

Special Events to benefit The Shelter



Thank you for your interest in conducting a fundraising event benefiting The Shelter for Abused Women & Children. Special events are organized by outside individuals/organizations and play an important role in providing critical resources to survivors of domestic violence and human trafficking.

We are grateful for your interest and support.

Due to the amount of time that is involved in creating and implementing a special event, it is our policy to have each organization or individual complete and sign the enclosed planning outline/agreement in order to make sure that your goals are achieved and your time rewarded.

The Shelter's Mission

To lead the community to Prevent, Protect and Prevail over domestic violence through advocacy, empowerment and social change.

The Shelter's Vision

We envision a community free from domestic violence so that every home is a safe haven for the family it shelters.

SPECIAL EVENTS POLICIES AND GUIDELINES

- The event must be appropriate to The Shelter's mission and preserve The Shelter's name. The Shelter endorses events that provide a favorable community image and are financially solvent. The Shelter will not endorse any event that exploits or demeans a particular group or individual. Shelter management reserves the right to deny endorsement of any event it deems exploitive, inappropriate and/or out of accordance with The Shelter's mission.
- The Shelter for Abused Women & Children shall not be used in the event name or actual title of the event that will in any way imply liability of the event. "Proceeds benefiting The Shelter for Abused Women & Children" may be used in advertising copy, invitations and/or promotional materials if approved in advance by Shelter staff.
- The proper name of the event beneficiary is The Shelter for Abused Women & Children. Any media, invitations and/or advertising copy should use the proper name and be approved by The Shelter prior to printing. All checks should be made payable to The Shelter.
- The request for a proposed event that will benefit The Shelter, including the use of The Shelter's name and/or logo, must be submitted prior to the event. Any use of The Shelter's name and/or logo without consent may result in The Shelter withdrawing all support and endorsement of the event.
- As a 501(c)3 non-profit organization, The Shelter is obligated by federal, state and local laws and regulations to ensure that all events conducted on our behalf are carried out in a legal manner. The event organizer must therefore follow all laws governing charitable fundraising and gift reporting in accordance with IRS and the State of Florida Department of Agriculture/ Consumer Services regulations. The event organizer is responsible for obtaining any permits and/or governmental clearances as required.
- The sponsoring group/individual should obtain, at their expense, any and all liability insurance that may be required in executing the event. The Shelter for Abused Women & Children MUST be named as additional insureds on all policies covering the event. The sponsoring group/individual may be required to produce proof of insurance documents upon request.
- The Shelter requests that it directly receive at least 50 percent of the net revenue or a minimum of \$500 for any third-party fundraising event. Requests for exceptions to this policy must be submitted to The Shelter. All publicity must state what percentage of the net proceeds or flat amount being contributed to The Shelter for Abused Women & Children. Proceeds raised should be submitted to The Shelter within 30 days of the event or activity.

SPECIAL EVENTS POLICIES AND GUIDELINES

(continued)

- The event organizer must determine the fair market value of all items, services or privileges associated with the event in advance and inform donors of the amount in all manners required by the IRS. Event organizers must also provide The Shelter with evidence of compliance with IRS requirements and a list of all donors and amounts donated.
- The sponsoring group or organization will assume all costs of the event or activity.
- Due to limited staffing resources, the sponsoring group or individual must be able to collect money and/or sell tickets to the proposed event. The Shelter cannot be responsible for reservations, ticket sales, or money collection for the event or fundraising activity.
- In order to avoid duplication of efforts, and to protect the use of The Shelter for Abused Women & Children's logo and/or name, a written list must be provided to The Shelter and approved by Management prior to contacting any corporations, foundations, businesses or individuals for any third-party fundraising event for any purpose of solicitation. This includes providing The Shelter with a list of contacts for silent auction donations in advance.
- If promotional assistance is required from The Shelter for Abused Women & Children, this must be agreed upon in advance and understood that The Shelter cannot guarantee media acceptance of press releases. Material must be received well in advance in order to facilitate promotional efforts. The Shelter's mailing list cannot be released.
- The Shelter is not able to mail or email invitations for the event/activity to our mailing list, as we need to be sensitive to the amount of solicitations our donors receive.
- Events cannot use existing Shelter artwork or event themes. All proposed copy, press releases, flyers, posters, banners, artwork, invitations, promotional materials, specialty items and advertising that contain The Shelter for Abused Women & Children's name and/or logo must be approved in advance and prior to publication.
- An event application form and approval is required annually for each special event (including reoccurring events).

What The Shelter for Abused Women & Children can do to assist with your event:

- Attend events or check presentations with adequate notice and as schedules allow.
- Acknowledge direct contributions to The Shelter in accordance with policies and IRS guidelines.
- Provide and approve the use of The Shelter’s name and logo as appropriate.

What The Shelter for Abused Women & Children cannot do:

- Guarantee event attendance by employees, participants, residents or donors.
- Promote, publicize, take reservations, collect money or sell tickets for the event.
- Provide The Shelter’s tax exemption number.
- Provide funding or reimbursement for expenses after the fact and without approval. Any requests for funds must be agreed upon prior to incurring the expense.
- Provide any mailing lists or mail invitations.
- Provide The Shelter’s stationery.

Please list anticipated revenue and costs:

Revenue
Total revenue expected \$ _____

Expenses
Total expenses \$ _____

Net Revenue
(to The Shelter) \$ _____

SPECIAL EVENTS APPLICATION

Today's date: _____

Name of organization/company planning the event

Contact person: _____

Mailing address: _____

City: _____ State ____ Zip _____

Email address: _____

Home phone: _____

Business phone: _____

Fax: _____

Name of proposed event or promotion:

Date and time of event _____

Event location: _____

Address: _____

City: _____ State ____ Zip _____

Is event: open to the public by invitation only

Ticket price (if applicable): \$ _____

Has this event taken place before yes no

if yes, when: _____

Are there other beneficiaries besides The Shelter for
Abused Women & Children? yes no

If yes, which organizations? _____

Briefly describe the event and how funds will be raised
(e.g.: pledges, sponsorships, ticket sales, auction or
drawing; attach a separate sheet or materials if neces-
sary): _____

How will the event be publicized (e.g., social media,
press releases, fliers, radio/TV, posters, print ads)?

Please list your group's website and social media
accounts:

website: _____

Facebook: _____

Twitter: _____

Other: _____

Are costs to come out of:

proceeds or to be paid by event organizer?

For promotion or cause-related marketing project,
please list the percentage of sales to be donated to The
Shelter: _____ percent

All businesses that you plan to solicit for cash or in-kind
support (products or services) MUST be submitted to
The Shelter's special event coordinator for approval.
Attach a separate sheet if necessary.

Funds must be given to The Shelter no later than 30
days after the event. Please indicate the approximate
date that the funds will be received by The Shelter.

The Shelter reserves the right to review and approve all events and materials that include its name and/or logo. The Shelter is not liable to any party or vendor for any fees, costs or payments of any kind, and the organization sponsoring the event agrees to indemnify and hold harmless The Shelter against any claims by third parties or vendors for such fees, costs or payments incurred pursuant to this agreement.

The event organizer assumes all risks and liabilities associated with the event and hereby releases and holds harmless The Shelter's entities, its directors, officers, employees, agents, successors and assign from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of or which may occur in connection with the event, including without limitation, any personal injuries or damages to property that may occur in conjunction with the event.

I, _____, as the contact for named event listed above, have read and agree on behalf of the organization I represent, to all special event policies and guidelines provided to me with this application.

Date: _____

Signature: _____

Printed name: _____

PLEASE RETURN COMPLETED FORM TO:

Naomi Goren, Volunteer & Resource Manager
The Shelter for Abused Women & Children
PO Box 10102
Naples, FL 34101

If you have any questions, please contact 239.775.3862
or email ngoren@naplesshelter.org

This form is also available at naplesshelter.org/specialevents