



Third-party Fundraising Guidelines

The Promotional Products Disaster Recovery Foundation's (PPDRF) Business Recovery Fund (BRF) is pleased to be the beneficiary of financial support as a result of special fundraising events, or projects by generous individuals, groups, or organizations. The following are guidelines to assist you as you plan a fundraising event, or project.

Approval of Fundraising Events/Projects

PPDRF operates under federal laws and must adhere to all requirements. In order to use the PPDRF, or BRF name and logo, you must observe the following guidelines and receive approval from PPDRF. A Fundraising Application Form and a signed copy of the Third-party Fundraising Guidelines should be submitted a minimum of 30 days prior to the date of the event, or project. PPDRF will review the request and will provide an answer within 15 days after receipt.

Fundraising events and projects include, but are not limited to, receptions, dinners, parties, entertainment events, sports events, raffles, auctions, percentage of sales of products or services, solicitations for memorial or scholarship funds and other similar solicitation activities. Events and projects held in person, in writing, or by electronic means must all receive prior approval from PPDRF.

Event/Project Marketing

- Third-party events may not be represented as events sponsored by PPDRF.
- The PPDRF / BRF name and logo may not be used to give the impression that PPDRF supports, or endorses any products, or services.
- Promotions for the event, including any fundraising materials, must overtly state that funds are being raised "on behalf of PPDRF," or "to benefit PPDRF," rather than by the Foundation.
- The amount, or percentage of monies donated to PPDRF must be included in all advertising and marketing so that the public knows what percentage of their funds will benefit PPDRF.
- PPDRF assumes no responsibility for promoting the event.
- All uses of the PPDRF / BRF name and logo in any advertising, promotions, or press releases must be approved in advance by the Foundation, allowing at least 72 hours for approval.

Event/Project Expenses

- PPDRF will not reimburse for the purchase of goods for third-party events and goods may not be charged to PPDRF for any reason.
- Any expenses associated with the event are the sole responsibility of the event organizers and PPDRF will not be liable for any expenses.
- No volunteer, or event planner associated with the event may take a fee, commission, or salary.
- If soliciting for goods and/or services, the following wording can be used when asking for donated products/services, "I am part of (group name) that is organizing an event in which a portion of the proceeds will benefit the Promotional Products Disaster Recovery Foundation." (*PPDRF will provide acknowledgement letters for donated items stating the description, not the value, of the donated items. You will be responsible for providing the donor's contact information as well as the description of the gift.*)

Event/Project Income

- Bank accounts may not be opened in the name of PPDRF for any reason.
- Any check payable to PPDRF must be sent to PPDRF.

- If the event is promoted as a fundraiser for PPDRF, all proceeds, after deducting expenses, must be sent to PPDRF.
- If the event sponsor deducts expenses from the gross proceeds, then checks from donors may not be made payable to PPDRF.
- If you are deducting expenses from the gross proceeds, you may not state, or imply to your donors that any funds are tax-deductible and you may not use the word “donation” as it implies that they are tax-deductible.
- If you are selling goods, or services (*i.e.* admittance to an event, food, or t-shirts), you may not state that the funds paid are fully tax-deductible. You must disclose to the donor the portion of the donation that is attributed to the value of the good/service received.
- Only checks made payable to PPDRF will be provided with a tax-deductible acknowledgement.
- A final accounting report from all event organizers is required within 30 days after the event.
- Funds are to be given to PPDRF no later than 30 days after the event.

Miscellaneous

- PPDRF will not assume any liability for the event.
- Event organizers are responsible for obtaining and paying for any necessary insurance, permits, licenses, approvals, *etc.* that may be required by local, or state government.
- Events, or activities that include raffles, or other games of chance are regulated by state and local governments and must be specifically reviewed and authorized by the appropriate branch of government.
- If a signed contract is required for a fundraising event, PPDRF’s name must not appear on any contract, or agreement.
- PPDRF and the event organizers will remain as separate entities. PPDRF may terminate the relationship at any time.

I have read and agree to all of the above guidelines:

Name _____

Signature _____

Organization _____

Date _____

Please return signed guidelines and completed application form to:

Promotional Products Disaster Recovery Foundation
 Attn: Regional Relations
 3125 Skyway Circle N
 Irving, TX 75038
 Phone: 972-252-0404
brf@ppai.org