



### **Third Party Event Guidelines**

**Home of the Sparrow Mission Statement:** To provide *Hope, Opportunity and Support* that empowers women and children, as they journey from homelessness to self-sufficiency.

Thank you for considering a fundraising event that benefits Home of the Sparrow. By hosting a third party event, you are helping raise the much needed funds we need to assist those in need. We hope the following information will be helpful as you plan your event!

Home of the Sparrow welcomes our community's initiatives to help further the awareness of homelessness among women and their children. By planning a fundraiser, the third party takes on the fun of creating and running a successful event on their own. Home of the Sparrow appreciates the efforts of others to help save on staffing resources to secure important funds for the agency. Home of the Sparrow is happy to provide guidelines, agency materials and tax acknowledgements.

Previous third party events have included corporate or community collection drives, runs/walks, auctions and raffles, luncheons or dinners, car shows, fashion shows, self-improvement classes and restaurant's donating proceeds of a night's profit.

Without the help from our neighbors and supporters, Home of the Sparrow would not be able to provide for those in need. We are very grateful for your interest in supporting Home of the Sparrow.



## **What is a Home of the Sparrow Third Party Event?**

Third party events are sponsored or hosted by individuals, organizations or groups in support of Home of the Sparrow. If you are interested in hosting a third party event please submit a completed and signed Third Party Event Proposal Form.

### **Please take the following questions into consideration:**

- Does the event support the mission and image of Home of the Sparrow?
- What is your goal for this event?
  - o Cash contributions
  - o Gift Cards
  - o Introducing people to Home of the Sparrow

### **What Home of the Sparrow can do for you:**

- Acknowledge direct contributions to Home of the Sparrow.
- Approve the use of our name/logo.
- Provide a letter to show the authenticity of your event.
- Provide Home of the Sparrow's informational materials for your event.
- Special Events Coordinator and/or appropriate staff member can consult with you about your event.
- In some cases, a Home of the Sparrow staff member or volunteer may be able to attend your event.

### **Guidelines:**

- As the originator of a third-party event or project, you are considered the event organizer. The organization, promotion and execution of the event are your responsibility.
- Home of the Sparrow cannot reimburse expenses incurred as part of a third-party fundraiser and we appreciate your funding of the event. By doing so we are able to use our limited resources to help our clients.
- Whenever appropriate and within the context of Home of the Sparrow's larger fundraising and communications plan, Home of the Sparrow will work to ensure its base of supporters are aware of the 3rd party event.
- Home of the Sparrow has the right to protect the privacy of its clients, donors, volunteers, staff and all others affiliated with Home of the Sparrow.
- Home of the Sparrow does not sell or share any donor names or contact information to third-party fundraisers.
- Home of the Sparrow needs to approve publicity materials and use of name and logo.

**Third Party Event Proposal Form**

Sponsoring Organization:

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Corporation: \_\_\_\_\_ Non-Profit: \_\_\_\_\_ Individual: \_\_\_\_\_ Other: \_\_\_\_\_

Contact Name:

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Address:

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Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_ Time: \_\_\_\_\_

Location:

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Event Description: *Please list ticket price/entrance fee/cost if applicable*

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What is your fundraising amount goal for this event? \_\_\_\_\_

How will Home of the Sparrow receive proceeds from the event? \_\_\_\_\_

- Host will provide a single check after the event and will include names, addresses and donation amounts of all attendees to send thank you notes.
- Host will collect individual contributions and forward to Home of the Sparrow including names, addresses and donation amounts of all attendees to send thank you notes.

Do you plan on using Home of the Sparrow's name and/or logo on event materials? \_\_\_\_\_

*If yes, please describe or attach materials.*

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I have read and agree to follow the above policies and procedures:

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Event Name

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Signature

Date