



Third-Party Event Policy Agreement

Smart Start of Mecklenburg County is incredibly grateful to the individuals and organizations from across the community interested in raising money to benefit the individuals and families we serve. Financial support from third-party fundraising is an important piece of supporting and expanding our mission to provide hope and healing for victims of domestic violence and sexual assault.

As a 501 (c)(3) organization, Smart Start of Mecklenburg County has a fiduciary responsibility to ensure the name is used properly, funds are handled and accounted for appropriately, and fundraising is conducted consistently with the mission and values.

To ensure that Smart Start of Mecklenburg County's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Thank you in advance!

How Smart Start of Mecklenburg County can help event organizers:

- Acknowledge direct contributions to Smart Start of Mecklenburg County
- Approve the use of Smart Start of Mecklenburg County's logo and/or name.
- Provide limited branded materials, such as handouts and links for service delivery and educational resources.
- Provide limited—but not guaranteed—publicity for the event through Smart Start of Mecklenburg County's website, social media, and/or e-newsletter.

Organizations agree to the following:

- All third-party events must be approved by Smart Start of Mecklenburg County. Event requests must be submitted **at least 2-3 weeks prior** to the event. Approval must be received before the promotion of the event begins.
- The third party holding the event must clearly represent themselves as third-party fundraisers rather than employees of Smart Start of Mecklenburg County.

- The event must be promoted in a manner that avoids statements or the appearance of Smart Start of Mecklenburg County endorsing any product, organization, individual, or political party.
- All publicity, printed materials, PSAs, and other promotional efforts must be approved before any planned promotion. If Smart Start of Mecklenburg County's name or logo is to be used (print, Internet, or broadcast), prior approval is required.
- All promotional materials must clearly state the percentage of proceeds that will benefit Smart Start of Mecklenburg County.
- By naming Smart Start of Mecklenburg County as the beneficiary of this partnership, it will be necessary to donate all net revenues raised on behalf of Smart Start of Mecklenburg County to the organization within 30 days of the partnership completion or by a predetermined agreement date. If any expenses are to be removed from the proceeds, the following wording must be included on promo materials and communications for the event: "A portion of the proceeds from (event name) will benefit Smart Start of Mecklenburg County."
- Event organizers are responsible for obtaining all licenses, liability insurance, and permits (especially those for raffles and/or games of chance) for the event.
- Under no circumstances should third-party event revenue and expenses flow through Smart Start of Mecklenburg County books. Only the final net proceeds from the event are to be processed by Smart Start of Mecklenburg County. If event expenses are greater than the total collected, the event group is responsible for paying these additional expenses.
- Smart Start of Mecklenburg County will not solicit sponsorships or in-kind sponsorships, such as printing or silent auction items, for any third-party fundraising event.
- The outside organization is responsible for all aspects of the event, including supervising, logistics, primary sales, staffing, and event promotion. The sponsors agree to defend, indemnify, and hold harmless Smart Start of Mecklenburg County from any claims and liabilities related to the event.
- Smart Start of Mecklenburg County will not supply any funding to finance a third-party event and will not be responsible for any debts incurred.

- Third-party fundraising efforts are not permitted to use Smart Start of Mecklenburg County's North Carolina State Sales Tax-Exempt or Federal Employer Identification numbers when purchasing materials or supplies. Both state and federal tax laws specify that groups raising funds independently to provide financial support to Smart Start of Mecklenburg County later are prohibited from claiming exemption from State and any other applicable taxes on such purchases.
- The organization/individual will not open bank accounts using Smart Start of Mecklenburg County's name or Taxpayer Identification Number (TIN). Check donations listing Smart Start of Mecklenburg County as "Payee" will be forwarded to Smart Start of Mecklenburg County for deposit.
- If all proceeds from the event go to Smart Start of Mecklenburg County, then the event's sponsor must consider any expenses incurred in the event's production as a donation. If the sponsor wishes to take expenses out of the event's proceeds, checks may not be made payable to Smart Start of Mecklenburg County and will not be tax deductible. Only donations made directly to Smart Start of Mecklenburg County are tax deductible (to the extent permitted by law). Donations made directly to a third-party event can thus be used to cover the event's expenses, but they are not tax-deductible.
- Smart Start of Mecklenburg County does not release nor solicit donor contact information to outside organizations to or from our database.

Last Updated: January 2, 2024