



**Thank you for your interest in hosting a fundraising activity for CASA of Floyd County! Events like yours are important in our efforts to raise funds and awareness of our mission to provide the highest quality advocacy to Floyd County children in the foster care system. The following guidelines are provided to ensure that you are aware of CASA of Floyd County's policies regarding events and promotions highlighting our name and mission, and to assist you in your fundraising efforts. Thank you for your support!**

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### **General Guidelines:**

- Third-party events should be approved by CASA of Floyd County at least two weeks prior to the event.
- CASA of Floyd County will not be bound by any agreements not in writing and agreed upon prior to the fundraising event(s), promotion or activities.
- Approved third-party fundraising events must be referred to as "benefitting CASA of Floyd County" or a specific CASA of Floyd County program or fund by name. They may not be represented as "sponsored by", "conducted on behalf" or any similar terminology.
- CASA of Floyd County prohibits events or promotions involving the promotion or support of a political party or candidate or that appear to endorse any lobbying or political activity.
- CASA of Floyd County prohibits direct solicitation (including but not limited to door-to-door canvassing and telemarketing.)
- Fundraisers agree to provide ACS with an event plan and budget if requested. A check for third party event's net proceeds must be sent or delivered in person to CASA of Floyd County within 30 days of the event conclusion.

### **Promotion and Logo Use:**

- Any use of the CASA of Floyd County name, logo or visual representation of CASA of Floyd County must be approved prior to the fundraising event or promotion.
- Materials, including but not limited to press releases, public service announcements, electronic marketing, posters, brochures, flyers, and tickets must be approved by CASA of Floyd County prior to printing or going live via the Internet including but not limited to websites, social media channels, virtual event platforms, and videos.
- To "tag" CASA OF FLOYD COUNTY in social media see the following:
  - [Facebook](#) CASA of Floyd County
  - [Instagram](#) @
  - [LinkedIn](#)

### **Finance and Tax Rules:**

- CASA of Floyd County has no fiduciary responsibility for your event(s) and no liability for event or execution including promotion, set-up, staffing or the collection and management of funds raised in connection with events or promotion.
- CASA of Floyd County will not solicit sponsors or auction items for your fundraising event -- and will not provide any donor or volunteer contact information, mailing lists, press contacts or formal advertising, including social media promotion and cross posting.
- Fundraisers must fully and truthfully state the portion of proceeds which will be donated to CASA of Floyd County in all advertising, promotion, and in all contact with donors, sponsors and participants.
- CASA of Floyd County will not be responsible for expenses in connection with third-party fundraisers except if there is a written agreement to the contrary agreed and signed by both parties.
- CASA of Floyd County's tax-exempt status may not be used by any host organization to purchase items and materials with which to conduct the event or promotion.
- CASA of Floyd County will receive only the final net donations from the proceeds of the event(s). Under no circumstances will third-party event(s) revenue and expenses flow through the CASA of Floyd County accounts.
- Only individual donors who have written checks or processed online donations directly to CASA of Floyd County will receive an official acknowledgment.
- A bank, other deposit or transaction account in the name of CASA of Floyd County cannot be established by a third-party organizer or volunteers. If payments are made to the organizer and/or volunteers and the event organizer/volunteers are not an IRS-qualified entity, then those payments will not be deductible for income tax purposes. If the payments are made to CASA of Floyd County, donations are typically tax-deductible, though you should consult your tax advisor.

### **Liability and Cancellation:**

- The third-party fundraiser, organizer and their employees, contractors, agents and volunteers shall obey all federal, state and local laws and regulations relating to promoting and conducting their event(s), including fundraising rules and regulations.
- The third-party fundraiser organizer and all of their employees, contractors, agents and volunteers will determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. CASA of Floyd County will not provide liability insurance to anyone regardless of circumstances. The third-party event organizer shall indemnify, defend and hold CASA of Floyd County harmless from and against any and all claims, actions, proceedings, losses damages, costs, fees, attorney fees, expenses and liabilities arising from or relating to events or fundraising activities planned and or conduct.
- The third-party fundraiser will obtain all permits and/or licenses necessary for fundraising and the hosting of raffles and games of chance.
- The third-party fundraiser shall submit all fundraising related permits at least three (3) days in advance to CASA of Floyd County.