



## Third-Party Events & Fundraising Guidelines

Thank you for your interest in hosting an event or other fundraising effort for the benefit of **F.I.S.H. of Sanibel-Captiva, Inc.** ("F.I.S.H."). Any individual or organization (outside of F.I.S.H.) that organizes or hosts an event, promotion, sale or fundraising appeal on behalf of F.I.S.H. is known as a "third-party." Fundraising by third-parties is commonly called "third-party fundraising" and helps promote our efforts to raise funds and awareness of our mission.

In order to enhance the success of third-party fundraising and to avoid conflicts with F.I.S.H. donors, sponsors, or other planned fundraising, the following policies must be observed. For more information or questions on third-party fundraising, please Maria Espinoza, F.I.S.H.'s Executive Director, at (239) 472-4775 or at [maria@fishofsancap.org](mailto:maria@fishofsancap.org).

### **Communications Guidelines:**

- Participants may not use F.I.S.H. logos (such as the one above), copyrighted information, or photos without the prior written consent of F.I.S.H.
- F.I.S.H. will be a beneficiary, not a sponsor, of a third-party event or fundraiser. All promotional materials should clearly state that the event/fundraising appeal is sponsored by you or your organization with net proceeds benefiting F.I.S.H. (and also naming any other charities which will benefit from your event/fundraising appeal, and the proportion of net profits going to F.I.S.H.).
- F.I.S.H. of Sanibel-Captiva, Inc. cannot be used in the title of your event or fundraising appeal but may be identified as the/a beneficiary of the event/promotion. For example, a third-party event may not be referred to as the "F.I.S.H. Bake Sale." Instead, it should be promoted as "XYZ Bake Sale to Benefit F.I.S.H."
- **If less than 100% of net proceeds will be donated to F.I.S.H., fundraisers must truthfully state the portion or amount of the proceeds which will be donated to F.I.S.H. in all advertising, promotions and in all contact with donors, sponsors, and participants.**
- The third-party is responsible for its own marketing, including writing and distributing press releases, PSAs, social media postings, invitations, ads, etc.



- The third-party must submit all public and promotional materials containing the F.I.S.H. name or logo to F.I.S.H.'s Executive Director for review and approval prior to publication and distribution of these materials. Please allow F.I.S.H. five (5) business days to review these materials.
- F.I.S.H. does not participate as a “co-host” on third-party events posted on Facebook or other social media sites.

### **Financial Guidelines:**

- All third-party expenses are the responsibility of the third-party organizer and must be paid before net proceeds are given to F.I.S.H.
- No bank accounts or holding accounts may be established under the F.I.S.H. name.
- F.I.S.H. will not purchase advertising to promote a third-party event.
- F.I.S.H. will not distribute retail discount coupons for sponsors of a third-party event or fundraising appeal.
- The third-party event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.
- F.I.S.H. will not assume any type of liability for a third-party event, including liability for any injuries sustained by the third-party event organizer or attendees, and the third-party event organizer will hold F.I.S.H. harmless and defend it from any claims of liability.

### **Charitable Giving Guidelines:**

- The not-for-profit tax-exempt status of F.I.S.H. may not be used by the host organization to purchase items or materials with which to conduct the activity.
- Third-party event organizers should not provide tax advice to third-party event contributors. Organizers should refer individuals to their own tax or legal counsel for tax information.
- Any checks made payable to F.I.S.H. must be forwarded to F.I.S.H. for processing and deposit. Such donations are tax-deductible and will be receipted by F.I.S.H. In order for a tax receipt to be issued, F.I.S.H. must be provided with the donor's name, address and phone number with the donation.



- F.I.S.H. is typically not able to provide staff to attend third-party fundraisers nor is it able to provide staff to coordinate volunteers, but is happy to provide appropriate informational material for the third-party's use.

### **Event Request Submission & Approval Process:**

- The third-party organizer must submit a written request for approval of the third-party fundraising event or appeal to F.I.S.H.'s Executive Director at least thirty (30) days in advance of the proposed date of the event or appeal. If multiple events are proposed, a proposal must be submitted for each event.
- Third-party organizers of fundraising appeals (other than customary food drives) are encouraged to contact F.I.S.H.'s Executive Director thirty (30) days prior to beginning the appeal to determine F.I.S.H.'s most critical needs.
- The average processing time for review of requests is 10-14 business days.
- Once approved, an approval letter will be sent to you via email, if provided. The hard copy will follow by regular mail for your records.
- F.I.S.H. will not approve a third-party event if it promotes a political party, candidate, or potential candidate, or a topic which it deems controversial.
- F.I.S.H. reserves the right to disapprove any event if it conflicts with its mission, fundraising efforts, or event calendar.
- F.I.S.H. reserves the right to cancel a third-party event or disassociate with a third-party appeal at any time in writing if these Third-Party Event & Fundraising Guidelines are not satisfied or for substantial cause determined by the President of F.I.S.H.