



## Paralyzed Veterans of America

### Third-Party Fundraising Guidelines

Below are standard guidelines for hosting a charity event benefiting the Paralyzed Veterans of America...

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#### **Getting Started:**

All third-party fundraisers should submit the Paralyzed Veterans of America application form online **90 days prior to the event**. A Paralyzed Veteran of America representative will review the application and do our best to respond within 7 to 10 days of submission. Please do not move forward with the event planning process or public advertizing until final approval has been given in writing by the Paralyzed Veterans of America. This is extremely important in preserving the name and integrity of Paralyzed Veterans of America; therefore we appreciate your patience in working through the initial application approval process and ultimately assist in supporting our veterans.

Any approval is contingent upon the third-party fundraiser signing a Third-Party and Fundraising Event and Liability Release Agreement.

Approval status will remain in effect for 12 months from the date of the letter of authorization so long as the activity is consistent with what has been approved. After 12 months have expired, organizers must reapply for approval using this same process.

#### **Event Names:**

Once the event has been approved, all third-party fundraisers will not promote the Paralyzed Veterans of America as the organizer of the event, but rather the beneficiary. In an effort to protect our name, image, value and mission, we cannot officially endorse your charity event.

*Example: Not "The Paralyzed Veterans of America Golf Tournament," instead "XYZ Corporation Charity Golf Tournament benefiting the Paralyzed Veterans of America."*

#### **Logo Usage:**

While we encourage organizers to utilize the Paralyzed Veterans of America's logo to help promote awareness around the fundraiser, we are very protective of how the logo is represented in the marketplace. The Paralyzed Veterans of America logo must stand alone and may not be combined with any other objects, including but not limited to other logos, words, graphics, photos, slogans, numbers or artwork. Logos should stand alone and should not be altered in any way. Any use of the logo must follow

the established graphic standards (provided upon approval). All promotional items with the Paralyzed Veterans of America logos and/or marks will need to be submitted for review and approval.

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**Promotional Materials:**

All advertizing and promotion of third-party charity events are at the sole expense of the organizer and will not be purchased by the Paralyzed Veterans of America. All promotional materials including, but not limited to advertising letters, brochures, flyers and press releases should be reviewed and approved by the Paralyzed Veterans before production and distribution.

**Collecting Funds & Making Your Donation:**

Keeping accurate accounts of your fundraising financials is extremely important. The Paralyzed Veterans of America will not be responsible for any expenses incurred for a third-party fundraising activity and will not allow third-party event revenue and/or expenses to flow through the Paralyzed Veterans of America's books.

Fundraising activities and events where 100% of the proceeds are to be donated to the Paralyzed Veterans of America are usually easier to organize and manage. If the Paralyzed Veterans of America will not receive all event proceeds, then it must be stated clearly in all publicity and collateral materials that *a portion* of the proceeds will benefit the Paralyzed Veterans. At a minimum, 75% of donations should go to the Paralyzed Veterans of America with costs 25% or lower.

Please send the proceeds from the fundraiser to the Paralyzed Veterans within 30 days of the event. Proceeds should be made payable to the **Paralyzed Veterans of America** and should be submitted by check, credit card and/or money order. If cash donations are accepted during your event, please convert all cash to check form before submitting the donation.

Please submit your donation with a copy of the event registration form, to the following address:

**Paralyzed Veterans of America**

**Attn: Third-Party Fundraising / Development – "Event Name"**

**801 18<sup>th</sup> Street NW**

**Washington, DC 20006**

**Tax Information:**

Contributions are tax-deductible only if they are made directly to the Paralyzed Veterans of America, not the third-party event organizer (unless they are a 501(c)3 charitable organization). Please consult your tax advisor as to the proper process for donation receipts, in-kind contributions, etc.

**Conduct & Decorum:**

The Paralyzed Veterans of America is very protective of our name, image and strong history. The spirit of each charitable event must be meaningful and not harmful to the purpose and reputation of the Paralyzed Veterans. Third-party charity events that are not consistent with value or messaging of the Paralyzed Veterans of America will not be approved.

The Paralyzed Veterans of America reserves the right to refuse any fundraising proceeds and/or event association at any given time throughout the planning and execution process once the event has been approved.

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### **Staff & Volunteer Support**

While we truly appreciate the support of each individual and corporation that agrees to fundraise on our behalf, we could not possibly manage and/or provide additional staffing for each request. Our resources are limited. We are focused on the programming and support of our paralyzed veterans and cannot lose sight of our mission. Therefore, organizers are responsible for all details of the event including: underwriting all of the related costs; recruiting volunteers to help out at the event; creating flyers to publicize the event; and working at the actual event.

The Paralyzed Veterans of America will provide promotional materials that are specific to our mission and programming to help support the event efforts and raise awareness around our worthy cause.

### **Permits and Liability:**

The Paralyzed Veterans of America is not financially liable for the promotion and/or staging of third-party events. The organizer must take the proper precautions with regards to insurance and coverage. All third-party fundraisers will be required to provide the appropriate insurance certificates prior to the event or upon request by the Paralyzed Veterans. The Paralyzed Veterans does not insure third-party fundraisers. The third party fundraiser agrees to hold the Paralyzed Veterans of America harmless from all claims and liabilities in any way related to the event.

### **Post-event Follow Up:**

We are honored to have you represent the Paralyzed Veterans of America. We rely heavily on donations from the general public, foundations, service clubs, employee groups, schools and other social events to help support our veterans once they return home injured. That said, we would like to share your event details, stories and photos with our members and donors once the fundraiser has taken place. Please email us at [juliaw@pva.org](mailto:juliaw@pva.org) with the post-event information including photos, so that we can post to our website and share your hard work with the community.

Many thanks for your kindness and generosity! Good luck with getting started on your charity event.

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