



Third Party Events & Fundraising Guidelines

Thank you for your interest in hosting a fundraising event for Safe Haven Ministries (SHM). Events such as yours are important in our efforts to raise funds and awareness of our mission to end relationship abuse. Any individual or organization (outside of Safe Haven Ministries) that organizes and hosts an event, promotion, sale or donation drive on behalf of Safe Haven Ministries is defined as “third party”.

In order to enhance the success of third party fundraising events and to avoid conflicts with Safe Haven Ministries’ donors, corporate sponsors, or other events planned, the following policies should be observed. For more information or questions on third-party fundraising events, please contact the organization’s Director of Development at 616-452-6664 or development@shmgr.org.

Communications Guidelines:

- Participants may not use copyrighted information, logos, or photos without written consent of SHM.
- SHM is a beneficiary, not a sponsor, of a third-party event or fundraiser. All promotional materials should clearly state that the event is sponsored by you or your organization with net proceeds benefiting SHM.
- Safe Haven Ministries cannot be used in an event title but may be identified as the beneficiary of the event/promotion. For example an event may not be referred to as “Safe Haven Ministries Bake Sale.” Instead it should be promoted as “XYZ Bake Sale to Benefit Safe Haven Ministries.”
- If less than 100% of net proceeds will be donated, fundraisers must truthfully state the portion or amount of the proceeds which will be donated to SHM in all advertising, promotions and in all contact with donors, sponsors, and participants.
- The third party is responsible for its own marketing, including writing and distributing press releases, PSA’s, social media postings, invitations, ads, etc. SHM does not release donor or client information for any purpose.
- SHM does not participate as a “co-host” on third-party events posted on Facebook or other social media sites.

Financial Guidelines:

- All third-party expenses are the responsibility of the third-party organizer and must be paid before net proceeds are given to SHM.
- No bank accounts or holding accounts may be established under the SHM name.
- SHM will not purchase advertising to promote a third-party event.
- SHM will not distribute retail discount coupons or special codes for sponsors of a third-party event.

- The third-party event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.
- SHM will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party.

Charitable Giving Guidelines:

- The not-for-profit tax exempt status of SHM may not be used by the host organization to purchase items and materials with which to conduct the activity.
- Third-party event organizers should not provide tax advice to third-party event contributors. Organizers should refer individuals to tax or legal counsel for information.
- In order for a tax receipt to be issued, SHM must be provided with the donor's name, address and phone number with the donation.
- Any checks made payable to SHM must be forwarded to SHM for processing and deposit. Such donations are tax-deductible and will be receipted by SHM.
- Due to the large number of requests received, SHM is typically not able to provide staff to attend all fundraisers nor is it able to provide staff to coordinate volunteers, but is happy to provide appropriate informational material for the third party's use.

Event Request Submission & Approval Process:

- The third-party must submit a *Third Party Event Application* to Safe Haven Ministries Annual Fund Manager at least 30 days in advance of the proposed date. This is a simple 5-question application found online at www.safehavenministries.org
- Third-party organizers of donation drives are encourage to contact SHM 30 days prior to beginning the drive to determine the organization's most critical needs. Requests to have a SHM staff member available to attend in-kind donations drives will be considered on a case-by-case basis, dependent on staff availability.
- The average processing time for review and approval is 5 business days. Please note that if your form is incomplete or requires further review, additional time will be needed to properly access the request.
- Once approved, an approval will be sent to you via email, if provided.
- SHM will not approve a third-party event if it promotes a political party, candidate, or potential candidate.
- SHM reserves the right to decline any event if it conflicts with mission, fundraising efforts, or event calendar.
- SHM reserves the right to cancel a third-party event or disassociate with a third-party event at any time in writing if these Third-Party Event Policies are not satisfied or for substantial cause determined by the Leadership team of Safe Haven Ministries.