

## **THIRD PARTY FUNDRAISER GUIDELINES**

**The Lupus Foundation of America, North Carolina Chapter, Inc. (LFANC) defines a "Third Party Fundraiser" as any fundraising activity by a non-affiliated group or individual, where LFANC has little fiduciary responsibilities and little or no staff involvement.**

**These fundraisers may include two types:**

- **Non-affiliated - This type connects funds for lupus with an existing event, activity or program, and a portion or all of the proceeds are donated to the LFANC.**
- **Special Interest - This is the organization of an independent event, activity or program specifically designed to raise funds for lupus, with all net proceeds go to benefit the LFANC.**

The LFANC is extremely grateful to the many outside persons who wish to organize fundraisers to support the research and programs we fund each year. However, only those "Third Party Fundraisers" which meet specific criteria, and legitimately and genuinely benefit LFANC, will ordinarily be endorsed. Each fundraiser will be reviewed on a case-by-case basis.

The following are the LFANC approved guidelines for a "Third Party Fundraiser." Both the outside party and the LFANC must agree upon these guidelines. A Third Party Fundraiser Application should be submitted for review and approval before initiation of the fundraiser takes place, and a new application is required each year for annual fundraisers.

### **PROMOTION**

The fundraiser will be promoted and conducted in a manner to avoid statement or appearance of LFANC endorsing any product, firm, organization, individual or service.

The LFANC reserves the right to decline association with any organization and/or fundraiser when it believes that such association may have a negative effect on the credibility of the LFANC.

The LFANC encourages all "Third Party Fundraisers" to establish a timetable and action plan a minimum of three months before the fundraiser. An LFANC staff person can provide guidance to aid in the development of committee structure, marketing and deadlines.

The official logo of the LFANC should be appropriately used in conjunction with such a fundraiser, but may not be altered in any way. Any use of the LFANC logo must adhere to the LFA's Official Branding Guidelines which will be provided after approval of the fundraiser's application.

Promotional materials will be the responsibility of the organizer; however, all marketing materials bearing the LFANC's name or logo must be reviewed and approved by the LFANC prior to production or distribution. Promotional materials are including, but not limited to, advertising, letters, brochures, flyers, websites, social media, and press releases.

Promotional and/or advertisements cannot be purchased with LFANC funds. Any such advertisement should be the result of underwriting or sponsorship related to the fundraiser.

The LFANC reserves the right to participate in similar promotions and other "Third Party Fundraisers."

The LFANC reserves the right to decline endorsement of a fundraiser if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.

### **LIABILITY**

The LFANC is not financially liable for the promotion and/or staging of a "Third Party Fundraiser."

Alcohol at such an event should be avoided unless it is believed to be important to the success of the fundraiser. Recommended: Alcohol disbursement should be via a "cash bar" and availability should not be promoted. Restaurant or facility staff should serve attendees and/or participants. Proof of age will be required and signs posted to that effect. Alternative means of transportation should be available to attendees and/or participants.

"Third Party Fundraisers" organizers must have participants complete a waiver for release from liability when requested by the LFANC.

All responsible parties should provide evidence of liability/property insurance applicable to the activities of the event. The "Third Party Fundraiser" organizers may be involved with various vendors during the event. They should provide evidence of insurance and include the organizers as additional insured. Depending on the extent of LFANC involvement, we should be listed as additional insured as well.

### **ACCESSIBILITY**

All "Third Party Fundraisers" should be accessible to people with disabilities. The event should take place at a location that meets ADA regulations.

"Third Party Fundraiser" organizers should promote and make arrangements for any special accommodation needs by participants, volunteers, and/or staff.

## **REVENUE GENERATION**

For Special Interest Events, 100% net (minus campaign expenses) income must be remitted to LFANC.

For Non-affiliated events, a minimum of 50% gross income should be remitted to LFANC. However, exceptions may be made depending on the magnitude of the event, or other factors determined to genuinely benefit LFANC through its endorsement.

All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit the LFANC.

The LFANC must receive all net proceeds within 45 calendar days of the conclusion of the fundraiser.

## **TAX ISSUES**

According to Section 170 of the Internal Revenue Code, the general rule is, "There shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year." Subsection (c) goes on to define the term "charitable contribution" as meaning a gift to or for the use of qualified organizations. To become qualified, most organizations must apply to and be approved by the IRS. If a payment is made to an organization that is a qualified organization, the payment is a charitable contribution.

## **ORGANIZATIONAL ISSUES**

The Lupus Foundation of America, North Carolina Chapter, Inc. has applied to and been approved by the IRS as a charitable (qualified) organization as defined by Internal Revenue Code Section 501 (c)(3) meaning that contributions to the LFANC qualify for the maximum charitable contribution deduction under the Internal Revenue Code.

## **PRACTICAL ISSUES**

A difficulty arises when an independent, outside organization wishes to raise money for the LFANC. If the payments are made to this independent organization and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are payable to the LFANC, then they qualify - to the extent allowed by law.



## THIRD PARTY FUNDRAISING APPLICATION

**Submit application by:**

**Email:** [caila.gorniewicz@lupusnc.org](mailto:caila.gorniewicz@lupusnc.org) **Fax:** (704) 716-5641

**Mail:** 4530 Park Road, Suite 302, Charlotte, NC 28209

*For additional information, contact Caila Gorniewicz at  
[caila.gorniewicz@lupusnc.org](mailto:caila.gorniewicz@lupusnc.org) or (877) 849-8271.*

### General Information

1. Name of group or individual: \_\_\_\_\_
2. Address: \_\_\_\_\_  
Phone: W) \_\_\_\_\_ H) \_\_\_\_\_ Email) \_\_\_\_\_
3. Individual making inquiry: \_\_\_\_\_  
Position: \_\_\_\_\_
4. Reason for inquiry: \_\_\_\_\_  
\_\_\_\_\_
5. If a for-profit organization, kind of business: \_\_\_\_\_  
Would the business be involved in the activity? \_\_\_\_\_ How? \_\_\_\_\_  
\_\_\_\_\_

### Fund Raising Activity

1. Describe the activity (attach extra sheets if necessary): \_\_\_\_\_  
\_\_\_\_\_
2. Name of activity/event: \_\_\_\_\_
3. Date of event: \_\_\_\_\_ Location: \_\_\_\_\_  
\_\_\_\_\_
4. Is there a written plan? \_\_\_\_\_ (please attach)
5. Has the activity been done before? \_\_\_\_\_ If yes, by whom/results? \_\_\_\_\_  
\_\_\_\_\_

6. Who will direct and coordinate the event? \_\_\_\_\_
6. What will the LFA NC Chapter be expected to provide? (Please describe below)
- A. Leadership:
- B. Manpower:
- C. Services:
7. Who will handle publicity? \_\_\_\_\_
- Is there a plan? \_\_\_\_\_
8. How do you plan to sell tickets and/or market the event? What is the responsibility of LFA NC Chapter?
- \_\_\_\_\_
9. Is corporate underwriting planned? \_\_\_\_\_ From whom? \_\_\_\_\_
- \_\_\_\_\_
- Who will solicit and recruit corporate support? \_\_\_\_\_
- \_\_\_\_\_
10. Is liability insurance necessary? \_\_\_\_\_ Who will secure it? \_\_\_\_\_

**Financial Information**

1. Is there a budget for the event? \_\_\_\_\_ (If so, please attach a copy)
2. What is projected gross income? \$\_\_\_\_\_
3. What are anticipated costs? \$\_\_\_\_\_
4. What percentage of the proceeds will be remitted to LFANC? \_\_\_\_\_%  
net or gross? \_\_\_\_\_

\_\_\_\_\_

Date

\_\_\_\_\_

Signature