



Third Party Event Guidelines

Thank you for volunteering to Make HOPE Happen by raising funds for Project HOPE's lifesaving mission through a Project HOPE Heroes campaign. Any individual or organization (outside of Project HOPE) that hosts an event, promotion, sale or donation drive on behalf of Project HOPE is defined in this document as a "third-party fundraiser". In order to enhance the success of third party events while protecting Project HOPE's brand, donors and sponsors, the following policies must be observed.

General Guidelines

1. Fundraisers which benefit Project HOPE must reflect positively on its mission. Project HOPE reserves the right to decline any fundraising proposal that is not in line with our mission.
2. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume any legal or financial liability for a third-party event.
3. Project HOPE reserves the right to approve any co-beneficiaries.
4. Project HOPE, any of its Board Members, or staff reserves the right to cancel the event at any time. Project HOPE will incur no liability for any such cancellation.
5. Third-party fundraising events must be fully executed by the third-party fundraiser(s). Project HOPE staff is available to provide fundraising coaching and recommendations during your planning process. However, due to limited staff resources, Project HOPE staff cannot plan or promote third-party fundraising events.

Financial Guidelines

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Project HOPE. Project HOPE will only accept the net proceeds from a third-party fundraising event. All third-party fundraising event expenses are the responsibility of the third-party fundraiser and must be paid before the proceeds are given to Project HOPE. Refunds or reimbursements will not be available after the donation made is Project HOPE.
2. Third-party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Project HOPE in all advertising, promotions and in all contact with donors, sponsors and participants.
3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Project HOPE will not assume liability for a third-party event.



Marketing and Promotions Guidelines

1. Project HOPE is not a sponsor of third party fundraising events and should be listed as a “beneficiary” on all promotional materials.
2. Third-party event fundraisers are authorized to use the *only* the “Benefiting Project HOPE logo” available from the download link in your participant center.



3. The third party fundraiser is responsible for all marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc.

Charitable Giving Guidelines

1. Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
2. Donations made directly to a third-party event can be used to cover the event’s expenses, but are not tax-deductible.
3. A donation solicited on behalf of Project HOPE is fully tax deductible only when it is made directly and entirely to Project HOPE, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS. Donors wishing to receive a tax acknowledgment letter should provide their donation via check or online.