

Community Fundraising for Safe Passage: Guidelines

We are so grateful for the opportunity to work with community members who produce fundraising events and campaigns to benefit Safe Passage. These activities bring Safe Passage to new audiences, generating financial support for our programs, awareness of our services, and opportunities to get involved in our work.

Past activities reflect the interests and talents of the organizers, and have included performances, birthday parties, fashion shows, pie socials, and much more. We welcome your ideas!

We hope that this document will answer most questions you might have, but if anything is unclear, please be in touch. We look forward to learning more about your idea!

Event Eligibility and General Guidelines

We define Community Fundraising activities as campaigns, events, or promotions that are held to benefit Safe Passage, and are organized by groups or individuals that have no legal relationship with Safe Passage. In this document we will refer to these groups and individuals as "Organizers."

Written approval by Safe Passage must be obtained before a third party fundraising activity is advertised or held. Annual events must submit the application form on our website if there are any substantial changes to the event.

Organizers must notify us in writing if there are any significant changes to the activity once it has been approved.

Activities that benefit Safe Passage must reflect positively on our mission to eradicate domestic and sexual violence. We reserve the right to decline involvement in any fundraising activity that conflicts with our mission. As a 501 (c)(3) nonprofit organization, Safe Passage cannot approve an activity that is for the purpose of promoting a political party, candidate, or potential candidate. Activities requiring supporters to make a specific purchase are reviewed on a case-by-case basis, and while we may approve these activities, we generally cannot promote them to our supporters.

Safe Passage reserves the right to refuse funds raised at unapproved events and activities. Safe Passage also reserves the right to decline involvement in any third party fundraising activity, or to rescind our involvement with an approved activity at any time and for any reason, not limited to conflicts of interest or changes in fundraising strategy. Safe Passage accepts no liability for events whether they are held or we rescind involvement. Organizers accept all risks.

Organizers may not state or imply that they are agents, subsidiaries, employees or partners of Safe Passage, or that they hold any business relationship with Safe Passage.

Marketing and Promotion

Community Fundraising activities may not be advertised or represented as being sponsored or organized by Safe Passage. Instead, organizers should communicate that Safe Passage is a beneficiary. For example, advertising materials could read "proceeds from this performance will benefit Safe Passage," and not "this performance is a Safe Passage event."

All promotional materials must be reviewed and approved by Safe Passage development staff before they are distributed. No promotional materials may use language or imagery that could be interpreted as violent. These might include flyers, press releases, radio or television advertising, and/or social media posts and events. Please allow at least 3 business days for approval.

Use of Safe Passage's name, logos, or other branding must undergo approval.

All references to Safe Passage by promotional materials should read either "Safe Passage" or "Safe Passage, Inc." Our signature fundraising event should be referred to as "Hot Chocolate Run for Safe Passage," and our prevention program as "Say Something."

Logos and graphics provided by Safe Passage may not be altered in any way.

Expenses for Community Fundraising activities

Expenses for Community Fundraising activities might include:

- Permits
- Venue/space rental
- Refreshments
- Professional services (e.g., lights, sound, catering)
- Printing
- Advertising
- Insurance

These and any other expenses are the sole responsibility of the organizer. Safe Passage will not be liable for any expenses, and will not reimburse organizers for any expenses.

As a responsible steward of public and private funds, Safe Passage expects Organizers to keep expenses to a minimum. Organizers must comply with all applicable IRS regulations.

Donations

We encourage organizers to reduce expenses by seeking donated goods and services. Organizers must adhere to the following guidelines:

- Federal law prohibits Organizers from using Safe Passage's tax-exempt status when purchasing goods or services, or soliciting donations.
- Organizers may not state or imply that they represent Safe Passage when seeking donations. Instead, organizers must be clear that they are seeking donations to offset the costs of a fundraising activity, of which Safe Passage is the beneficiary.
- Organizers must inform Safe Passage of any effort to solicit monetary donations to offset expenses.
- Organizers must provide the names of any business or person being solicited for donations (including but not limited to event space, food, services, raffle/auction items) for review by Safe Passage staff before the solicitation takes place.
- Organizers may not state or imply that donations made through a third party fundraising activity are tax-deductible. This determination may only be made by Safe Passage.

Event income

Organizers may choose to donate all event proceeds to Safe Passage, or a certain percentage. This decision must be made prior to advertising a fundraising activity, and must be communicated to any and all donors, attendees, participants, sponsors, etc. For example, an event flyer could read "50% of all ticket sales will be donated to Safe Passage."

- Only gifts made directly to Safe Passage, and for which goods or services were not received, will be acknowledged with a tax deductible acknowledgement letter.
- Checks made payable to Safe Passage must be sent directly to our development office.
- Credit card donations may be made through Safe Passage's website. Donors should note in the donation form when their gift is part of a particular fundraising activity.

- Donations made directly to an event organizer (any payment type) will be acknowledged by Safe Passage when possible, but are not tax deductible.

After the activity is complete, Organizers should contact the development office to make arrangements for transferring proceeds, which may be paid by check, cash, or credit card. Generally, Safe Passage will not provide a tax deductible acknowledgement letter to the Organizer for these payments. We ask that Organizers submit proceeds to Safe Passage as soon as possible, and communicate with the development office within 7 days of the activity.

Event Insurance, Liability, and Accessibility

Organizers are responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. Organizers must also obtain appropriate insurance coverage as necessary. Because state and local governments control charitable gaming activities, organizers must acquire proper permits and/or licenses if the activity includes bingo, raffle, 50/50 or casino-type games. Safe Passage will not obtain these permits on behalf of Organizers.

It is our strong preference that any fundraising activities that are open to the public should be accessible to people with disabilities. Organizers are expected to make arrangements for any special accommodations and needs by participants.

Safe Passage Staff and Board Involvement

Safe Passage's fundraising strategies require that our staff and board focus resources primarily on our internal fundraising activities. For this reason, we rely on third party fundraising activity Organizers to manage their activities with limited involvement by Safe Passage staff and board.

How Safe Passage Can Help

For all approved Community Fundraising activities, Safe Passage can:

- Provide advice and suggestions on event planning, as time allows
- Approve of the use of Safe Passage's name, logos, and branding
- Provide Safe Passage brochures and materials
- Supply a letter validating the authenticity and intention of the activity and Organizers
- Promote your event to Safe Passage's supporters on our website and through social media platforms such as Facebook and Twitter in accordance with the agency's social media policies, communication plan, and priorities
- Acknowledge and distribute tax receipts for contributions made payable and submitted to Safe Passage
- Provide Staff, board, or volunteer attendance at events, at our discretion and subject to availability. It is our expectation that Safe Passage representatives attending an event in an official capacity will be admitted free of charge.

Safe Passage cannot:

- Assist in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting funds.
- Allow the use of Safe Passage's tax-exemption number for making purchases or soliciting donations.
- Guarantee staff, board, or volunteer attendance at events
- Provide access to donor lists or contact information, or advertise events directly to our mailing lists.

The application on our website needs to be submitted at least two weeks prior to an activity, and before any advertising or promotion. Upon approval of your application, these Guidelines become part of your agreement with Safe Passage, and you will be responsible for complying with them.