

Host a fundraising Event

Thank you for your interest in hosting a third-party fundraising event to benefit YWCA South Hampton Roads. Whether you're planning an event on your own, or you represent an organization or business, we appreciate your willingness to raise awareness and funds for our programs. Third-party fundraising events are vital to YWCA South Hampton Roads and enables us to serve the clients in our community. Big or small, every effort makes a difference. Thank you for your support.

What is a third-party fundraiser?

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

- The activity is independent of YWCA; however, all or a portion of the net proceeds generated are donated to YWCA South Hampton Roads
- Any reimbursable expenses must be approved prior to being incurred
- All planning, implementation, staffing, and management of the event are executed by the external participants

What will YWCA provide?

- Approved YWCA logo and signage
- YWCA staff member(s) or volunteer(s) to attend the event or check presentation, if applicable
- Tax receipt according to the United States Office of Internal Revenue
- A listing on the YWCA website event calendar

Fundraising Tips & Ideas

We encourage you to work with your friends, co-workers, or employees to come up with new ideas for your fundraising event, something your group will get excited about. See below for a sampling of ideas. Also, remember to share your fundraising event with family, friends, and co-workers on your social –media platforms of choice: Facebook, Twitter, LinkedIn, Instagram, Pinterest, and others – and tag YW (@ywcashr).

- Host a wine or beer tasting event at your favorite establishment
- Host a sports tournament
- Hold a “jeans day” in your office
- Host a dinner or luncheon for your friends and ask them to make a donation to YWCA South Hampton Roads
- Making a donation in honor of your birthday

Guidelines

Once you’ve determined that you’d like to hold a fundraiser to benefit YWCA, contact our Development team at development@ywca-shr.org as soon as possible so that we can review your application. This is your event, but we are here to provide guidance and ensure appropriate representation of the YWCA brand.

YWCA South Hampton Roads Third-Party Event Policies

YWCA South Hampton Roads encourages individuals and organizations to conduct fundraising events and donation drives to benefit our mission and services. Any individual or organization that organizes and hosts an event, promotion, sale, or donation drive on behalf of YWCA South Hampton Roads is defined as a “third-party fundraiser.”

In order to enhance the success of third party fundraising events and to avoid conflicts with YWCA’s donors, corporate sponsors, or other events already planned, the following policies should be observed:

1. Third party fundraisers must submit a Third Party Event Application to YWCA South Hampton Roads Development Department at least 60 days in advance of the proposed event date. If multiple events are proposed, a proposal must be submitted for each.
2. Third party fundraising events must be financially self-sustaining without contribution from or financial risk to YWCA. YWCA will only accept the net proceeds of a third party event. All third-party event expenses are the responsibility of the third-party event organizer and must be paid before net proceeds are given to YWCA. Refunds or reimbursements of third-party event expenses will not be available after the net proceeds are given to YWCA.

3. The third-party event organizer is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. YWCA will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party event volunteers or participants related to an event benefiting YWCA.
4. The third-party fundraiser is responsible for its own marketing, including writing and distributing press releases, PSA's, Facebook posting, invitations, ads, etc. The third-party fundraiser must submit all publicity and promotional material containing YWCA name and/or logo to YWCA's Development Department for review and approval prior to publication and distribution of these materials. Please allow YWCA staff five (5) business days to review these materials. PLEASE NOTE: Third-party events that are approved by YWCA will be advertised on YWCA's website.
5. YWCA is the beneficiary—not a sponsor—of third-party fundraising events. Promotional materials that use YWCA's name should incorporate the following statement, "Proceeds to benefit YWCA South Hampton Roads"
6. All Sponsor solicitations for the event must be approved by and coordinated with YWCA's Development team prior to approaching any individual, corporation, or foundation for this purpose.
7. YWCA will not approve a third-party event if it requires the sale or endorsement of a product or service.
8. Third-party organizers of donations drives are encouraged to contact YWCA's Development Department prior to beginning the drive to determine the organization's most critical needs. YWCA retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.
9. YWCA may cancel a third-party event or dissociate with a third-party event at any time if these third-party event policies are not satisfied.

For questions or more information on third-party events, please contact our Development team at development@ywca-shr.org or 757-625-4248.

Third-Party Fundraising Application

Event/Promotion facilitated/hosted by: Organization Business/Corp. Individual

Org/Corp/Individual's Name

Contact Person

Address

Email

Telephone

Other

Name of Event/Promotion

Venue name (if applicable)

Date & Time of Event

Location of Event

Event Website

Description of event (include raffle or auction, etc.)

This event is open to the public by invitation only

Tickets/teams sold? Yes No

If yes, ticket/team price \$

Projected number of attendees

Projected Income

Projected Donation to YWCA South Hampton Roads from Event

Are there other beneficiaries of this event? Yes No

If yes, please name the other organization(s)

Will your event have sponsors? Yes* No

*If yes, please provide a list to the YWCA Development Department of those organizations and individuals you plan to ask

Describe your publicity plan.

YWCA Development Department must review all publicity materials that include the YWCA name and/or logo.

Please indicate the date proceeds can be expected to arrive (Must be received within 30 days of the event)

Area of support you would like your donation to benefit:

- | | | | |
|-------------------|-----------------|----------------------------|----------------------|
| Emergency Shelter | Crisis Services | Racial Justice Initiatives | Administrative Needs |
| Unrestricted | Other | | |

I agree to all of the terms and conditions in the guidelines for third-party fundraisers. I understand that my fundraiser is not considered approved until written approval of my application has been received from YWCA Development and the YWCA may approve similar fundraisers at its discretion.

At no time will the YWCA South Hampton Roads or any representative, be responsible for the cost, planning or staffing of my fundraiser. I agree to indemnify and hold harmless YWCA or employee, agents, representatives from any and every claim, demand, suit and payment related to or caused by my fundraiser.

Responsible party's signature

Date

Printed Name

Printed Title

Please complete the application and return it to the YWCA Development team at development@ywca-shr.org. For information, call 757-625-4248. Thank you for your support of YWCA South Hampton Roads!