



Third Party Event Policy & Guidelines

Thank you for volunteering to save pets and help families by raising funds for FACE Foundation's lifesaving programs! We are very grateful for your dedication to making a difference in our community. Your help is truly appreciated. In order to help you with the fundraiser planning process, we have created this Third Party Event Policy.

Any individual or organization (outside of FACE Foundation) that hosts an event, promotion, sale or donation drive on behalf of FACE Foundation is defined in this document as a "third party fundraiser." To be in compliance with FACE's Third Party Event Policy, the following must be observed:

For all approved fundraisers, FACE Foundation can:

- Offer advice on event planning and fundraising
- Provide you with our logo for your marketing materials
- Provide FACE Foundation printed literature for distribution at your event
- Provide written tax receipts to donors who make checks payable to FACE Foundation
- Attendance at the event to receive proceeds by a member of our staff, based on availability
- FACE Foundation is a 501(c)(3) nonprofit. You are authorized to share our public tax number when requested: EIN #20-5333261

FACE Foundation is *unable* to provide the following:

- × Insurance or liability coverage
- × Liquor license
- × Tax receipts for in-kind donations for the event
- × Funding or reimbursement for your expenses
- × Mailing list of potential donors or vendors
- × Publicity (i.e. newspaper, radio, television, etc.).
 - Newsletter/social media posts about the fundraiser *may* be available on a case-by-case basis.

We rely on you to plan and coordinate all details of the third party fundraiser. See next page for guidelines.

Third Party Fundraiser Guidelines

General Guidelines

1. All event request submissions must be made at least 30 days prior to fundraiser date.
2. Fundraisers which benefit FACE Foundation must reflect positively on its mission. FACE Foundation reserves the right to decline any fundraising proposal that is not in line with our mission.
3. The third party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event, including liquor license if necessary. FACE Foundation will not assume any legal or financial liability for a third party event.
4. FACE Foundation must approve any co-beneficiaries prior to approval of the third-party event.
5. FACE Foundation, any of its Board Members, or staff reserves the right to cancel the event at any time. FACE Foundation will incur no liability for any such cancellation.
6. Third party fundraising events must be fully executed by the third party fundraiser(s). FACE staff is available to provide fundraising coaching and recommendations during your planning process to a limited degree. However, due to limited staff resources, FACE staff cannot plan or promote third party fundraising events.

Financial Guidelines

1. Third party fundraising events must be financially self-sustaining without contribution or financial risk from FACE Foundation. FACE Foundation will only accept the net proceeds from a third party fundraising event. All third party fundraising event expenses are the responsibility of the third party fundraiser and must be paid before the proceeds are given to FACE Foundation. Refunds or reimbursements will not be available after the donation made is FACE Foundation.
2. Third party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to FACE Foundation in all advertising, promotions and in all contact with donors, sponsors and participants.
3. The third party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. FACE Foundation will not assume liability for a third party event.

Marketing and Promotions Guidelines

1. FACE Foundation **is not** a sponsor of third party fundraising events and should be listed as a “beneficiary” on all promotional materials.
2. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc.
3. All marketing materials and text about FACE Foundation must first be approved by the Communications & Events Manager or the Executive Director of FACE Foundation prior to being posted.
4. Any conversations with the press regarding FACE Foundation and the event must be approved by a FACE representative first.

Charitable Giving Guidelines

1. All donations received at or prior to the event are required to be given to FACE Foundation within 7 business days of the event. Checks may be mailed to our office, donated online at www.face4pets.org, or picked up in person by a FACE staff member. Cash must be picked up at your location or dropped off at the FACE office.
2. Donations made directly to a third party event cannot be used to cover the event's expenses.
3. A donation solicited on behalf of FACE Foundation is fully tax deductible only when it is made directly and entirely to FACE Foundation, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online with a note recognizing the third party event as the solicitor of the donation. All checks must be made out to FACE Foundation.
4. Prior to submitting donation requests, you must first send a template of the request to FACE for approval.
5. If there is an auction at the third-party event, a list of auction items must be given to a FACE representative prior to the event.

Event-Day Guidelines

1. FACE retains the right to have at least one representative at the event.
2. A FACE Foundation email sign-up list is required to be displayed upon entering the event. Guests can choose whether or not to opt-into this list. This list will be emailed to you upon signing this policy.

Post-Event Guidelines

1. The third party event organizer is required to send a brief overview of the event after it has occurred, including number of attendees, total revenue generated, a complete list of sponsors, and photos from the event. FACE Foundation reserves the right to post about the event on its website and social media with this information.

To set up your fundraiser, please contact us at events@face4pets.org or call 858-450-3223.

Thank you for helping animals & families in our community!

