



Dear Supporter,

Thank you for your interest in supporting New Orleans Women & Children's Shelter by holding a third-party fundraising event!

Your donation of a percentage of sales or proceeds adds up to help us continue to help homeless families (single mother-led, single father-led, intact and expectant mothers) with wrap-around programs and services, in addition to free shelter and meals, to transition from homelessness to independence. Your partnership also helps raise awareness about the issues homeless families face and the many ways our community can get involved, in addition to helping us make new friends and connect with new supporters.

As a third-party fundraising partner, we require a signed fundraising agreement, which is included in this package, to ensure the integrity of the New Orleans Women & Children's Shelter brand and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.

Enclosed, you will find a series of guidelines, a fundraising agreement, and information regarding marketing materials. Please make sure you read through this information and return the contract and marketing material request form to us as soon as possible. This ensures that our brand in the community is protected and that we are on the same page regarding the nature and timeline of your donation.

All donations from your event should be made by check or money order, payable to New Orleans Women & Children's Shelter, within 25 days of your event's conclusion. If you are conducting a periodic fundraiser, please contact us regarding your timeline and if you have any questions or concerns, don't hesitate to contact us.

Thank you in advance for your support!

Sincerely,

Madeleine Briscoe, CFRE
Chief Philanthropy Officer



New Orleans Women & Children's Shelter Third-Party Event Guidelines

A third-party event is any fundraising activity developed by a non-affiliated group or individual where the New Orleans Women & Children's Shelter has no financial responsibility and little-to-no staff involvement. Although we actively encourage third-party fundraising events, all such events must be approved by New Orleans Women & Children's Shelter in advance. This is an important safeguard to preserving the integrity of the New Orleans Women & Children's Shelter brand and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner. While we are happy to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, the event sponsor is responsible for all details of the event, including:

- Underwriting all the related costs
- Recruiting event volunteers
- Publicizing the event
- Selling event tickets and/or finding participants
- Working at the actual event

Guidelines

Organizers must sign a third-party event agreement and return it to New Orleans Women & Children's Shelter.

The event will be promoted in a manner to avoid any statement or appearance of New Orleans Women & Children's Shelter endorsing any product, film, organization, individual, or service.

- New Orleans Women & Children's Shelter will provide a logo and a written statement that indicates New Orleans Women & Children's Shelter is a recipient of a portion of the proceeds from the event.
- All promotional materials must clearly state that New Orleans Women & Children's Shelter will be receiving a portion of the proceeds from the event.
- New Orleans Women & Children's Shelter must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers, and press releases prior to production or distribution.
- Event organizers are responsible for abiding by all applicable laws and obtaining all permits associated with the event, especially those for raffles and/or games of chance.
- Event organizers must obtain their own liability insurance to cover the event.
- New Orleans Women & Children's Shelter is not financially liable for the promotion and/or staging of third-party events.
- Overhead costs shall not exceed 35%. [where did this number come from? What 'right' do we have to dictate this?



Third Party Fundraiser Agreement Form

Organization/Individual Organizing Event:

Person In Charge of the Event/Executive Officer:

Phone Number:

Email:

Address:

Organization Facebook Page:

Organization Instagram:

Event Name:

Event Date/Time:

Event Location:

Describe the event and the fundraising components (ticket sales, raffle, auction, etc.):

Estimated number of attendees/participants:

Will this be a monthly/recurring event benefitting New Orleans Women & Children's Shelter?

Monthly

Recurring

Percentage of proceeds to be donated to New Orleans Women & Children's Shelter:

Do you plan on using the New Orleans Women & Children's Shelter logo in any of your materials? Y N

Have you read and understood the conditions for using the name and logo in advertising? Y N

I, _____, have read and understood the accompanying Third-Party Event Guidelines and agree to abide by all policies and regulations mentioned therein and agree to provide all proceeds within 15 to 25 days of my event. I agree to provide all information regarding the event to New Orleans Women & Children's Shelter at least two weeks prior to the event. I agree to uphold the values and mission of the New Orleans Women & Children's Shelter. I agree that New Orleans Women & Children's Shelter has no financial or legal responsibilities for the event. I further agree that the New Orleans Women & Children's Shelter may terminate this agreement at any time.

Signature:

Date:

Please return the above completed form and the attached signed agreement to Madeleine Briscoe, CFRE, Chief Philanthropy Officer, New Orleans Women & Children's Shelter, 2625 Iberville Street, New Orleans, LA 70119 or email: mbriscoe@nowcs.org. You may not move forward with your plans until you have submitted your application and been notified of our decision in writing. Thank you for your support of the New Orleans Women & Children's Shelter!