

Third Party Fundraising Guidelines



Have you been thinking of how best to help meet the needs of New Horizons? Do you enjoy working for a purpose, and would you like to extend the joy of giving back to individuals with special needs? A third party fundraising event is a great way to help fund the needs of New Horizons. We are very appreciative of everyone who wishes to organize events to support the programs, services and operational funds of the agency.

New Horizons defines a “Third-Party Event” as any fundraising activity by an individual, group or organization whereby New Horizons has no fiduciary responsibilities and minimal or no staff support. Be aware that third-party fundraisers cannot be held on New Horizons’ property or be marketed as a New Horizons’ fundraiser. You are welcome to share your ideas with our Development Department and get clarification if needed before turning in your proposal. If you are interested in organizing an event with the proceeds benefitting New Horizons, please review the following guidelines.

Event Application and Approval

Third-party event organizers are required to complete and submit a [Third-Party Proposal and Acceptance Form](#) to the Development Department prior to organizing the event.

- Only third-party events that meet stipulated criteria and benefit New Horizons will be considered for approval. Be certain to obtain approval from New Horizons before you advertise or hold your event.
- Annual events are to be registered yearly with New Horizons.
- New Horizons reserves the right to refuse funds raised at unapproved events and activities.
- Recruit volunteers and support for the planning and execution of the event. Please bear in mind that New Horizons’ personnel are limited in the amount of assistance that can be provided, however they may be able to provide guidance for your events.
- You are therefore responsible for the details of the event including pre and post event activities including cost, publicity/promotions, and recruitment of volunteers and support.
- Compile and submit to New Horizons a list of all prospective sponsors of the event before they are approached. This is to prevent overlap with other solicitation and ensure a synchronized fundraising effort.

Third Party Fundraising Ideas

- Bingo Night
- Book Sale
- Bowling Tournament
- Bridge Party
- Car Wash
- Craft Bazaar
- Dessert Reception
- Duck Race
- Fashion Show/Lunch
- Flower Sale
- Golf Tournament
- Holiday Boutique
- Ice Cream Social
- Kentucky Derby Party
- Las Vegas Night
- Marathon Dancing
- Murder Mystery Dinner
- Photo Contest
- Pie Auction
- Plant Sale
- Progressive Dinner
- Quilt Show
- Recipe Book
- Refreshment Stand
- Scavenger Hunt
- Talent Show
- Video Game Tournament
- Walk-a-thon
- White Elephant Sale
- Wine Tasting
- Yard Sale

Marketing and Promotion

To be consistent with New Horizons' branding and to assure the name, image and reputation of New Horizons is well represented, we require that:

- All publicity and solicitation materials such as flyers, banner, poster, signage, postcards, online promotions, social media promotions, and letters must be pre-approved by the Marketing /Communications department prior to usage. Please plan for one week turn-around.
- All requests for New Horizons promotional materials must be made in advance and events marketed as "(title of fundraiser) – all proceeds benefitting New Horizons; Serving Individuals with Special Needs."

Event Income

- We suggest you begin your event with a proposed budget showing income, expenditure and net revenue. Be sure to add the dollar value of all items you anticipate to receive as donation in your expenditure.
- Any check payable to New Horizons must be sent to the Development office within 5 days of receipt.
- Only checks payable to New Horizons will be provided with a tax deductible acknowledgement in accordance with IRS and State tax regulations.

Event Expenses

- Expenses incurred for planning and executing the event are the responsibility of the hosting volunteers and the event organizer. New Horizons will not be liable for any cost or expenses.

Event Insurance and Liability

- Event organizer is responsible for obtaining any necessary permit and clearance required by local and state government and complying with all applicable laws. It is also important to obtain appropriate insurance coverage as necessary in which New Horizon must be duly indemnified.
- All third party event venues should be accessible to the special needs population and meet ADA regulations.

Tax Guidelines and Implications

- Event organizer is expected to adhere to all IRS, State and local regulations applicable to the event.