of SMCC:

1. The sponsoring organization is responsible for all sales, marketing and promotion of the event.
2. Hazardous events will not be considered.
3. The event/program must comply with applicable local, state and federal laws and regulations, including charity gaming, as well as SMCC policies and Association of Fundraising Professionals guidelines.
4. The third-party event coordinator should contact St. Mary's Child Center within a timely manner (preferably six to eight weeks prior to the event date) to seek guidance and request resources.
5. If only a portion of the proceeds will go directly to SMCC, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to SMCC.
6. All publicity and/or promotional materials released to the mass media referencing SMCC's involvement require advance approval from SMCC.
7. Events involving alcohol and/or tobacco require special consideration by SMCC.
8. Agencies of St. Mary's Child Center must always be painted in a positive light by the sponsoring organization.
9. SMCC will not supply any funding to finance a third party event/program and will not be responsible for any debts incurred.
10. Any use of SMCC's name or logo is prohibited unless SMCC approves the third party to use. All print and collateral materials must be approved by SMCC and comply with existing guidelines regarding the use of SMCC name and logos.

11. All checks from participants of third party events and programs must be made out to the sponsoring organization, unless otherwise approved by SMCC. Use of SMCC's tax identification number also requires SMCC's prior approval.
12. The sponsoring organization should provide SMCC with a list of targeted corporate sponsors and donors including in kind. SMCC reserves the right to exclude solicitation of specific sponsors.
13. If a separate bank account is being established by the Third-Party for the event, it must be opened in the Third-Party's name, not St. Mary's Child Center's; St. Mary's Child Center's policies do not permit a Third-Party to establish a bank account in the name of St. Mary's Child Center.
14. The Third-Party will tender the percentage of net proceeds from the event due to St. Mary's Child Center within forty-five (45) days of the event.

Events/programs should also meet the following additional criteria:

1. A Third Party Event Proposal Form should be submitted to SMCC 6-8 weeks prior to the proposed event.
2. The sponsoring organization shall provide SMCC with a summary of results relevant to the event/program with-in 30 days of the event's end (number of tickets/sponsorship, etc. sold for the event, the revenues generated from the event, and a list of expenses associated with the event). If requested, we ask that supporting documentation in the form of receipts, invoices, etc., be provided. The Third-Party will maintain complete and accurate records containing all information required for computation and verification of the amounts due St. Mary's Child Center should SMCC determine that an actual review is necessary.
3. If conducting a raffle or other gambling activity, the sponsoring organization must adhere to all legal raffle guidelines, including obtaining a license. A raffle is defined as a scheme for the distribution of prizes by chance among persons who have paid money for paper tickets that provide the opportunity to win these prizes. In light of the state and federal laws and regulations governing these events, SMCC must pre-approve the terms and conditions of all raffles.
4. If the sponsoring organization is conducting an event, SMCC requires verification that the sponsoring organization has adequate insurance coverage, and must receive a certificate of insurance that names SMCC as Additional Insured no later than 30 days prior to the scheduled event. The Third-Party must, in its sole discretion, determine the extent of required insurance for the event in order to protect itself from claims, which may arise out of the event. For St. Mary's Child Center's protection, St. Mary's Child Center must request the Third-Party agree to indemnify and hold St. Mary's Child Center harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.

Special Note:

1. SMCC does not share or sell its internal list of donors or supporters.
2. SMCC does not provide volunteers to run third party events.
3. SMCC will determine staff assistance to run third party events based on expected revenue levels.
4. SMCC reserves the right to audit the sponsoring organization's books and records, related to the event (especially if event expenses exceed 50% of gross proceeds).
5. Presence on the SMCC website and media assistance is decided on a case by case basis and is usually related to revenue levels.
6. SMCC will send thank you letters for tax purposes to donors if the contact information is sent in an excel file.

Third Party Event Proposal Form

Contact Person Name: _____

Contact Organization: _____

Phone: _____ Fax Number: _____

Address: _____

Email: _____

Event Name: _____

Event Type: _____

Date & Time of Event: _____

Venue Name: _____

Venue Address: _____

Additional Information: _____

Event Dress Code (casual, business attire, formal, etc): _____

How many attendees are you expecting?: _____

Will this be an annual event? _____

What do you estimate your overall income will be for the event? (this is an estimate only, not a committed dollar amount) _____

What do you estimate your overall expenses are for this event? (this is an estimate only, not a committed dollar amount) _____

How many volunteers will be participating? _____

If possible, would you like a representative of St. Mary's Child Center to:

Attend the event? _____ Yes _____ No

Speak at the event? _____ Yes _____ No

Will you need the St. Mary's logo? _____ Yes _____ No

Would you like to receive materials for display at your event? If yes, what materials? _____

Are there any other details you would like to share? _____

Please note that 6-8 weeks prior to planning your event, you need to fill in this form completely and submit it with any proposed marketing materials and targeted sponsors/donors by email to smarschak@stmaryschildcenter.org or fax to (317)635-1493. You will hear back within a two-week period if your event has been approved or modified. Thank you for taking the time to complete the application.