

Third – Party Event Fundraisers for CASA

Thank you for your interest in supporting CASA for the Highland Lake Area's work to serve abused and neglected children with a third-party fundraising event. To best meet the needs of the children we serve, the event must be compatible and aligned with the mission, vision and values of our CASA program. If at any point CASA feels otherwise, CASA for the Highland Lakes Area may opt out of participating in the event.

GUIDELINES FOR THIRD-PARTY EVENT FUNDRAISERS

- CASA for the Highland Lakes Area cannot incur expenses or provide any funds to support third-party events.
- CASA for the Highland Lakes Area will not be responsible for any debts incurred.
- Permission from CASA for the Highland Lakes Area is required prior to soliciting any businesses or individuals in CASA's name.
- CASA for the Highland Lakes Area reserves the right to protect the privacy of our volunteers, staff, board members, donors and all others affiliated with CASA.
- Due to limited staff and resources, CASA for the Highland Lakes Area cannot promise to participate in the production or execution of your event, but will do everything possible to assist at the event, as needed.
- Event organizers must obtain their own liability insurance to cover the event and provide a certificate of insurance no later than three days prior to the scheduled event. CASA is not financially liable for the promotion and/or staging of third-party events. If alcoholic beverages are provided for a fee (including admission that includes food and alcoholic beverages), insurance coverage must include liquor liability with a minimum limit of \$1,000,000 and appropriate permits and licenses must be obtained in the name of the sponsoring organization.
- All businesses, individuals and events must be compatible and aligned with the mission, vision and values of CASA for the Highland Lakes Area.
- All action for a proposed fundraiser must be approved by the Executive Director of CASA for the Highland Lakes Area to assure the proposal is within CASA's guidelines and consistent with our mission.
- Proposals submitted by a third party must clearly and specifically state the terms of donation CASA can expect from the event as well as determine the date at which CASA will receive the donation (expected within 30 days of the event).
- The event must comply with applicable local, state and federal laws and regulation.

PUBLICITY & PROMOTION

- All media, print materials and public communication mentioning “CASA for the Highland Lakes Area”, our mission, work and logo must be approved by CASA for the Highland Lakes Area at least three days prior to printing or release.
- CASA for the Highland Lakes Area must be made aware of any contact with press or other media; press materials mentioning CASA must be approved.
- Terms of use of CASA staff, volunteers, mailing lists or general publicity among CASA supporters must be agreed upon in advance.
- The name and logo must be used in accordance with CASA graphic standards.
- CASA for the Highland Lakes Area may provide informational material promoting the organization, its goals and accomplishments. Advance notice is needed regarding quantities needed.
- All prospective businesses and individuals must submit a proposal to CASA’s Executive Director. Only after approval does the third-party have permission to utilize CASA’s name, logo and mission.

Would you like to have a CASA representative speak at the event? Yes No

Can CASA provide you with materials to display at the event? Yes No

Does the event require CASA’s presence manning a booth/table? Yes No

If yes, please provide details.

Do you require the CASA logo for promotional materials? Yes No

Do you plan to publicize the event? Yes No

If yes, what types of promotion do you plan to use?

Please attach a list of proposed media contacts.

CASA for the Highland Lakes Area will promote the event. The terms will be agreed upon by both parties in a separate document but might include:

- Online promotion
- Social media promotion
- Issue press release to local media
- Issue press release to nonprofit organizations.
- Network newsletters

DONOR ACKNOWLEDGEMENT

- A donation solicited on CASA’s behalf, whether an item or cash, is tax deductible only when it is made directly and entirely to CASA. CASA will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a gift was made, and its nature, to the Internal Revenue Service. This information must be made explicitly clear in the promotion of the event.
- When a portion of the ticket price, entry fee, or “suggested donation” for a third-party event is not tax-deductible, a statement to that effect must be included in all appropriate materials.
- Promotional materials will state that a percentage of the proceeds will benefit CASA for the Highland Lakes Area from both general and unique ticket sales.

- Under no circumstances should third-party event revenue and expenses flow through CASA books. Only the final net proceeds from the event are to be processed by CASA for the Highland Lakes Area.

Thank you for your support of CASA for the Highland Lakes Area. We are delighted to work with you!

ORGANIZATION INFORMATION:

Sponsoring Organization:

Contact Name:

Title:

Address:

Phone:

Website:

Email:

Proposed by:

Approved by:

Name/Title:
Organization:
Date:

Shannon Heep
Executive Director
CASA for the Highland Lakes
Date:

Please return this form along with an outline of event goals and proposed event timeline to Texas CASA for approval 30 days in advance of proposed event date:

By email: Shannon@highlandlakescasa.com

By mail: CASA for the Highland Lakes Area
1719 Ridgeview Dr.
Kingsland, TX 78639

If you have any questions about organizing a Third-party fundraiser please contact: Shannon Heep at the information listed above.