



THIRD PARTY FUNDRAISER GUIDELINES

Youth Educational Society of Charlotte defines a "Third Party Fundraiser" as any fundraising activity by a non-affiliated group or individual, where Youth Educational Society has little fiduciary responsibilities and little or no staff involvement.

These fundraisers may include two types:

- **Non-affiliated** - This type connects funds for education and/or scholarships with an existing event, activity or program, and a portion or all of the proceeds are donated to the Youth Educational Society.
- **Special Interest** - This is the organization of an independent event, activity or program specifically designed to raise funds for educational programs and/or scholarships, with all net proceeds go to benefit Youth Educational Society.

Youth Educational Society is extremely grateful to the many outside persons who wish to organize fundraisers to support the activities and programs we fund each year. However, only those "Third Party Fundraisers" which meet specific criteria, and legitimately and genuinely benefit Youth Educational Society, will ordinarily be endorsed. Each fundraiser will be reviewed on a case-by-case basis.

The following are the Youth Educational Society of Charlotte approved guidelines for a "Third Party Fundraiser." Both the outside party and the Youth Educational Society must agree upon these guidelines. A Third Party Fundraiser Application should be submitted for review and approval before initiation of the fundraiser takes place, and a new application is required each year for annual fundraisers.

PROMOTION

The fundraiser will be promoted and conducted in a manner to avoid statement or appearance of Youth Educational Society endorsing any product, firm, organization, individual or service.

Youth Educational Society reserves the right to decline association with any organization and/or fundraiser when it believes that such association may have a negative effect on the credibility of Youth Educational Society.

Youth Educational Society encourages all "Third Party Fundraisers" to establish a timetable and action plan a minimum of three months before the fundraiser (*Some special provisions are given to events shorter than three month notice*). A Youth Educational Society staff person can provide guidance to aid in the development of committee structure, marketing and deadlines.

The official logo of Youth Educational Society should be appropriately used in conjunction with such a fundraiser, but may not be altered in any way. Any use of the Youth Educational Society logo must adhere to the YES's Official Branding Guidelines which will be provided after approval of the fundraiser's application.

Promotional materials will be the responsibility of the organizer; however, all marketing materials bearing the Youth Educational Society's name or logo must be reviewed and approved by the LFANC prior to production or distribution. Promotional materials are including, but not limited to, advertising, letters, brochures, flyers, websites, social media, and press releases.



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Promotional and/or advertisements cannot be purchased with Youth Educational Society funds. Any such advertisement should be the result of underwriting or sponsorship related to the fundraiser.

Youth Educational Society reserves the right to participate in similar promotions and other "Third Party Fundraisers."

Youth Educational Society reserves the right to decline endorsement of a fundraiser if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.

LIABILITY

The Youth Educational Society is not financially liable for the promotion and/or staging of a "Third Party Fundraiser."

Alcohol at such an event should be avoided unless it is believed to be important to the success of the fundraiser. Recommended: Alcohol disbursement should be via a "cash bar" and availability should not be promoted. Restaurant or facility staff should serve attendees and/or participants. Proof of age will be required and signs posted to that effect. Alternative means of transportation should be available to attendees and/or participants.

"Third Party Fundraisers" organizers must have participants complete a waiver for release from liability when requested by Youth Educational Society.

All responsible parties should provide evidence of liability/property insurance applicable to the activities of the event. The "Third Party Fundraiser" organizers may be involved with various vendors during the event. They should provide evidence of insurance and include the organizers as additional insured. Depending on the extent of LFANC involvement, we should be listed as additional insured as well.

ACCESSIBILITY

All "Third Party Fundraisers" should be accessible to people with disabilities.

"Third Party Fundraiser" organizers should promote and make arrangements for any special accommodation needs by participants, volunteers, and/or staff.

REVENUE GENERATION

For Special Interest Events, 100% net (minus campaign expenses) income must be remitted to Youth Educational Society.

For Non-affiliated events, a minimum of 50% gross income should be remitted to Youth Educational Society. However, exceptions may be made depending on the magnitude of the event, or other factors determined to genuinely benefit Youth Educational Society through its endorsement.



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All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit Youth Educational Society.

Youth Educational Society must receive all net proceeds within 45 calendar days of the conclusion of the fundraiser.

TAX ISSUES

According to Section 170 of the Internal Revenue Code, the general rule is, "There shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year." Subsection (c) goes on to define the term "charitable contribution" as meaning a gift to or for the use of qualified organizations. To become qualified, most organizations must apply to and be approved by the IRS. If a payment is made to an organization that is a qualified organization, the payment is a charitable contribution.

ORGANIZATIONAL ISSUES

Youth Educational Society, Inc. has applied to and been approved by the IRS as a charitable (qualified) organization as defined by Internal Revenue Code Section 501 (c)(3) meaning that contributions to Youth Educational Society qualify for the maximum charitable contribution deduction under the Internal Revenue Code.

PRACTICAL ISSUES

A difficulty arises when an independent, outside organization wishes to raise money for Youth Educational Society. If the payments are made to this independent organization and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are payable to Youth Educational Society, then they qualify - to the extent allowed by law.



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THIRD PARTY FUNDRAISING APPLICATION

Submit application by:

Email: Brandon.Miller@yesofcharlotte.org

Mail: 516 E. 15th Street, Suite 11-B, Charlotte, NC 28206

For additional information, contact Brandon A. Miller at Brandon.Miller@yesofcharlotte.org.

GENERAL INFORMATION

1. Name of group or individual: _____
2. Address: _____
Phone: W) _____ H) _____ Email) _____
3. Individual making inquiry: _____
Position: _____
4. Reason for inquiry: _____
5. If a for-profit organization, kind of business: _____
Would the business be involved in the activity? _____ How? _____

FUND RAISING ACTIVITY

1. Describe the activity (attach extra sheets if necessary): _____

2. Name of activity/event: _____
3. Date of event: _____ Location: _____

4. Is there a written plan? _____ (please attach)
5. Has the activity been done before? _____ If yes, by whom/results? _____

6. Who will direct and coordinate the event? _____



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7. What will Youth Educational Society be expected to provide? (Please describe below)

A. Leadership:

B. Manpower:

C. Services:

8. Who will handle publicity? _____

Is there a plan? _____

9. How do you plan to sell tickets and/or market the event? What is the responsibility of Youth Educational Society?

10. Is corporate underwriting planned? _____ From whom? _____

Who will solicit and recruit corporate support? _____

11. Is liability insurance necessary? _____ Who will secure it? _____

FINANCIAL INFORMATION

1. Is there a budget for the event? _____ (If so, please attach a copy)

2. What is projected gross income? \$ _____

3. What are anticipated costs? \$ _____

4. What percentage of the proceeds will be remitted to YES? _____% net or gross? _____

Date _____

Signature _____