

Have you been thinking about how best to help meet the needs of New Horizons? Do you enjoy working for a purpose, and would 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 encourage and appreciate everyone who wishes to organize fundraisers to support the programs, services and operational needs of our nonprofit.

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 staff support.

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.

Be sure to obtain approval from New Horizons before you advertise or hold your event. Only third-party events that meet stipulated criteria and benefit New Horizons will be considered for approval.

- Make plans and follow through to recruit volunteers and supporters for the planning and execution of the fundraiser. New Horizons staff may be able to guide you through the events. However, please bear in mind that our staff is limited in the amount of assistance that can be provided.
- 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 supporters.
- 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
- Book Sale
- Bowling Tournament
- Bridge Party
- Car Wash
- Craft Bazaar
- Dessert Reception
- Duck Race
- Fashion Show/Lunch
- Flower Sale
- Go-Fund Me Type Fundraisers
- 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
- Social Media Fundraisers
- Talent Show
- Video Game Contest
- White Elephant Sale
- Wine Tasting
- Yard Sale

- Annual events are to be registered yearly with New Horizons.
- New Horizons reserves the right to refuse funds raised at unapproved events and activities.

### **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, banners, posters, signage, postcards, and letters must be pre-approved by the Development department prior to usage.
- All requests for New Horizons promotional materials must be made in advance. At least, plan for a one week turn-around.
- For Social Media, Go-Fund Me or other types of internet-based fundraisers, when asking for donations: Be clear, succinct, and authentic. Use "you," when referring to the active participation in these types of fundraisers. Ensure that your audience knows that you are not New Horizons or a representative thereof; but that you are a third-party, raising funds on behalf of the organization during the specified campaign period because of your personal interest in the agency.

### **Event Income**

- We suggest you begin your event with a proposed budget showing income, expenditure and net revenue.
- Any check payable to New Horizons must be mailed or turned-in to the Development office within five days of receipt.
- Only checks payable to New Horizons will be provided with a tax-deductible acknowledgment in accordance with IRS and State tax regulation.

### **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.
- Be sure to add the dollar value of all products/services you anticipate to receive for in-kind donation on your expenditure line.

### **Event Insurance and Liability**

- The event organizer is responsible for obtaining any necessary permit and clearance required by police, local or state government and complies with all applicable laws. It is pertinent New Horizon is duly indemnified when issuing insurance coverage for specific events.
- 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 including declaring event revenue, expenses and total amount benefiting the charity.