



Friends of Joy's House

Third Party Fundraising Event Guidelines

Thank you for your interest in helping Joy's House with our fundraising, advocacy, and community engagement efforts! Joy's House serves adults living with life-altering diagnoses and their families by providing exceptional adult day and caregiver services – and we could not do it without you. Any individual or organization (outside of Joy's House) that hosts an event, promotion, sale, or donation drive on behalf of Joy's House is defined here as a "Friend of Joy's House" or "third party fundraiser." Friends of Joy's House will work with appropriate Joy's House staff (including the Community Engagement Director, Development Director and/or President) to determine how funds raised will be designated. Examples of designated funding may include capacity building, Guest (client) scholarship, activity specific, staff benefits and support, Guest lunches, caregiver programs, etc.

In order to strengthen the success of these third party events, while protecting the Joy's House brand, families, Guests, donors and sponsors, we ask that the following policies are observed in the planning and execution of Friends of Joy's House events. Joy's House reserves the right to final approval on all events and related materials.

General Guidelines:

- Fundraisers which benefit Joy's House must reflect positively on the Joy's House mission. Joy's House reserves the right to decline any fundraising event or proposal that is not in keeping with the organization's mission, vision, or values.
- The third party fundraiser is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event. Joy's House will not assume any legal or financial liability for a third party event.
- Joy's House, and board members or staff members reserves the right to cancel the event at any time. Joy's House will incur no liability for any such cancellation.
- Friends of Joy's House events must be fully executed by the third party fundraiser. Joy's House staff is available to provide coaching and recommendations during the planning process; however, due to limited resources, Joy's House staff cannot plan or execute third party events.



Financial Guidelines:

- Third party fundraising events must be financially self-sustaining without contribution or financial risk from Joy's House. Joy's House will only accept the **net proceeds** from the event. All third party event expenses are the responsibility of the third party fundraiser and must be paid before proceeds are given to Joy's House. Refunds or reimbursements will not be available after the donation is made to Joy's House.
- Third party fundraisers should fully and truthfully state the portion of the proceeds (for example, \$10 of each ticket sold) which will be donated to Joy's House in all advertising and promotions, and in all contact with donors, sponsors, and participants.
- The third party fundraiser is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event. Joy's House will not assume liability for third party events.

Marketing and Promotions Guidelines

- Joy's House is not a sponsor of third party fundraising events. However, Joy's House should be listed as the event beneficiary on all promotional materials.
- Third party event fundraisers are authorized to use only the approved Joy's House logo, available by emailing mandy@joyshouse.org or joanna@joyshouse.org.
- Print materials should, whenever possible, use the fonts Calibri, Myriad Pro, or Honey Script, and should be in keeping with Joy's House branding standards. Joy's House reserves the right to final approval on any marketing or promotional materials.
- The third party fundraiser is responsible for all marketing, including writing and distributing press releases, invitations, ads, social media events and postings, etc.

Charitable Giving Guidelines

- Donations made directly to a third party event can be used to cover the event's expenses, but are not tax-deductible.
- Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
- A donation solicited on behalf of Joy's House is fully tax deductible only when it is made directly and entirely to Joy's House, 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 at joyshouse.org.