

UCP Central PA Third Party Fundraising Guidelines

UCP Central PA relies on the willingness of many individuals and organizations that generously initiate fundraising events and activities to raise money in support of children, youth, and adults, and their families in Central Pennsylvania. All efforts on behalf of UCP Central PA are greatly appreciated.

These Third Party Fundraising Events can be defined as any fundraising initiative brought forward by an individual(s), community group, service club, or business external to UCP Central PA who wishes to raise money through a planned activity that is designed, managed and financed by the external participants.

A few examples of Third Party Events are silent auctions, concerts, golf tournament, or product or merchandise sales. For Third Party Events, a portion or all of the proceeds may be given to UCP Central PA.

By taking on a third-party fundraising project, you assume the responsibility of creating an event with minimal assistance from UCP Central PA. UCP Development staff and resources are dedicated to six major special events each year. The nature of third-party events limits UCP Central PA because we cannot schedule, budget nor predict a reliable source of revenue from such events. Therefore, UCP Central PA reserves its resources for their own special events and fundraising efforts.

Fundraisers which benefit UCP Central PA should be run by organizations or individuals that are financially responsible, of well-established reputation and motivated by a genuine desire to help UCP Central PA to further our mission. Therefore, If an outside business or person wishes to sponsor a special event or promotional campaign to benefit UCP Central PA the following guidelines must be adhered to:

- No action will be taken on any event/campaign until approval is received from the UCP Central PA Development Manager.
- A [3rd Party Information Form](#) must be submitted to determine if the event or campaign is within UCP Central PA's guidelines, and feasible within its existing calendar of activities.
- UCP Central PA will not associate with businesses or individuals known to conduct themselves in a manner incompatible with our mission. Should this issue arise, it will be resolved by the Executive Committee.
- UCP Central PA will not incur third party expenses or provide any funds for third party events or campaigns unless otherwise agreed upon in writing prior to the event or promotion.
- Organizers must identify any businesses or individuals to be contacted for solicitation, so that UCP Central PA can avoid duplicated efforts. One must have permission from UCP Central PA prior to soliciting any businesses or individuals in UCP Central PA's name. It is imperative that we do not duplicate efforts so that we do not risk insulting or offending potential donors.
- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to this agency. UCP Central PA will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents who can verify that such a gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in promotion of the event or campaign.

- When a portion of the charge or "suggested donation" to the participant in a third-party event/campaign is not tax-deductible, a statement to that effect must be included in all appropriate materials.
- Fundraisers shall state the terms of the donation UCP Central PA can expect from the event/campaign (for example, 50% of profits, and one-time donation of \$1,000, or all proceeds). This information must be made clear in event/campaign promotions.
- Organizers must also provide the date by which UCP Central PA will receive the donation.
- Any promotion of the event/campaign which mentions or includes UCP Central PA's name or logo must be approved by UCP Central PA staff prior to printing or release.
- Terms for use of UCP Central PA staff, volunteers, mailing lists or general publicity among our supporters must be agreed upon by UCP Central PA before approval of the event/campaign.
- Organizers who wish to request the presence of UCP Central PA volunteers or staff representatives should make their request at least thirty (30) days prior to the event to allow sufficient time for such individuals to be contacted and scheduled to attend. However, UCP Central PA cannot guarantee the presence of volunteers or staff for any third-party fundraising event.
- In general, we ask that no more than 20% of gross revenue generated be used to cover expenses.
- Any contact with media must be coordinated with UCP Central PA.
- UCP Central PA will not solicit participation from their clients in any third-party event beyond notifying them of the event details and inviting them to attend when appropriate.
- UCP Central PA must not be party to any liability coverage without prior knowledge and approval.
- The third-party organization/group is responsible for obtaining appropriate licenses (ie. For raffles, casinos, etc).
- The use of UCP Central PA facilities, as part of third party fundraising initiatives will be at the sole discretion of the UCP Central PA Management Team.

Each request will be considered individually. Generally, the following events or campaigns will not be approved:

1. Events/campaigns falling in close proximity to a UCP Central PA event.
2. Events/campaigns that rely heavily on the use of UCP Central PA staff and/or volunteers.
3. Events/campaigns which require UCP Central PA to sell tickets, coupons, etc.
4. Events/campaigns that require significant attendance from UCP Central PA staff and/or volunteers, or response from our mailing list, to generate the majority of revenue.
5. Benefits involving the sale of tickets or merchandise on the "remit or return" plan, or one that employs salespeople on a commission basis.
6. Ongoing campaigns which promise the public that a percentage of profits will go to UCP Central PA, unless documented and verifiable.
7. Events/campaigns that conflict with a United Way "blackout" period.