

THIRD PARTY EVENT FUNDRAISING GUIDELINES

I. **DEFINITION:** Third Party Events are defined as fund-raising activities developed, implemented, and managed by individuals or groups other than the Eastern Washington University Foundation (EWUF) staff and volunteers with the net proceeds being donated to EWUF. The EWUF accepts no financial responsibility or liability for the net outcome of the event. The EWUF assumes no responsibility for the various activities or tasks associated with the event.

II. **PURPOSE OF GUIDELINES:**

- To provide guidelines to staff in the handling of events and event requests.
- To provide an organizational framework within which to operate.
- To protect the foundation from adverse publicity and assure that events are considered in light of cost benefit, use of volunteers and staff time, use of agency name and other relevant factors.

III. **TYPES OF EVENTS COVERED:**

- Events that have already been held and/or that are imminent and for which the EWUF was not notified or asked in advance.
- Events that are being planned by a third party.

IV. **GUIDELINES FOR THIRD PARTY EVENTS:**

A. The entity wishing to conduct an event naming EWUF as beneficiary must first:

- Submit a written request which includes all aspects of the fund-raising event including the basic concept, the market being targeted for participation and for solicitation, promotional activities planned, the timeframe of the event, dates and times of the event's activities and any event history. This information is submitted to the Director of Advancement Services, who will review the request

B. The entity must agree to the following:

- If a specific program is to be the beneficiary, the correct wording places "EWUF" before the name of the program (i.e., EWUF Scholarships). **Please note the correct, full name of the agency is Eastern Washington University Foundation.**
- Drafts of letters, press releases, invitations, etc. must be sent to the EWUF for review and approval prior to release.

- The EWUF will be provided with an accurate name, telephone number, and address of someone who officially represents the group conducting the event.
- All billing, contracts, agreements, vendor accounts, etc. must be in the name of the group conducting the event, not in the name of the EWUF.
- The EWUF may be asked to provide certain items such as logos and marketing material.
- It is the responsibility of the group/individual conducting the event to comply with all governmental rules and regulations during the course of the event.
- The Eastern Washington University Foundation and related parties must be a named party on all “Hold Harmless and Indemnification” agreements associated with the event and must be included as an additional insured in all insurance policies covering the event. The EWUF must receive a copy of these agreements and certificates of insurance prior to the event.
- Unless special consideration is given, the EWUF will accept only the net proceeds from the event. (Pledges must be collected and bills must be paid prior to the EWUF acceptance of funds.)
- The donor’s credit card number should never ever be emailed. Email is not secure.
- No amount paid for a raffle can be considered a charitable gift. The EWUF discourages raffles due to complicated laws that make it difficult to administer in accordance with laws and regulations.
- No amount paid for an auction item may be considered a gift unless certain procedures are followed. Please call Gift Processing at 509-359-6349 or email giftoffice@ewu.edu if you plan an auction.

If the above guidelines are not followed, the EWUF reserves the right to disassociate its name and involvement with any group/individual or event by issuing a written statement to that effect.

V. **EVENTS THAT HAVE BEEN HELD WITHOUT EWUF'S KNOWLEDGE:**

In most cases the EWUF will accept the donation. If special circumstances exist that may create a problem for the EWUF, the Executive Director will bring the matter to the Finance Committee Chairman and a determination will be made as to whether the matter should go to the Finance Committee or the Executive Committee.