



## THIRD PARTY EVENTS TO BENEFIT YOUTH ON THEIR OWN

An important source of program income for Youth On Their Own (YOTO) – and one for which we are extremely grateful – is when individuals, organizations, and businesses hold fundraising events to benefit the agency. These are called “Third Party Fundraisers” since YOTO personnel do not participate in the planning, coordination and execution of the event or cover costs that may be associated with running the fundraiser.

YOTO is accountable to the public for fundraising activities using the agency’s name. To this end, the following guidelines have been developed to serve as standards for those who organize special events that benefit YOTO. These guidelines are designed to protect the elements of the agency that make it possible to provide youth services now and in the future, including the agency’s image, its tax exempt status, and its donor relationships.

### Guidelines:

1. Third Party fundraising can be divided into two categories:
  - a. Events – golf tournaments, concerts, raffles, dances, walkathons, carnivals, Las Vegas nights, etc., where there is no monetary gain from the event by individual members of the third party. This includes events where there is more than one charitable beneficiary.
  - b. Promotions – generally sponsored by a for-profit entity that ties the charitable support in with a commercial venture. An example might include “\$50 donated to YOTO for each test drive taken by a qualified customer this month” or “10% of store revenue each Tuesday will be donated to YOTO.”
2. As a responsible steward of public funds, YOTO believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to the charitable beneficiary or beneficiaries. As a general rule, YOTO holds to the standard set forth in the Better Business Bureau guidelines. Events held by or benefiting YOTO should keep expenses to 25% of gross revenue.
3. When there is more than one recipient benefiting from the event or promotion, YOTO should receive no less than 25% of the net proceeds.
4. The details of charitable promotions must be simple and clear in all advertising of the promotion. There should be no hidden qualifiers or other requirements that could be perceived by the public as “bait and switch.”
5. Third party event organizers should be prepared to provide access to an accounting of revenues and expenses if requested by the YOTO executive director or any member of the agency board’s executive committee. If so requested, such an accounting will be expected within 60 days after the conclusion of the special event or promotion.

6. Unless prearranged otherwise, fund distribution will be expected within 60 days after the conclusion of the special event or promotion. When given adequate notice, arrangements can be made to have a YOTO staff or board member attend an organizational meeting to receive the proceeds and publicly thank the organizing group.
7. A third party must request written permission to use YOTO's name and/or logo. Completion of *YOTO Special Events and Promotions Application* may constitute such a request. No use of YOTO's name and/or logo will be allowed without a written agreement.
8. Third party organizers agree to inform YOTO of any effort to recruit financial underwriters/sponsorships for any special event or promotion benefiting YOTO. Informing YOTO of all underwriting/sponsorship requests will ensure there is no duplication of efforts in this regard, which may be currently underway. YOTO is not responsible for obtaining underwriting/sponsorships for an event or promotion.
9. YOTO is not responsible for ticket sales, other administrative aspects and execution of the third party event. The organizing entity must have the means to sell tickets, send invitations, and/or publicize the event and recruit volunteers. With proper notice, a YOTO staff or board member may be available to speak to third-party event volunteer groups to help connect the group's activities with the agency's impact on homeless unaccompanied youth.
10. The agency's mailing list cannot be made available to third party organizers. While the agency will do its best to promote individual third party events through established communications mechanisms, such as the newsletter and Web site, when possible, the agency will not conduct mailings to its constituency for individual third party events.
11. The third party organizer is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws. The organizing entity must also obtain appropriate insurance coverage as necessary.
12. The third party is responsible for complying with all IRS regulations regarding the event. IRS regulations governing charitable deductions for participation in special events are quite specific, and YOTO can provide information and guidance on this matter.
13. The media rarely will provide "free time" for a charitable sales promotion. Promotional sponsors should be prepared, therefore, to commit the necessary funds from advertising and promotion budgets.
14. Third party event and promotions organizers should be prepared to initiate publicity for the event or promotion. All promotional or outreach material related to an event benefiting YOTO must be reviewed and approved by YOTO prior to its production and distribution, solely for the purpose of ensuring that YOTO's "brand" and message are not inadvertently altered.
15. All references to YOTO in publicity and promotional materials for the event or promotion should refer to being "to benefit Youth On Their Own" and any other.
16. If donations are derived from sales promotions of a product, the product must be seen as non-controversial. For further clarification of "non-controversial," direct all questions to the Executive Director of YOTO. Events and promotions should provide favorable community image and be financially solvent. YOTO reserves the right to decline to be associated as the beneficiary of an event or promotion.

To obtain a copy of the *Special Events and Promotions Application*, or to discuss your third-party fundraising plans, contact the YOTO Development Office at 520.293.1136.