



## Northwest Arkansas Women's Shelter Third-Party Event Policy

### General

The Northwest Arkansas Women's Shelter (NWAWS) encourages and supports outside companies, groups, and organizations to plan and/or sponsor an event to raise funds for NWAWS. This kind of activity is called a "third-party" fundraiser. NWAWS requires all third parties to follow these procedures and guidelines to ensure that all of those involved are clear on their roles and responsibilities. Questions should be directed to Amber Lacewell in the NWAWS Development Department at 479-246-0353 ext. 103 or [alacewell@nwaws.org](mailto:alacewell@nwaws.org).

This policy does not apply to any private individuals who are making donations on their own behalf, nor does it apply to donations that are not associated with an event or fundraiser.

### Types of Third-Party Fundraisers

- 1. A group or individual can host an event or sponsor an activity and make NWAWS the beneficiary.** (Example: an organization hosts a golf outing and gives NWAWS a check for the net profits.)
- 2. A group or an individual can host a drive to collect food, supplies, personal care items, clothing (including gently used), or other tangible items to benefit NWAWS and/or its thrift store.** (Example: a business advertises and collects cleaning supplies from the community at large and donates them to NWAWS.)
- 3. NWAWS can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element.** (Example: A company has an annual party and asks their employees to bring donations of stuffed animals for NWAWS or an organization has an annual 5K and the sponsor offers registrants the opportunities to get pledges for NWAWS).
- 4. Invitation for NWAWS to cooperatively produce an event and share in the profits.** (Example: A local business invites NWAWS to participate in an art auction or grand opening. NWAWS sends out press releases and provides volunteers to work at the event. In return, NWAWS receives a percentage of the proceeds from the event.

### Third-Party Fundraiser Procedures & Guidelines

#### **Procedures**

1. Third party submits a description of the event using the official NWAWS Third-Party Event form:
  - 90 days prior if you wish to have NWAWS cooperatively produce your event.
  - 30 days prior to obtain approval for a beneficiary, drive, or "piggy back" event.
2. Third party includes the following information in their description:
  - A full description of the event;
  - Date, time, and location of the event;

\_\_\_\_\_ Partner initial

\_\_\_\_\_ NWAWS initial

- What is expected of NWAWS (speakers, presentation, volunteers, promotional assistance, etc.);
  - Anticipated costs and projected gross income of the event;
  - Plans, if any, for corporate sponsorship and list of prospective sponsors; and
  - Contact information of the director(s) and coordinator(s) of the event.
3. Contact Amber Lacewell in the NWAWS Development Office at 479-246-0353 ext. 103 or [alacewell@nwaws.org](mailto:alacewell@nwaws.org) to set up an appointment to discuss your event.

**Guidelines**

NWAWS expects all individuals and organizations to abide by the following guidelines when fundraising on our behalf:

1. The third-party fundraising activity must be approved in writing by NWAWS and may not be in conflict with the mission of the agency or applicable law.
2. The NWAWS name and/or logo cannot be used to promote a third-party event without prior approval by NWAWS in writing. All approved third-party fundraisers should submit to NWAWS a draft of all printed or promotional materials which include the appropriate, approved NWAWS logo and/or name prior to printing or promotional use.
3. Media promotion and press releases for any third-party fundraiser must follow NWAWS branding guidelines and must be approved by the Development Office prior to promotion.
4. Third-party events that include lotteries, gambling, raffles, or drawings are not permitted without prior and specific consent from NWAWS in writing.
5. Any fundraiser that requires any type of license should first be discussed with and approved by NWAWS in writing.
6. NWAWS will not be responsible for providing insurance coverage for third-party events with rare exceptions, and not unless agreed upon with all parties in writing at least 30 days prior to the event.
7. NWAWS may request third-party event organizers or participants to sign applicable waivers or releases which would hold NWAWS harmless in the event of participant injury.
8. NWAWS requires documentation of gross and net receipts to be turned in to the agency within 30 days following the event. This will ensure that all funds are accounted for and will allow NWAWS to properly thank key supporters of the event.
9. NWAWS will not be responsible for any costs or expenses incurred for a third-party fundraising activity should the event not have positive net proceeds.
10. NWAWS will not be responsible for providing tax deduction information for third-party events unless expressly requested by an individual donor or attendee. Third-parties are responsible for providing donor information including name, address, and amount of donation to NWAWS for participants seeking tax deduction information.
11. Third-party events may not conflict with or compete with an existing NWAWS fundraising event in order for us to participate in the success of the event.
12. NWAWS reserves the right to refuse funds raised from a third-party event should the event be deemed to have violated any applicable state, federal, or local laws, NWAWS policy, or be found to be in direct conflict with the NWAWS mission.
13. Exceptions to this policy may be approved by NWAWS in writing at its sole discretion.

Only the NWAWS President has authority to grant the approvals and consents referenced above on behalf of NWAWS.

\_\_\_\_\_ Partner initial

\_\_\_\_\_ NWAWS initial

Northwest Arkansas Women's Shelter

**Third-Party Event Form**

Thank you for thinking of the Northwest Arkansas Women's Shelter (NWAWS) as you plan your upcoming event. We appreciate your willingness to support the families who we serve. We ask all individuals and organizations to submit a Third-Party Event Description to our Development Department for approval prior to listing NWAWS as a beneficiary of your event. This will help to clearly establish the parameters and expectations for all parties involved in the activity. To assist you in presenting your third-party event to NWAWS, we have created this Third-Party Event Form. Third-Party Event Forms should be submitted for approval no later than:

- 90 days prior if you wish to have NWAWS cooperatively produce your event.
- 30 days prior to obtain approval for a beneficiary, drive, or "piggy back" event.

Please contact Amber Lacewell, Director of Community Engagement & Education, at 479-246-0353 ext. 103 or [alacewell@nwaws.org](mailto:alacewell@nwaws.org) as soon as possible to discuss your event. If your planned event does not meet standard approval timelines, please call as soon as possible to discuss if an exception can be made.

*(Please Type or Print)*

**PROPOSED THIRD-PARTY EVENT**

**Organization or Company** (if applicable): \_\_\_\_\_

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

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

**Location(s):** \_\_\_\_\_

**Please select the type of event:**

\_\_\_ Money will be raised, donated, or collected

\_\_\_ Tangible items will be collected for NWAWS or the Thrift Store

\_\_\_ A combination donation fundraising/drive will be planned

\_\_\_ Unknown at this time

**Detailed Event Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please list any other organizations who will benefit from this event and the % NWAWS will receive (if applicable):**

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**EXPECTATIONS OF NWAWS**

**How can NWAWS support your efforts? Check all that apply.**

- Not Applicable
- Promote through social media
- Link on website
- Provide marketing materials
- Set-up informational display/booth
- Provide a speaker at the event
- Provide donation box (for drives of tangible items)
- Staff/Volunteer support (explain): \_\_\_\_\_
- Other: \_\_\_\_\_

**ANTICIPATED COST & GROSS INCOME OF THE EVENT**

**Anticipated Gross Income: \$** \_\_\_\_\_

**Sources of Income: (i.e. ticket sales, sponsorships, auction, etc.)**

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**Anticipated Corporate Sponsor(s):**

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**Anticipated Expenses: \$** \_\_\_\_\_

**Types of Expenses: (i.e. printing, food, location, etc.)** \_\_\_\_\_

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**EVENT ORGANIZERS**

**Primary Contact:**

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

A.M. Phone: (\_\_\_\_\_) \_\_\_\_\_ P.M. Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

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

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

**Secondary Contact:**

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

A.M. Phone: (\_\_\_\_\_) \_\_\_\_\_ P.M. Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

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

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

**I have read and agree to follow the NWAWS Third-Party Event Policy including all procedures and guidelines.**

X \_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Print Name Print Title

**Please forward this completed and signed form to the  
NWAWS Development Office  
by fax (479-246-7074) or email at [alacewell@nwaws.org](mailto:alacewell@nwaws.org).**

**Northwest Arkansas Women's Shelter**  
PO Box 1059  
Rogers, AR 72757  
(Phone) 479-246-0353 (Fax) 479-246-7074

**On behalf of the Northwest Arkansas Women's Shelter, approved by:**

\_\_\_\_\_  
Shelli Cathcart, President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jolana Aibangbee, VP of Communications & Development

\_\_\_\_\_  
Date