

Third-Party Fundraising

Thank you for considering YWCA York as a beneficiary of your fundraising activities. YWCA York appreciates your efforts to help us support our mission of eliminating racism and empowering women.

This packet contains the following information:

1. A copy of YWCA York's Policies and Procedures for third-party fundraising activities. Please review these policies and procedures carefully. Upon approval of your event application, the Policies and Procedures become part of your agreement with YWCA York, and you will be responsible for complying with them.
2. A Third-Party Fundraiser Application. This form should be completed, signed by an authorized representative of your organization and returned to YWCA York as soon as possible.

The money raised will go towards the *Annual Fund*, which helps YWCA York meet its most pressing needs each year in the following areas:

- **Victim Services:** YWCA York has a comprehensive victim services department to help with domestic violence, sexual assault, and victims of violent crimes and homicides.
- **Children and Youth:** YWCA York has several high-quality learning centers in the York area and provides several programs to youth to encourage, challenge and prepare them to succeed.
- **Racial Justice:** Racial Justice Programming is one of YWCA USA's hallmark programs. Racial justice works to achieve the YWCA's mission of eliminating racism.
- **Fitness and Aquatics:** The mission of YWCA York's Fitness and Aquatic departments is to improve the quality of life for people of all ages through physical fitness and health education.

If you know of another area of the YWCA that you would like to support, just let us know.

As a final note, although YWCA York actively encourages third-party fundraising events, we must approve all events in advance. This is an important safeguard in preserving the integrity of the name and reputation of YWCA York, as well as our commitment to donors.

We appreciate your interest in fundraising for YWCA York, and we look forward to working with you!

Please call us at 717.845.2631 with any questions you may have.

Best regards,



Jennifer Roberts, Chief Development Officer

Policies & Procedures

Use of Name and Logo

1. For purposes of these Policies and Procedures, “you” means the organization, group or individual sponsoring or holding the event. “YWCA,” “we,” or “our” means YWCA York.
2. Events should complement the mission and image of YWCA. Companies that conflict with the mission or values of YWCA may not be sponsors. We discourage sponsorship by tobacco and firearms companies or other companies with products that do not support the health and well-being of children.
3. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with YWCA.
4. You may not use the YWCA name or logo or otherwise indicate to the public that an event is being held for the benefit of YWCA without the prior express written consent of an authorized representative of the YWCA. You may not make public announcements or promote the event until you receive written approval from the YWCA of your third-party fundraiser application.
5. Publicity for your event may not imply that the event is sponsored or co-sponsored by YWCA or that YWCA is involved as anything but the beneficiary. YWCA may only be identified as the beneficiary of the event. For example, you should not call an event "The YWCA Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit YWCA York."
6. You may not use the logos of YWCA without our written approval. The official logo of YWCA should be appropriately used for your event and may not be altered in any way. Any use of the logo must adhere to established graphic standards which we will provide.
7. YWCA must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed materials should be submitted to the Chief Development Officer via email at jroberts@ywcayork.org or by mail to YWCA York, Chief Development Officer, 320 E. Market Street, York, PA 17403.

Event Approval

8. Applications must be completed and submitted to YWCA no less than four weeks prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you must submit a new application.
9. YWCA must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, YWCA may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release YWCA, and its officers, directors and employees from any and all liability in connection with any such action.
10. We have made a commitment to our staff and donors that we do not sell or provide others with our donor and staff mailing lists.
11. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses already support YWCA and may not wish to make additional donations.

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12. YWCA is happy to provide brochures, pamphlets and other informational materials, promoting and explaining YWCA's goals and accomplishments. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.

13. We reserve the right to observe your event.

Financial and Legal Information

14. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit YWCA York.

15. You should limit expenses to 50% of the total raised by the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. YWCA York will not provide funding or reimbursement of expenses.

16. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

17. Because YWCA York is not sponsoring your event, we cannot have event revenues and expenses flow through YWCA York's books. Only the net amount (final net proceeds from event) should be processed by YWCA. Similarly, you cannot set up a temporary bank account in YWCA's name. Proceeds should be sent to YWCA no later than 14 days following the event and should be mailed to YWCA York, 320 E. Market Street, York, PA 17403, Attention: Fund Development Department.

18. YWCA should receive a complete accounting of all funds collected and expensed related to the event within three weeks following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event's proceeds.

19. YWCA may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.

20. You are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. Because state and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and activities, you must acquire the proper permit/license from your state or local government office and abide by all rules and regulations pertaining to such gaming activity. YWCA will not take out liquor licenses for third-party events.

21. You agree that you will comply with all state and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event.

22. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before YWCA approval is given. YWCA may only issue tax receipts for checks made out to "YWCA York." If your donors send their contributions directly to YWCA, you must inform YWCA of the value of any goods or services the donor received in return for the contribution. YWCA will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.

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23. You agree that you will not use YWCA's tax exemption in any manner or as part the promotion of your event, nor will you represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event (unless you have separate tax-exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.

24. You must obtain your own liability insurance to cover the event. YWCA will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. YWCA will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event. YWCA and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

Application

Application Instructions: Please fill out and send the completed form to jroberts@ywca.org or fax to (717) 843.7511. Please allow 5-7 business days for a response.

1. Event Organizer Information:

Name of Contact: _____ Today's Date: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Name of Organization: _____ Is your organization a non-profit (501c3)?: Yes No

2. Event Information:

Name of Event: _____ Projected attendance: _____

Is the event: Open to the public By Invitation Ticket Price (if applicable): \$ _____

Is this, or will this be an annual event benefiting YWCA? Yes No TBD

Description of Event:

Location Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Event Date: _____ Start Time: _____ End Time: _____

Are there other beneficiaries of this event? Yes No

If yes, name of other organizations: _____

Percentage to be given to YWCA: _____

Describe how funds will be raised:

Will you have the following at your event? (Mark all that apply):

Raffle Auction In-kind Donations (toys, crafts, books, etc): _____

Does your event have sponsors? (corporate, media, etc): _____

Do you plan to solicit donations to purchase in-kind items (toys, crafts, books, etc) to be donated to the Hospital?: Yes No

Does the event require a permit?* Yes No Does the event require insurance?* Yes No

**If you answered yes to either/both of these, please include a copy of the document(s) two weeks prior to the event.*

Plan for publicity (All materials must be reviewed and approved in advance by YWCA)

Press Releases: To be sent to: _____

Flyers: To be distributed to: _____

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Public Service Announcement: To be distributed to: _____

Other: _____

Will you have an event website? Yes No Website address: _____

3. Financial Overview: (see budget section for specifics)

Budget estimate (Organization/Individual not liable for amount listed):

Food / Beverage \$ _____

Venue \$ _____

Entertainment \$ _____

Permit / Insurance fees \$ _____

Printing \$ _____

Supplies \$ _____

Other \$ _____

ANTICIPATED EXPENSES \$ _____

ANTICIPATED GROSS REVENUE \$ _____

ANTICIPATED NET REVENUE \$ _____

(Amount submitted to YWCA) (To get the net revenue, subtract gross revenue minus expenses)

I plan to submit the funds by: Mail Personal Delivery Other (please specify): _____

Please indicate the date the funds can be expected by YWCA: _____
(Funds must be received within 14 days of the event)

Program you would like your funds to be designated to (if applicable): _____

4. I specifically agree to all the terms and conditions contained in the "Policies and Procedures for Third-Party Fundraisers" attached to and made a part of this application. I understand that my event is not considered an approved event until written approval of my application is received from YWCA. No amendment, modification or waiver of any of the terms and conditions contained in this document and the "Policies and Procedures for Third-Party Fundraisers" shall be valid unless in writing.

At no time will YWCA, or any representative of YWCA, be responsible for the cost, planning, or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event. I agree to indemnify and hold harmless YWCA and their employees, agents and representatives, from any and every claim, demand, suit and payment related to or caused by my event.

Event Organizer's Signature: _____ Date: _____

Return Completed Application to: jroberts@ywcayork.org

or

YWCA York/Chief Development Officer/320 E. Market St./York, PA 17403/Fax: (717) 843-7511

For YWCA use only:

Approved Not Approved

Comments: _____

Auth. Signature/Date: _____

Frequently Asked Questions

Once I apply, how long do I have to wait to find out if my event is approved?

Upon submission of your application, please allow 5 - 7 business days for a response. Please be as specific as possible on the application to help expedite the review process.

Can I use YWCA York's name?

When using YWCA York's name for your event, you must put "... benefiting YWCA York," i.e., "Walk-a-Thon benefiting YWCA York."

Can I use YWCA's logo?

Upon approval, you may use the YWCA logo on any collateral (website, flyer, banner, etc.) that you create for your event. Once your event is approved, you will be sent the official logo. Logo use will be established on a case-by-case basis and will not be allowed for any corporate event.

Will someone from the YWCA be present at my event?

Because of the large demand for clinical and support staff time, we can not guarantee someone will be there to represent the YWCA. However, each event is considered on a case-by-case basis.

Can I use the YWCA's tax identification number?

Although we can not provide you with our tax identification number, we are happy to send your donors a tax receipt if they make their checks payable to YWCA York.

How do I ensure all of my donors will receive a tax receipt or participation thank you letter?

All individual checks made payable to "YWCA York" will receive a tax receipt in accordance with the IRS standards and a participation thank you letter. If checks are not made payable to "YWCA York," you can submit the Participant Tracking Spreadsheet for your donors to receive a participation thank you letter rather than a tax receipt.

Do I need to be a non-profit (501c3) organization to host an event?

No, anyone can host a fundraising event! If you are currently with an organization that claims 501(c)3 status and people make checks out to your organization, we can not give them tax receipts. We are happy to send participant thank you letters specific to your event.

Will the YWCA reimburse me for expenses?

YWCA does not fund or financially support third-party events. We ask that you keep costs to 50% to ensure your donor's money will go back to YWCA.

Can I donate toys or other in-kind items to YWCA?

YWCA is always in need of in-kind gifts, shelter supplies, and gift cards. Please contact us at 717.845-2631 or check our website www.ywcayork.org for the current wish list.

Thank you for all of your hard work! Please complete and return this form to jroberts@ywcayork.org.

Post-Event Wrap-Up

Name of Event Organizer: _____ Date: _____

Name of Event: _____ Number of participants (#): _____

Please indicate all revenues and expenses that apply to your fundraiser.

REVENUE:

Ticket Sale \$ _____

Sponsorship \$ _____

Raffle \$ _____

Auction \$ _____

Direct Donation \$ _____

(to YWCA)

Other \$ _____

Other \$ _____

EXPENSES:

Advertising/Printing \$ _____

Food/Beverage \$ _____

Entertainment \$ _____

Awards/Prizes \$ _____

Venue \$ _____

Security \$ _____

Other \$ _____

Other \$ _____

TOTAL REVENUE \$ _____ TOTAL EXPENSES \$ _____

NET PROCEEDS (total revenue minus total expenses): \$ _____

Other beneficiaries besides YWCA: _____

Percentage of Net Proceeds to benefit YWCA: _____% Final total proceeds to YWCA: \$ _____

Please list the names of all companies who sponsored your fundraiser (use Sponsor Tracking Spreadsheet)

Funds designated to (if applicable): _____

YWCA Feedback:

1. Was the application/approval process for your event easy to understand? Yes No

*If no, please explain why: _____

2. Do you feel YWCA assisted you with all of the questions you may have had? Yes No

*If no, please explain why: _____

3. Did your event meet your expectations? Yes No

*If no, please explain why: _____

4. Were there any media broadcasts or articles about your event? Yes No

If so, where was your event mentioned? _____

If possible, include a copy. We would love to see it!

5. Do you plan to organize this event again? Yes No

*If no, please explain why: _____