



Third Party Event Guidelines

Thank you for considering Hope House as the beneficiary of your fundraising activities! We appreciate the commitment and investment of time and financial resources required in order to execute a fundraising activity. We ask Third Party event organizers to please read the following guidelines before beginning the application process.

1. Ethical & Mission-Aligned Fundraising

Hope House aims for all fundraising conducted on its behalf to:

- Believe that philanthropy is a voluntary activity
- Uphold ethical standards
- Accurately describe how funds will be used
- Follow state and federal regulations
- Maintain transparency and donor trust
- Protect Hope House's reputation and values

2. Event Approval Criteria

Hope House reviews every event for:

- Alignment with Hope House's mission, goals, & objectives
- Reputational risk or sensitivity concerns
- Feasibility, safety, and logistical clarity
- Transparency in fundraising structure and financial handling
- Compliance with Hope House branding and messaging guidelines

3. Approval Timeline

- Application Submitted: At least 30 days prior to event
- Initial Review: Within 2 business days
- Approval/Feedback: Within 5 business days
- Final Promotion Approval: Required before any public marketing or ticket sales begin

4. Branding & Communications Requirements

Organizers must:

- Obtain written approval for all uses of Hope House's name or logo
- Use only approved logo files provided by Hope House
- Submit all promotional materials for approval prior to public release
Please allow at least 3 days for press release approvals.

5. Organizer Responsibilities

Organizers are responsible for:

- All event planning, staffing, and logistics
- Covering all event expenses & liability
- Securing necessary permits, licenses, and insurance
- Communicating clearly that Hope House is the beneficiary—not the host of the event
- Ensuring compliance with all laws and safety standards
- Notifying Hope House if the event is cancelled, at least 1 week prior to the event

Event Naming Note: "Hope House" may not appear in the event title.

Approved phrasing: "Benefiting Hope House" or "Proceeds Supporting Hope House."

6. Support Hope House Can Provide

- Approved logo files
- Printed informational materials or graphic design assistance (not guaranteed)
- Resource table (when available)
- Social media support
- Representative attendance (not guaranteed)
- Letter verifying fundraiser authenticity

7. Support Hope House Cannot Provide

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Guaranteed promotion or advertising
- Gaming license applications e.g., bingos, raffles, or liquor
- Prizes, awards, or auction items
- Insurance or (legal or financial) liability coverage
- Guaranteed logistical support or staff/volunteer attendance

8. Financial Handling & Donation Procedures

- Organizers manage all financial transactions
- Funds must be submitted within 30 days of event
- Checks must be payable to Hope House
- Funds may not be deposited into a personal bank account
- Hope House cannot process credit card payments for third-party events
- Financial documentation may be requested

9. Tax Receipt Guidelines

Hope House can issue tax receipts only when:

- Donations come directly from individual donors
- Donors receive no tangible benefit
- Revenue and expense statements are provided

For further clarification on what can be receipted, please speak with Anne Aubuchon, Chief Development Officer at aaubuchon@hopehouse.net.

Hope House cannot issue receipts for:

- Tickets, auctions, raffles
- Services donated to the event like hiring an entertainer or auctioneer
- In-kind goods used operationally
- Gift certificates donated by the issuer of the certificate
- Sponsorships with promotional benefits

Please note: Sponsors & other corporate contributors may be provided with a business gift letter as proof of contribution. Often, a charitable tax receipt is neither required nor appropriate for this type of contribution.

10. Post-Event Requirements

Organizers may be asked to provide:

- Amount raised
- Attendance numbers
- Summary of event activities

Thank you for partnering with Hope House! Your dedication and generosity make a real difference for survivors and the community we serve. If you have any questions please reach out to the Events Manager, Stephanie Spitz at sspitz@hopehouse.net or 816-257-9325.

Hope House reserves the right to request that the event organizer/group cease to use Hope House's name and logo in connection with the event if it appears the Third Party Guidelines aren't being met, or the initiative has been misrepresented.