



Shelters of Saratoga, Inc and Code Blue Saratoga Third Party Event Policy

Purpose:

Third party fundraising events should fit the mission and promote the appropriate image of Shelters of Saratoga's mission to provide individuals with safe shelter, supportive services and sustainable strategies to end homelessness in the Greater Saratoga region.

Permission:

The Attorney General's office notes that Shelters of Saratoga has a fiduciary duty to ensure that the Shelters of Saratoga's name is being used properly, that the funds are being handled and accounted for in a responsible manner and the fundraising is being conducted in a manner that is consistent with the mission and image. All fundraising events for Shelters of Saratoga or Code Blue Saratoga require permission in advance. Do not make public announcements or promote the event until it is approved. Fundraising events must comply with all local, state and federal laws.

Event Promotion & Logo Usage:

The third party individual/group/organization holding the event must represent themselves as a third party fundraiser(s), rather than staff or members of Shelters of Saratoga.

- The Shelters of Saratoga and Code Blue Saratoga logos should not be altered in any way and cannot be reproduced without written permission.
- We respectfully request approval of all logo usage.

Shelters of Saratoga and Code Blue Saratoga can promote the event, where appropriate, through:

- The website with a link to the event's/organization's website, if appropriate.
- E-mail information about the event through the Shelters of Saratoga or Code Blue Saratoga's e-mail database.
- Shelters of Saratoga and Code Blue Saratoga are unable to field phone calls or emails pertinent to the event. An organizer email or phone number should be clearly stated on all event promotions.
- Promote the event on social media with material supplied by the event organizer

Event Language:

Any promotional materials must be clear that the event or fundraiser is raising funds that will benefit Shelters of Saratoga or Code Blue Saratoga and how the organization will benefit. Suggested language: "All proceeds to benefit Shelters of Saratoga/Code Blue Saratoga." Or "25% of the ticket price will benefit Shelters of Saratoga/Code Blue Saratoga."

Financial Guidelines:

The Event Organizer is fully responsible for all financial transactions as they are related to the event including all revenues and collection of checks. One financial transaction should be paid to the organization in net dollars after the conclusion of the event. Shelters of Saratoga and Code Blue cannot pay any event related expenses. If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses. Shelters of Saratoga's

sales tax-exemption (on purchases) cannot be extended to any event or fundraising effort. The sponsor individual/group/organization assumes all liability risk related to the event.

Sponsorship:

Shelters of Saratoga and Code Blue Saratoga cannot solicit sponsors for any third party fundraising event and does not provide any donor or member contact information.

In-Kind Sponsorship:

In-kind sponsorship is defined as a donation of a product or service such as printing or silent auction items. Shelters of Saratoga and Code Blue cannot solicit in-kind sponsors for any fundraising event. In-kind sponsors should also be acknowledged and provided with tax documentation by the event organizer.

Cancellation, Liability & Changes:

The sponsors agree to indemnify and hold harmless Shelters of Saratoga or Code Blue Saratoga from any and all claims and liabilities in any way related to the event.

Event organizer agrees to advise Shelters of Saratoga or Code Blue Saratoga of any changes in the event.

What Shelters of Saratoga Can Do for Event Organizers:

- Acknowledge direct contributions to Shelters of Saratoga or Code Blue Saratoga.
- Approve the use of Shelters of Saratoga or Code Blue Saratoga logo and/or name.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing Shelters of Saratoga or Code Blue Saratoga materials for the event such as brochures, calendar, newsletter, etc.
- Provide information about the event on the website with a link to the event’s/organization’s web site, if appropriate, and through social media.
- Provide assistance with Press Releases announcing and/or promoting the event, if desired.
- Please note: We cannot write or send your press releases for you.
- E-mail information about the event through the SOS or Code Blue database once prior to the event.

Please sign and return this acknowledgement no later than 6 weeks prior to your event.

I hereby acknowledge that I have read and understand the Third Party Event policy above.

Event Organizer:

Print Name:

Event Name or Description:

Signature:

Date Signed:

Please keep a copy of this signed policy for your records and return a copy to:
charrington@sheltersofsaratoga.org or fax attention Development Office: 518-581-8735