Dear <SALUTATION>,

Thank you for considering Briarpatch Youth Services (the “Agency”) as a beneficiary of your fundraising activities. The Agency appreciates your efforts to help us support our mission of providing services dedicated to strengthening and improving the lives of youth, their families and our community.

This packet contains the following information:

1. A copy of the Agency’s Policies and Procedures for third-party fundraising activities. Please review these policies and procedures carefully. Upon approval of your event application, the Policies and Procedures become part of your agreement with the Agency and you will be responsible for complying with them.
2. A Third Party Fundraiser Application. This form should be completed, signed by an authorized representative of your organization and returned to the Agency as soon as possible.

The money raised will go towards the Agency’s youth homeless shelter campaign, which will provide shelter for youth (13-17 years old) for up to 28 days.

As a final note, although the Agency actively encourages third party fundraising events, we must approve all events in advance. The Agency maintains the right to decline events. This is an important safeguard in preserving the integrity of the name and reputation of Briarpatch Youth Services, Inc. as well as our commitment to donors.

We appreciate your interest in fundraising for the Agency, and we look forward to working with you! Please contact me at 608.819.3775 or cedric.johnson@youthsos.org with any questions you may have.

Sincerely,

Cedric A. Johnson
Director of Development & Communications
Policies and Procedures for Third Party Fundraisers

Use of Name and Logo

1. For purposes of these Policies and Procedures, ‘you’ means the organization, group or individual sponsoring or holding the event. ‘Agency’, ‘we’ or ‘our’ means Briarpatch Youth Services, Inc.

2. Events should complement the mission and image of the Agency. Companies that conflict with the mission or values of the Agency may not be sponsors. We discourage sponsorship by tobacco and firearms companies or other companies with products that do not support the health and well-being of youth.

3. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with the Agency.

4. You may not use the Agency’s name or logo or otherwise indicate to the public that an event is being held for the benefit of the Agency without the prior express written consent of an authorized representative of the Agency. You may not make public announcements or promote the event until you receive written approval from the Agency of your Third Party Fundraiser Application.

5. Publicity for your event may not imply that the event is sponsored or co-sponsored by the Agency or that we are involved in anything but the beneficiary. The Agency may only be identified as the beneficiary of the event. For example, you should not call an event “The Briarpatch Youth Services Walk-a-Thon.” Your event should be promoted as the “Walk-a-thon to benefit Briarpatch Youth Services.”

6. You may not use the logos of Briarpatch Youth Services without our written approval. The official Agency logo should be appropriately used for your event and may not be altered in any way. Any use of the logo must adhere to established graphic standards which we will provide.

7. The Agency must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed materials should be submitted via email to cedric.johnson@youthsos.org or by mail to Briarpatch Youth Services, Attention: Cedric Johnson, 2720 Rimrock Road, Madison, WI 53713.

Event Approval

8. Applications must be completed and submitted to the Agency no less than four weeks prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you must submit a new application.

9. The Agency must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, the Agency may at any time direct you to cancel
the event. You must agree to cancel the event, if so direct, and further agree to release the Agency and its officers, directors and employees from any liability in connection with such action.

10. We have made a commitment to our staff and donors that we do not sell or provide others with our donor and staff mailing lists.

11. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses already support Briarpatch Youth Services and may not wish to make additional donations.

12. The Agency is happy to provide brochures, pamphlets and other informational materials, promoting and explaining Briarpatch Youth Services’ goals and accomplishments. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.

13. We reserve the right to observe your event.

Financial and Legal Information

14. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the ticket price that will benefit Briarpatch Youth Services.

15. You should limit expenses to 50% of the total raised by the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. The Agency will not provide funding or reimbursement of expenses.

16. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

17. Because the Agency is not sponsoring your event, we cannot have event revenues and expenses flow through the Agency’s books. Only the net amount (final net proceeds from the event) should be processed by the Agency. Similarly, you cannot set up a temporary bank account in the Agency’s name. Proceeds should be sent to the Agency no later than 14 days following the event and should be mailed to Briarpatch Youth Services, Inc., Attn: Development Department, 2720 Rimrock Road, Madison, WI 53713.

18. The Agency should receive a complete accounting of all funds collected and expenses related to the event within three weeks following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event’s proceeds.
19. The Agency may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.

20. You are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. Because state and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and activities, you must acquire the proper permit/license from your state or local government office and abide by all rules and regulations pertaining to such gaming activity. The Agency will not take out liquor licenses for third party events.

21. You agree that you will comply with all state and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event.

22. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before the Agency’s approval is given. The Agency may only issue tax receipts for checks made out to "Briarpatch Youth Services, Inc." If your donors send their contributions directly to the Agency, you must inform the Agency of the value of any goods or services the donor received in return for the contribution. The Agency will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.

23. You agree that you will not use the Agency’s tax exemption in any manner or as part of the promotion of your event, nor will you represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event (unless you have separate tax exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.

24. You must obtain your own liability insurance to cover the event. The Agency will not insure your event and requires that you obtain all insurance including premises liability and worker’s compensation. The Agency will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event. Briarpatch Youth Services, Inc. is not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.
Third Party Fundraiser Application

Application Instructions: Please fill out and send the completed form to cedric.johnson@youthsos.org or fax to 608.245.2551. Please allow 5-7 business days for a response.

1. Event Organizer Information:
   Name of Contact: ___________________________________________  Today’s Date: ___________

   Mailing Address: ___________________________________________________________________
   City:_____________________________ State: ________ Zip: ___________________________

   Telephone: ________________________________ Email: __________________________________

   Name of Organization: _______________________________________________________________

   Is your organization a non-profit (501c3)?  _____ Yes  _____ No

2. Event Information:
   Name of Event: _________________________________________________________________

   Projected attendance: _________________

   Is this event:    ___ Open to the public    ___ By Invitation   Ticket Price (if applicable): $_______

   Description of Event:
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

   Location Name: ______________________________________________________________

   Address: _________________________________________________________ City:____________
   State:________ Zip: _______________

   Event Date: _____________________________     Start Time: ___________    End Time: _________

   Are there other beneficiaries of this event?        _____ Yes    _____ No

   If yes, then name of other organizations:
   __________________________________________________________________________________

   Percentage to be given to Briarpatch Youth Services, Inc.: ________________________________

   Describe how funds will be raised:
   __________________________________________________________________________________
   __________________________________________________________________________________

   Will you have the following at your event (mark all that apply):
   _____ Raffle    _____ Auction    _____ In-Kind Donations (clothes, books, etc.): __________
Does your event require a permit?* ___ Y ___ N  Does the event require insurance?* ___ Y ___ N
*If you answered yes to either/both of these, please include a copy of the document(s) two weeks prior to the event.

Plan for publicity (All materials must be reviewed and approved in advance by Briarpatch Youth Services)
Press Releases: To be sent to: __________________________________________________________
Flyers: To be distributed to: __________________________________________________________
Public Service Announcement: To be distributed to: ______________________________________

Will you have an event website?  ____ Y    ____ N
Website address: ________________________________________________________________

3. Financial Overview
I plan to submit funds by: _____ Mail   _____ Personal Delivery
_____ Other (please specify): __________________

Please indicate the date the funds can be expected by the Agency: ____________________
(Funds must be received within 14 days of the event)

Funds can be designated in honor/memoriam of an individual/organization. Would you like to designate your funds as such? If yes, then please fill in how you would like the individual/organization to be acknowledged:
________________________________________________________________________

4. I specifically agree to all the terms and conditions contained in the ‘Policies and Procedures for Third Party Fundraisers’ attached to and made part of this application. I understand that my event is not considered an approved event until written approval of my application is received from Briarpatch Youth Services, Inc. No amendment, modification or waiver of any of the terms and conditions contained in this document and the ‘Policies and Procedures for Third Party Fundraisers’ shall be valid unless in writing.

At no time will the Agency, or any representatives of the Agency, be responsible for the cost, planning, or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event. I agree to indemnify and hold harmless Briarpatch Youth Services and their employees, agents and representatives, from any and every claim, demand, suit and payment related to or caused by my event.

Event Organizer’s Signature: ________________________________ Date: ______________