United Way
United Way of Delaware County

THIRD PARTY EVENT GUIDELINES

Third Party events and fundraisers are vital to The United Way of Delaware County ("UWDC") and the assistance we provide to those in need in Delaware County. We welcome and greatly appreciate requests from individuals, organizations, and corporations ("Sponsor(s)") to hold benefits, special events, fundraisers, or donation drives on behalf of UWDC. UWDC defines a "Third-Party Event" as any fundraising activity by a non-affiliated group or individual, where UWDC has no fiduciary responsibilities and little or no staff involvement. However, only those third-party events which meet specific criteria and benefit UWDC will be considered for approval. Each event will be reviewed on a case-by-case basis. Annual events should be registered with UWDC each year.

The following guidelines have been developed to protect both the Sponsor and UWDC.

A minimum of THREE (3) WEEKS advance notice of your event is requested in order to ensure coordination with UWDC personnel.

1. Sponsor is responsible for ALL event coordination, marketing, promotion, and sales. All third-party events should ideally be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. Sponsor is expected to promote and make arrangements for any special accommodations and needs by participants.

2. UWDC cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

3. UWDC will not finance any expenses related to a Third Party Event or assume responsibility for any debts incurred. No goods may be charged to UWDC for any reason.

4. Sponsor is responsible for complying with all applicable local, state, and federal regulations regarding a charitable event.

5. Sponsor must state the terms of the donation UWDC can expect from the event. (Examples: 50% of profits, one-time donation of $1,000, all proceeds, etc.) Sponsor must tender gift within sixty (60) days of the event. If Sponsor represents to the public that proceeds will benefit other organizations in addition to UWDC, Sponsor should be prepared to provide access to an accounting of revenues and expenses.

6. Any use of any UWDC logos or inclusion of the UWDC name in any/all event promotion MUST be approved by UWDC. In addition, ALL publicity and/or promotional materials referencing UWDC's involvement must be approved by UWDC well in advance of the event. Promotions for the event should reflect UWDC as a beneficiary (i.e. "proceeds from XYZ Event will benefit The United Way of Delaware County"). UWDC prohibits misleading public where funds are going.

7. Sponsor agrees to coordinate with and request permission from UWDC before soliciting any individuals, organizations, or businesses in order to avoid duplicated efforts.

8. A donation solicited on behalf of UWDC, whether a donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to UWDC. UWDC will determine what types of gifts can be considered tax-deductible prior to Sponsor solicitation or promotion, as only UWDC can verify that such a gift was made, and its nature, to the IRS. This information must be made explicitly clear in promotion of the Sponsor's event. Any check payable to UWDC must be sent directly to United Way of Delaware County at P.O. Box 319 Delaware, OH 43015. If dealing with cash UWDC would appreciate two people counting amount.

9. The event Sponsor is responsible for opening and maintaining his/her own bank account for the event. Bank accounts may not be opened in the name of The United Way of Delaware County. When a portion of the ticket price or suggested donation from a participant of the Sponsor's event is not tax-deductible, Sponsor must clearly state this on all materials as well as on the Agreement form.

10. UWDC is unable to sell tickets, coupons, or raffles for any Third Party event.

11. UWDC will not solicit participation from clients or donors for any Third Party event beyond listing the event information on the UWDC events webpage and in the UWDC e-newsletter.

All Third Party event requests will be considered individually. UWDC reserves the right to refuse involvement with or cancel an event for any reason.

How can we help you with your event?

UWDC is extremely appreciative of the volunteers who manage third-party events to benefit our programs. UWDC is limited in the amount of assistance it can provide a third-party event. Volunteer third party management of the event or project minimizes the cost per dollar raised for our programs and allows the UWDC staff to continue the work they are already doing to support our mission.

UWDC can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of UWDC's name, logo and collateral materials.
- A letter of authorization to be used to validate the authenticity and intention of the event and its organizers.
- Promotion of your event, when appropriate, to UWDC's community supporters and followers through web, e-newsletter, social media platforms such as Facebook and Twitter.
- Post event recognition, when appropriate, to UWDC's community supporters and followers through social media platforms such as web, e-newsletter, Facebook and Twitter during the week following the date of the event or when the contribution is submitted to UWDC.
- Acknowledgment and distribution of tax receipts for contributions made payable and submitted to UWDC.

UWDC is unable to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies.
- UWDC's tax-exemption number for 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 directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage

After reviewing these guidelines, please fill out a Third Party Application and submit it to UWDC. The application must be submitted a minimum of three weeks prior to the date of the event. Once the application is submitted, you will be contacted to discuss the details of the agreement as well as each organization's responsibilities.

Email: Jjones@uwaydelaware.org

Mail: The United Way of Delaware County Attn: Jesse Jones P.O. Box 319 Delaware, OH 43015