



Gill Children's Services

## Third-Party Fundraising Event Application Guidelines

Thank you for considering Gill Children's Services as the beneficiary of your special event or fundraising project! Special events that are conducted by outside individuals/organizations play a vital role in supporting the needy children of Tarrant County that we serve.

Here are some guidelines to consider as you prepare your third-party fundraising event application.

### General

- Gill Children's Services endorses wholesome, family or child-oriented events that provide a favorable community image and are financially solvent. Events sponsored by tobacco, alcohol, or other products/services deemed harmful to children are not acceptable. Events that exploit or demean a particular group or individual will not be supported by Gill Children's Services. Events with a disproportionate expense to revenue ratio will not be supported by Gill Children's Services. All determinations of appropriateness under these guidelines will be made by Gill Children's Services.
- The proper name of the event beneficiary is Gill Children's Services. All checks should be made payable to Gill Children's Services.
- Events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting and special events. The event organizer is responsible for obtaining any necessary approvals or other requirements under federal, state, or local law.
- The event organizer must obtain and maintain appropriate insurance coverage for the event. Please be advised that Gill Children's Services and its officers, directors and employees **MUST** be named as additional insured on all policies covering the event. The event organizer will be required to provide Gill Children's Services with evidence of insurance. If athletic or sporting event, the event organizer must require all participants to sign a waiver/release that includes a waiver/release of claims against Gill Children's Services and its officers, directors and employees and must obtain appropriate insurance coverage.
- The event organizer must determine the fair market value of all items, services, or privileges associated with the event in advance and inform donors of the amount in all manners required by the IRS. Event organizers must provide Gill Children's Services with evidence of compliance with IRS requirements.
- If the Gill Children's Services name is associated with the event in any way, and if the circumstances warrant, Gill Children's Services may at any time, through Gill Children's Services, direct you to cancel the event. You hereby agree to cancel the event, if so directed.
- You further agree that Gill Children's Services, its officers, directors and employees shall not be liable to any party connected to the event, including participants, vendors and donors, for any fees, costs, or payments of any kind. The organization sponsoring the event agrees to indemnify and hold harmless Gill Children's Services, its officers, directors and employees against any claims by third parties, including participants, vendors and donors, that arise in connection with the fundraising event, specifically including, but not limited to, **any claims that allege the sole, joint, or comparative negligence of Gill Children's Services, its officers, directors and employees.**
- Gill Children's Services' tax-exempt status may not be used by a third-party for any reason; donors to the event may not make their donations directly to Gill Children's Services.
- Gill Children's Services will not provide funding for reimbursement for expenses.
- The event organizer must provide a final accounting report of monies raised on behalf of Gill Children's Services within 30 days of the event.



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- Gill Children's Services reserves the right to decide not to participate in or to withdraw from any activity, event, or program if it is deemed inappropriate, in conflict with another activity, or not of interest to our charity.
- A complete third-party fundraising event application form and approval are required annually for each special event.

### Promotion/Marketing

- A limited, non-exclusive license for use of Gill Children's Services name or logo will only be authorized after completion of the third-party event fundraiser application and approval of such application and approval of such use. All proposed advertising, copy and promotional materials that contain the Gill Children's Services name and/or logo must be submitted for approval to Gill Children's Services prior to production. This requirement includes any material associated with the event that includes Gill Children's Services name or logo, including without limitation, press releases, public service announcements, posters, banners, fliers, and specialty items (i.e., T-shirts, mugs, caps, etc.).
- Gill Children's Services' name may not be used in the actual title of the event name, or in any way that may imply Gill Children's Services' responsibility or liability for the event. The phrase: 'Proceeds benefitting Gill Children's Services' may be used in promotional materials, invitations, or advertising copy if approved in advance by Gill Children's Services. The use of Gill Children's Services logo is strictly prohibited, nor may an event use "Gill", "Gill Children's" in any name if trying to make a connection to Gill Children's Services.
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- To avoid duplicating efforts and to protect the use of the Gill Children's Services name and/or logo, a written list of businesses, corporations, or individuals to be solicited must be submitted to and approved by Gill Children's Services prior to any solicitation.
- Gill Children's Services cannot promote or sell tickets for your event.
- Gill Children's Services cannot sponsor raffles conducted by external groups and/or organizations.

### Staff/Volunteers

- Gill Children's Services staff members, volunteers or Board of Directors members may attend events or check presentations as schedule allows.
- Gill Children's Services cannot guarantee event attendance by employees, Board of Directors members, clients, or volunteers.
- Gill Children's Services cannot provide mailing lists of donors, vendors, Board of Directors members, staff members, or any affiliates.



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**Information on Sponsoring Organization**

Date of Application: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Website: \_\_\_\_\_

**Information on Fundraising Event**

Name of Event: \_\_\_\_\_

Date (or date range): \_\_\_\_\_

Location: \_\_\_\_\_

Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Anticipated Income from Event (gross and net): \_\_\_\_\_

List any sponsors or underwriters: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will funds be generated? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will any other charitable organizations receive benefit from this event? If so, please list the name and the anticipated allocation of benefits: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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Has your group previously raised funds or solicited goods on behalf of Gill Children's Services. If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_

Is this a one-time event? \_\_\_\_\_

If an ongoing event, include frequency of payments: \_\_\_\_\_

Estimated pay date: \_\_\_\_\_

**Insurance**

Does this event require insurance coverage? \_\_\_\_\_

If so, please complete the following insurance information.

Will this event have insurance coverage? \_\_\_\_\_ liability \_\_\_\_\_ property

What insurance company will be used? \_\_\_\_\_

Insurance company contact/phone: \_\_\_\_\_

Insurance company address: \_\_\_\_\_

**Promotion**

How will you promote this event? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you or your organization have social media accounts? If so, please provide the URLs: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where and how will you use the Gill Children's Services' name? Any representation of Gill Children's Services must be approved prior to use. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Assistance requested from Gill Children's Services:

\_\_\_\_\_ Gill Children's Services brochures for publicity

\_\_\_\_\_ Gill Children's Services representative to attend the event

\_\_\_\_\_ Use of the Gill Children's Services logo

\_\_\_\_\_ Request for social media coverage

\_\_\_\_\_ Other: \_\_\_\_\_



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STATEMENT OF AGREEMENT

On behalf of the organization named below, I hereby agree:

- To comply with all requirements in the attached Guidelines, including:
- To adhere to federal, state and local laws as described in the Guidelines
- To obtain appropriate insurance and add Gill Children's Services and its officers, directors and employees as additional insured as described in the Guidelines
- To submit all promotional materials including those using the Gill Children's Services' name or logo for approval prior to use as described in the Guidelines
- To submit a final accounting report and monies raised on behalf of Gill Children's Services within 30 days of the event
- Gill Children's Services, its officers, directors and employees shall not be liable to any party connected to the event including participants, vendors and donors, for any fees, costs, or payments of any kind. The organization sponsoring the event agrees to indemnify and hold harmless Gill Children's Services, its officers, directors and employees against any claims by third parties, including participants, vendors and donors, that arise in connection with the event described in this agreement, including without limitation **any claims that allege the sole, joint, or comparative negligence of Gill Children's Services, its officers, directors and employees.**

Gill reserves the right to decide not to participate in or to withdraw from any activity, event or program if it is deemed inappropriate, in conflict with another activity, or not of interest to the charity. Gill Children's Services reserves the right to direct the organization named below to cancel the event at any time if circumstances warrant and the organization agrees to cancel the event if so directed.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Gill Children's Services reserves the right to refuse the use of our name or logo in connection with any given event or organization.

Gill Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

*Please complete and return this application to Gill Children's Services to the attention of the Executive Director (555 Hemphill Street, Suite 200, Fort Worth, TX 76104) at least 30 days prior to the date of the event. No fundraising activity will be approved without the receipt of a completed form. Please allow Gill Children's Services staff 15 working days to review/approve this application.*