

## THIRD PARTY FUNDRAISING INFORMATION

Thank you for considering making Wayne Metropolitan Community Action Agency (Wayne Metro) a beneficiary of your fundraising and community support activities. Your generous efforts and support will provide emergency assistance to low-income individuals and families throughout Wayne County facing an immediate crisis or housing emergency. Proceeds from your fundraising event will directly assist those in need in maintaining a safe, warm home through the Wayne Metro Emergency Assistance Fund.

### What is a Third Party Fundraiser?

A third party fundraising event or activity is one that is created and hosted by independent organizations, businesses, civic and religious groups, and individuals to benefit Wayne Metro in its mission to empower low-income people and strengthen communities across Wayne County. In sponsoring a Wayne Metro fundraising event or activity, the host agrees to handle the majority of details of the event including related costs, recruiting volunteers, creating marketing materials, and providing oversight of the event. Support from Wayne Metro's Communications team can provide support as needed. We truly value your interest to coordinate with Wayne Metro for a fundraising event or activity; therefore, we put together some helpful policies to help make your event a huge success.

### Guidelines for successful Third Party Sponsored Fundraising

- To ensure that all proposed fundraising events and activities fall within Wayne Metro's guidelines and comply with all regulations pertaining to fundraising for a nonprofit organization, we kindly request that all Third Party Fundraising Event Proposals be **submitted at least four weeks prior to the scheduled event for review and final approval**. Each proposal will be carefully reviewed for compatibility and alignment with Wayne Metro's mission, goals, and objectives.
- In order to use Wayne Metro's branding (i.e. name, logos, mascot, images, letterhead etc.) for the purposes of soliciting prizes, favors, sponsorships, underwriting, or cash donations from another organization, group, or individual in order to support or promote the event or activity **prior written permission and approval must first be obtained from Wayne Metro**.
- The third party responsible for the event intended to benefit Wayne Metro must agree to indemnify and hold Wayne Metro blameless for any and all risk and claims that may arise as a result of the event. **Wayne Metro is not responsible for any liabilities, liability insurance, losses, debts or expenses arising from the event or event promotions.**

- Wayne Metro assures the privacy of those we serve – children, individuals and families; therefore, **no current or former client of Wayne Metro may be contacted or exploited in connection with the fundraising event or activity without Wayne Metro involvement.**
- Wayne Metro will not purchase advertising to promote third-party fundraising events or activities. Wayne Metro will advertise the event via its social media platforms one (1) time, possibly more, if time and scheduling allows.
- Wayne Metro cannot guarantee media coverage for third-party fundraising events or activities. **Any contact with the media must be coordinated with Wayne Metro.**
- Wayne Metro will not solicit prizes or money for third-party fundraising events or activities.
- Wayne Metro cannot serve as the fiscal agent for third-party events or activities.
- Third-party fundraising event or activity sponsors and their volunteers must comply with all federal, state, and county laws and regulations, as well as local municipality ordinances including but not limited to registering with the appropriate agencies, purchasing insurance, following IRS rules of disclosure, and obtaining required licenses (such as a raffle license) or permits.
- When possible, Wayne Metro employees, mascot, and/or volunteers will be available to work or appear at third-party events or activities. **Requests for Wayne Metro staff or volunteer assistance at the event should be made as far in advance of the event or activity as possible.**
- In order to avoid any over-lapping or duplication of fundraising efforts, **third-party fundraising sponsors must coordinate with and request permission from Wayne Metro before soliciting any individual, organization, foundation, or business for financial or other considerations in support of the fundraising event or activity.**

## DONATIONS

- The anticipated amount or the percentage of monies raised that will benefit Wayne Metro must be clearly stated in all pre- and post-fundraising advertising or announcements so donors can realize what percentage of their donations will directly benefit Wayne Metro's mission.
- Donors to third-party fundraising events who request a receipt for their donation must make checks payable to Wayne Metropolitan Community Action Agency and provide an email or standard mailing address. Credit card donations can be made online through Wayne Metro's online donation page. A thank you letter and receipt will be emailed. Cash donations collected at the third-party fundraising event or activity must be delivered to Wayne Metro's corporate office with a list of the donors, their email or standard mailing address, and the specific amount of their

donation. Donations will be processed and thank you letters and receipts will be emailed. Unspecified cash donations will be collected as an anonymous gift.

- **A minimum of fifty-percent (50%) of the gross proceeds of the event must be donated to Wayne Metro.** A financial report must be presented with the proceeds within ten (10) days of the event's conclusion via online, email, or delivery to Wayne Metro's corporate office.

- **A donation solicited on Wayne Metro's behalf, whether the donation is monetary or \*in-kind, is tax-deductible only when it is made directly and entirely to Wayne Metro.**

*\*An in-kind donation is a donation of goods, materials, skills, or labor. Value guidelines on donated items can be found here <https://satruck.org/Home/DonationValueGuide>.*

- Contributions to Wayne Metro are tax deductible less the value of goods and services received. This must be stated on the event invitation or promotion. **Items sold at the event are not tax-deductible.**

**Wayne Metro reserves the right to decline or cancel participation in a third-party fundraising event for any reason at any time.**

**Generally, the following will NOT be approved:**

- Events that do not adhere to Wayne Metro's Third-Party Fundraising Guidelines, mission or values
- Events that require significant participation or attendance from Wayne Metro staff, clients, or volunteers
- Events scheduled in close proximity to or not aligned with another Wayne Metro fundraising event
- Events that are controversial in nature or do not present a positive image for Wayne Metro, and/or the communities, leadership, or residents of Wayne County

**Wayne Metro may:**

- Offer advice and event planning expertise
- Provide material support when it is available
- Approve and provide branding/logo usage
- Help promote the fundraising event or activity through Wayne Metro's website, social media and other online resources
- Provide a letter of authorization and validation for the fundraising event or activity sponsor

**Wayne Metro CANNOT:**

- Guarantee event attendance by anyone
- Assure ticket sales, and monetary or in-kind donations
- Provide third-party or donor tax exemption information
- Provide third-party fundraising event or activity sponsorship, funding, or reimbursement of associated expenses
- Provide donor, client, vendor, volunteer, or staff mailing lists or other contact information

- Be held responsible or liable for any and all claims that may arise as a result of a third-party fundraising event or activity

**Thank you for your support of Wayne Metro's mission to empower low-income people and strengthen communities across Wayne County. We hope your special event is great success!**

**AGREEMENT**

With my signature below, I certify that I have read and understand the rules and policies for conducting a third-party sponsor event or activity. I assure that the Wayne Metropolitan Community Action Agency (Wayne Metro) name and associated logos will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of Wayne Metro and that those associated with the event or activity will act in accordance with all municipal, state, and federal laws. I understand that at any time Wayne Metro can withdraw its consent for the event or activity at any time and for any reason.

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Signature of Contact Person/Responsible Party for Event Date

Print Name: \_\_\_\_\_

Print Name of Organization: \_\_\_\_\_

**Please keep a copy of the policy and completed application for your records.**



Wayne Metropolitan  
Community Action Agency  
Established 1971

### THIRD PARTY FUNDRAISING PROPOSAL FORM

This form serves as a binding agreement between the Sponsor and Wayne Metropolitan Community Action Agency (Wayne Metro) for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising event described below. **Please return this form to Wayne Metro for event approval four (4) weeks prior to the scheduled event.**

Contact Name:		
Organization Name:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Website:		

#### EVENT INFORMATION

Name of Event:
Event Date(s):
Event Time(s):
Event Location:
Estimated financial donation to be raised for Wayne Metro:
Estimated number of event participants and attendees:
Please describe your fundraising event or activity including all parties involved with the event. <i>(Attach additional sheet if needed)</i>

Please describe how you will promote your event (i.e. social media, advertising). NOTE: You must submit copies of materials to be used such as invitations, flyers, brochures, signs, and advertising content before issuing, publishing or distributing these materials:

Would you like Wayne Metro to supply you with agency display and/or informational materials detailing our programs and services?  YES  NO

What type of representation and assistance, if any, are you requesting from Wayne Metro?

Please, tell us why chose to support Wayne Metro in our efforts to empower low-income people and strengthen communities across Wayne County.

**With my signature below, I certify that I have received a copy of Wayne Metro's Third Party Fundraising Event Guidelines, and agree to the terms and conditions outlined therein.**

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Signature of Contact Person/Responsible Party for Event

Date

Print Name: \_\_\_\_\_

**Please keep a copy of the policy and completed application for your records.**

Please return the signed agreement page and proposal form:

Mail to: Development & Communications Department  
Wayne Metropolitan Community Action Agency  
2121 Biddle Avenue, Suite 102  
Wyandotte, MI 48192

or Email to: [Development@waynemetro.org](mailto:Development@waynemetro.org)