



# FUNDRAISING EVENT/ACTIVITY GUIDELINES

## LIVE WITHOUT FEAR

Thank you for your interest in hosting a fundraising event/activity to benefit HAVEN. You and numerous community supporters are key in helping HAVEN eliminate sexual assault and domestic violence in and around Oakland County. Your efforts will help nearly 20,000 individuals served by HAVEN each year.

### **Please read these guidelines before planning your fundraising event/activity.**

Our guidelines are designed to assist you in planning fundraising events/activities to benefit HAVEN. The State of Michigan regulates all fundraising activities, and we follow all IRS laws for charitable giving and acknowledgements. **Any individual or organization who wishes to conduct an event or promotion involving the use of HAVEN's name for fundraising and/or publicity purposes must receive advanced approval from the HAVEN Development office.** Please allow three (3) business days for the review process to occur.

1. Events/activities should complement the mission and image of HAVEN. The final judgment allowing an individual or organization to host an event/activity using HAVEN's name or logo will be the sole and final decision of HAVEN's Development office.
2. Event/activity proposal forms should be submitted 30 days prior to the proposed event/activity date. All event/activity organizers must re-apply annually for approval.
3. You, as the event/activity organizer, must obtain all necessary permits, licenses and insurance.
4. Be prepared to estimate revenue and expenses for your event/activity, as well as the size of the contribution you intend to donate.

The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." HAVEN strives to maintain overall fundraising costs below 20% and we encourage event/activity organizers to meet this standard.

The public should be informed of the net amount that will be donated to HAVEN. If HAVEN will not receive all of the proceeds, then the exact percentage that will be donated to HAVEN must be clearly stated on all promotional materials and advertisements.

5. If using HAVEN's name or logo, the HAVEN Development office must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional materials related to your event/activity. Please allow 3 business days for the review process to occur. When referring to the organization, please use "HAVEN" - all capitals, no periods between letters, no hyphens or additional words before or after.
6. Please only list HAVEN as the beneficiary of the event/activity. For example, event organizers should not call an event: "HAVEN Bowl-A-Thon." Your event should be promoted as: "Bowl-A-Thon to benefit HAVEN."
7. Events/activities must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state the fair market value or which portion of the contribution is tax-deductible. HAVEN can only send tax receipts/ acknowledgements to individuals that write a check made directly out to HAVEN.
8. You, as the event/activity organizer, may not keep any portion of the proceeds as profit or compensation for organizing the event/activity. If event/activity expenses are greater than the money raised, you are responsible for paying those expenses.



# FUNDRAISING EVENT/ACTIVITY PROPOSAL FORM, CONT.

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9. Proceeds must be received by HAVEN within 30 business days of the event/activity.
10. If circumstances warrant (i.e. fraud, negative exposure, etc.), HAVEN may, at any time through members of its Board of Directors or executive staff, direct you to cancel the event/activity. You must agree to cancel the event/activity, if so directed, and further agree to release HAVEN and its officers and employees from any and all liability in connection with any such action.

### We're happy to help you in the following ways:

- Provide a letter of authorization to be used to validate the authenticity of the event/activity and its organizers
- Provide and approve the use of HAVEN's name and logo
- Promote the event/activity on the HAVEN social media page(s)  
*(A minimum expectation of a \$500 donation to HAVEN is required to receive promotional support of your event/activity)*
- Send a representative to attend your fundraising event/activity, if possible
- Provide a written tax receipt to donors who make their checks payable to HAVEN

### Sorry, we're not able to provide the following:

- Advice or assistance with event/activity planning
- On-site staff support at your event/activity
- Our non-profit tax ID to you for raffle, liquor license requests or sales tax exemption purposes
- Obtain permits or licenses for events, including those for raffles and/or games of chance
- Obtain liability insurance coverage
- Funding or reimbursement for event/activity purposes
- Solicit sponsorship revenue for your event/activity
- HAVEN letterhead
- Submit press releases to media outlets

I have read and understand the guidelines for hosting a fundraising event/activity to benefit HAVEN.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send completed form to: HAVEN, Attn: Development Dept., 801 Vanguard Drive, Pontiac, MI 48341  
Or email: [rdecker@haven-oakland.org](mailto:rdecker@haven-oakland.org). Call Rachel Decker at 248-322-3703 with questions.