



# Third Party Fundraising Guidelines

**Safety. Support. Success.**

Thank you for your interest in fundraising for Courage Connection! We are grateful for the many people who generously initiate fundraising events to raise money in support of our shelter and services for homeless women and children and for victims of domestic violence.

We deeply appreciate that you will be investing time and financial resources to make this a successful event. The guidelines, proposal, and agreement that follow have been developed so that expectations are clear, and so that we can assess whether we are able to endorse the event you are proposing.

## **What is a Third Party Activity?**

A third party activity can be defined as any fundraising initiative brought forward by an individual(s), community group, service club, or business external to Courage Connection who wishes to raise money through a planned activity that is designed, managed and financially resourced by the external participants.

## **Third party fundraiser guidelines**

1. Third parties interested in donating proceeds from their events must read the Third Party Fundraising Agreement and a designated representative must sign the agreement.
2. The third party must complete the short proposal.
3. Return the proposal and signed fundraising agreement to:  
Courage Connection  
Attn: Director of Development  
508 E. Church Street  
Champaign, IL 61820  
  
217-352-1035 (FAX)
4. Courage Connection will provide written confirmation or denial of third party fundraisers within 10 business days of receipt.
5. Courage Connection's logo cannot be used without permission and prior review.
6. Net proceeds from the third party fundraiser must be delivered to Courage Connection within 10 business days or at a preapproved time following the close of the event.

**Still have questions? Call 217-352-7151, and ask for the Director of Development.**

**Thank you again for reaching out to help homeless women and their children and domestic violence victims find safety and work toward success.**



# Third Party Fundraiser Proposal

Safety. Support. Success.

Date: \_\_\_\_\_

Name of Organization, Business or Individual: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone #: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax #: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

How did you hear about and why did you decide to support Courage Connection?

\_\_\_\_\_  
\_\_\_\_\_

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Description of Event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Event Timeline (promotion, ticket sales, event, close-out):

\_\_\_\_\_  
\_\_\_\_\_

Are you requesting that Courage Connection Board and/or staff members attend? Are you requesting that they offer brief comments or a statement about the agency? If so, please indicate the anticipated time commitment. Please note that not all such requests can be filled.

\_\_\_\_\_

**Promotion / Advertising**

**Will you need the Courage Connection logo for publicity and promotion purposes?**

Yes \_\_\_\_\_ No \_\_\_\_\_

**Please circle the targeted strategies and indicate specific media outlets/markets, if possible:**

Newspaper: \_\_\_\_\_ Posters: \_\_\_\_\_

Radio: \_\_\_\_\_ Flyers: \_\_\_\_\_

Television: \_\_\_\_\_ Free Standing Signs: \_\_\_\_\_

Magazines: \_\_\_\_\_ Other: \_\_\_\_\_

**Anticipated gross income:** \_\_\_\_\_

**Anticipated sponsors:** \_\_\_\_\_

**Anticipated attendees/audience:** \_\_\_\_\_

**If you are donating a portion of the net proceeds from your event, rather than the full net amount, to Courage Connection, please specify what percentage or dollar value you will be giving?**

% of Proceeds: \_\_\_\_\_ or \$ Value of Proceeds: \_\_\_\_\_

**Please include the names of any additional organizations benefiting from your event:**

\_\_\_\_\_  
\_\_\_\_\_

*Please submit this proposal, along with the signed agreement on the next page, for review by our Director of Development. You will hear from us within 10 business days of receipt of this application.*

*Thank you again for your interest in helping homeless women and their children and domestic violence victims.*



**Courage Connection  
Third Party Fundraising Agreement**

Safety. Support. Success.

Courage Connection is grateful to all those businesses, organizations and individuals who seek to conduct a third party event in support of our mission.

To ensure effective coordination and positive outcomes for your fundraiser, we ask that you agree to the following terms when conducting third party events to benefit Courage Connection.

1. Any use of Courage Connection’s name, logo, or stationary in any mailing, advertising, or for the media must receive prior approval from Courage Connection.
2. The business/organization/individual will not open any bank accounts using Courage Connection’s name or Taxpayer Identification Number (TIN). Any check donations listing Courage Connection as “Payee” will be forwarded to Courage Connection.
3. Only donations made directly to Courage Connection are tax deductible (to the extent permitted by law). Donations made directly to a third party event can thus be used to cover the event’s expenses, but they are not tax deductible.
4. Due to limited personnel resources, Courage Connection cannot provide staff support to third party events.
5. The business/organization/individual agrees to minimize expenses related to the third party event.
6. The business/organization/individual agrees to an “open book” policy, and to provide an event plan and budget, if requested.
7. Courage Connection will not enter into any agreement with a business/organization/individual when there is a potential conflict of interest with Courage Connection’s programs and/or policies.
8. If event proceeds will benefit more than one organization, Courage Connection must be notified of other beneficiaries in advance of event publicity.
9. Courage Connection does not release volunteer or donor names.
10. All third party event organizers are responsible for providing insurance as required by law or established business practice.
11. A check for the third party event’s net proceeds (gross proceeds less all related expenses), must be delivered to Courage Connection within 10 business days or a preapproved time after the event’s conclusion.

I, individually, or as a representative of the below named business or organization, agree to the above requirements and hereby fully release and agree to hold harmless Courage Connection and its affiliates, their Officers, Directors, Trustees, agents, employees and representatives, successors and entities, together with their insurers, of and from any and all liability, claims, damages, expenses or causes of action for any reason.

\_\_\_\_\_  
Name (printed)

\_\_\_\_\_  
for Courage Connection

\_\_\_\_\_  
Signature and date

\_\_\_\_\_  
Business or Organization (if applicable)

\_\_\_\_\_  
Name and Date of Third Party Event