



Gateway to Hope Third Party Event Guidelines

Overview:

Thank you for selecting Gateway to Hope as the beneficiary of your fundraising initiative. We appreciate your interest in supporting our mission to provide comprehensive care at no cost to uninsured and underinsured individuals with or at high risk for breast cancer through our partner's donated services.

Through the generous support of businesses and individuals, Gateway to Hope is able to continue to enhance and expand our services and awareness of our mission. We are incredibly grateful for the various fundraising activities conducted in our community to benefit our organization. The following guidelines have been established to help anyone interested in planning and organizing any event or promotion to benefit Gateway to Hope.

Guidelines:

Gateway to Hope is proud of the distinctive reputation we have built over the past several years. As we continue to raise awareness for our mission, it is important that independent fundraising events and promotions complement Gateway to Hope and our mission. All individuals and businesses interested in doing a Third Party Event must adhere to the following guidelines when planning the event:

- **Complete and submit an Event Proposal** – Must be completed in its entirety and submitted to Gateway to Hope for approval. All submissions will be reviewed and the organizer will receive a response within 5 business days.
- **Provide Insurance, Licenses, Permits, Releases and/or Waivers** – The organization and execution of events are the sole responsibility of the independent event organizers. Event organizers are responsible for securing all necessary permits, licenses, and insurance.
- **No Expenses to GTH** – Gateway to Hope will not incur any third party expenses or provide funds/sponsors.
- **Follow Invitation and Logo Guidelines** – Event-related publicity or promotions in which the Gateway to Hope name or logo is used **MUST** be submitted to Gateway to Hope for approval in advance of release to the public. Gateway to Hope will review and respond within 48 hours of receipt. The official Gateway to Hope logo may not be altered in any way and we reserve the right to refuse its use at any time.

- **Identify GTH as the Beneficiary** – Gateway to Hope may only be identified as the beneficiary of the event, rather than the event host or sponsor.
- **Clearly State the Percentage of Proceeds Donated to GTH When Promoting the Event** – For legal reasons, if Gateway to Hope is not receiving 100% of the event proceeds, the public must be clearly informed in all event communications of the net amount that will be donated to Gateway to Hope. All promotional materials must clearly state the exact percentage of the proceeds and/or the portion of the ticket price that will benefit Gateway to Hope.
- **No Tax Deductions Available Unless Directly to GTH** – A donation solicited on behalf of Gateway to Hope either in-kind or cash, is tax-deductible ONLY when it is made directly and entirely to Gateway to Hope.
- **Provide Detailed Sponsor or Donor Information** – Gateway to Hope requires a list of any donors/sponsors who are providing more than \$500 in either financial or in-kind contributions so that we may acknowledge their generous support of our mission.
- **Inform GTH about Media Coverage** – Please inform us of any media coverage that is secured for the event (TV, Radio, Press) including social media platforms such as Facebook or Twitter.
- **Send GTH Collected Emails** – To help us increase our awareness, we require that all email addresses be collected and submitted to Gateway to Hope for inclusion in our email database.
- **Proceeds to GTH Within 30 Days** – Event proceeds should be submitted to Gateway to Hope with 30 days from the date of the event. Checks for event proceeds should be made payable to Gateway to Hope and mailed to our office at 845 N. New Ballas Court, Ste. 380, St. Louis, MO 63141. Any cash that is collected must be converted into a money order or check by the event coordinator. In the memo line of the check, please write Cash Donations and the Name of the Event.

These Types of Events will generally not be approved:

- Events in close proximity to one of the Gateway to Hope internal events.
- Events that require GTH to sell tickets, coupons, merchandise, etc.
- Events that require significant attendance from Gateway to Hope to generate the majority of the revenue.
- Ongoing promotions that promise a percentage of profits will benefit Gateway to Hope unless documented and verified.

Gateway to Hope Support:

- Help promoting the event by posting it on our social networking sites such as Facebook and Twitter. We will not create the invite on social networking sites nor can we appear to be the host. It must be clear that the event is benefiting Gateway to Hope.
- We can provide Gateway to Hope brochures and newsletters for your event.

- When possible, we can provide volunteers to staff an information table at the event.
- When possible, we can provide a Gateway to Hope speaker to attend the event.
- When possible, we can provide a Gateway to Hope representative to speak to the media.

Unfortunately, Gateway to Hope is UNABLE to provide the following for your event:

- Tax-Exemption
- Insurance or liability coverage
- The Gateway to Hope mailing list and our contact database of donors, vendors, volunteers or other supporters
- Proactive email blasts to our mailing list or database (except volunteers or those who have specifically requested information on 3rd party activities)
- Marketing or promotional materials for the event
- Funding or expense reimbursement
- Bookkeeping, bank accounts or any other type of fund processing (other than the final net proceeds)
- Guaranteed attendance
- Event Staffing

If you have any further questions regarding your event, please feel free to contact:

Susan Bushnell
Director of Development
314-569-1113
susan@gthstl.org
www.gthstl.org

Thank you for interest in Gateway to Hope!