

Third- Party Fundraiser –Guidelines and Application

Donations to VisionCorps are extremely important and your interest in partnering with us to empower individuals with vision loss to attain independence is very important to us. VisionCorps is accountable to the public and Internal Revenue Service for fundraising activities using the name of VisionCorps. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits or promotions on behalf of VisionCorps. ("Sponsor" is the event organizer.)

VisionCorps is extremely grateful to the many outside persons who wish to organize events to support our programs. However, only those third-party events which meet specific criteria and benefit VisionCorps will be considered for approval. Each event will be reviewed on a case-by-case basis.

VisionCorps defines a "Third-Party Event" as any fundraising activity by a non-affiliated group or individual, where VisionCorps has no fiduciary responsibilities and little or no staff involvement.

Event Application and Approval

- Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete and submit for approval the application and return it to: Third-Party Fundraising Events, VisionCorps, 244 North Queen Street, Suite 301, Lancaster, PA 17603 or via email to megan@visioncorps.net
- Approval by VisionCorps must be obtained before you advertise or hold your event.
- Annual events should be registered with VisionCorps each year.
- VisionCorps reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

- Third-party events may not be represented as events sponsored by VisionCorps.
- Promotions for the event should reflect VisionCorps as a beneficiary (i.e. "proceeds from XYZ Golf Tournament will benefit VisionCorps").
- All promotional materials related to an event benefiting VisionCorps must be reviewed and approved by VisionCorps prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
- The use of VisionCorps' name, logo, trademark or collateral materials is reserved for events conducted by VisionCorps itself. Therefore, any requests for the use of VisionCorps' logo or trademark must undergo approval. No use of VisionCorps' name, collateral materials and/or logo will be allowed without specific request and agreement.
- All references to VisionCorps in publicity and promotional materials for the event or promotion should refer to "VisionCorps."
- If you would like to receive a copy of this policy to modify or use for your non-profit agency, please send your request to megan@visioncorps.net

Event Expenses

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Sponsor of the event. VisionCorps will not be liable for any costs or expenses.
- VisionCorps will not reimburse the Sponsor for the purchase of goods for a third-party event. No goods may be charged to VisionCorps for any reason.
- Suggestions to reduce event expenses:
 - Secure donated goods and services.
 - Negotiate reduced costs.

Event Income

- 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 VisionCorps.
- Any check payable to VisionCorps must be sent directly to VisionCorps at 244 North Queen Street, Suite 301, Lancaster, PA 17603
- Only checks payable to VisionCorps will be provided with a tax deductible acknowledgment letter in accordance with IRS and state tax regulations.
- Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- If you are deducting expenses before sending net proceeds to VisionCorps, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
- Sponsor agrees to inform VisionCorps of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by VisionCorps.
- Kindly submit appropriate documentation from individuals and/or businesses regarding their financial donations.
- Kindly submit raised funds, payable to VisionCorps, within 60 days of event.

Event Insurance and Liability

- Sponsor is responsible for obtaining any necessary permits and clearances required by local and state government and complying with all applicable laws. Sponsor must also obtain appropriate insurance coverage as necessary.
- 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.
- VisionCorps cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

Tax Guidelines and Implications

- As a responsible steward of public funds, VisionCorps makes every effort to maintain limited to no expenses for events. Events held to benefit VisionCorps are expected to keep expenses to a minimum.
- If Sponsor represents to the public that proceeds will benefit other organizations in addition to VisionCorps, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.
- Sponsor is responsible for complying with all IRS regulations registrations applicable to the event.
- Federal tax laws disallow third-party events from using VisionCorps Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors.

How can we help you with your event?

- VisionCorps is extremely appreciative of the volunteers who manage third-party events to benefit its programs. VisionCorps 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 VisionCorps staff to continue the work they are already doing to support our mission.

VisionCorps can provide the following:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of VisionCorps' 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 VisionCorps' community supporters and followers through social media platforms such as Facebook and Twitter one week prior to the date of the event.
- Post event recognition, when appropriate, to VisionCorps' community supporters and followers through social media platforms such as Facebook and Twitter during the week following the date of the event or when the contribution is submitted to VisionCorps.
- Acknowledgment and distribution of tax receipts for contributions made payable and submitted to VisionCorps.

VisionCorps is unable to provide the following:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies.
- VisionCorps' 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

Please complete the following application and submit for consideration of approval for third- party fundraisers. **The application must be submitted a minimum of three weeks prior to the date of the event.**

Third-Party Application
(Please print or type)

1. Name of Company/Organization: _____

2. Contact Name: _____

Title: _____ Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____

3. Date(s) of event/promotion: _____

4. Location of event & address: _____

5. Description of event/activity (i.e., basic concept/promotion/goal): _____

6. In what way would you like to submit your contribution to VisionCorps? (at this time VisionCorps is able to collect contributions by check) _____

7. Projected Minimum/Maximum Dollars \$ _____ / \$ _____ or _____ % of income to VisionCorps

8. Will other organizations receive a portion of the income? Yes _____ No _____
(If yes, please indicate who they are and the dollar amount \$ _____ or _____ % of income they will receive.)

9. Proposed use of VisionCorps name, logo and collateral materials Which, if any, names, logo and or collateral materials are you requesting permission to use or display in connection with your event? (Please check)

_____ VisionCorps (typed words)

_____ VisionCorps (graphic logo)

_____ About VisionCorps one pager (pdf)

_____ Get involved one pager (pdf)

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How do you propose to use each of the above? _____

(Note: Pre-approval is required before distribution.)

10. Do you anticipate *any* other support or participation from VC? Yes _____ No _____

(If yes, please specifically state your expectations.)

11. Is there any other additional information about the event you would like to share? _____

I have read the enclosed VisionCorps' Third-Party Fundraising Guidelines and both understand and agree to all of the terms of agreement.

Signature of Responsible Party

Date

Thank you for your interest in partnering with VisionCorps to empower individuals with vision loss to attain independence.

Contact: Megan Tomscheck, VP & CDO
VisionCorps
244 North Queen Street
Suite 301
Lancaster, PA 17603
717-393-5894
megan@visioncorps.net

Once the application is submitted, you will be contacted to discuss the details of the agreement as well as each organization's responsibilities.