



Center for Transforming Lives Third Party Fundraising & Cause Related Marketing Guidelines

Guidelines for Third Party Events

Third Party Event Package

Agreement

Proposal

Budget

Guidelines for Third Party Events

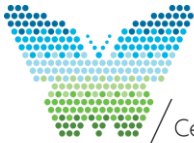
Definition of a Third Party Event

An event or promotion organized, developed and executed by a non-affiliated individual, business or organization where the Center for Transforming Lives (CTL) has no fiduciary responsibility and little or no staff involvement; the net proceeds of which shall be delivered to the Agency for the benefit of the CENTER FOR TRANSFORMING LIVES.

Event Inquires & Event Proposals

The Center for Transforming Lives is extremely grateful to the many individuals and organizations who wish to organize events to support programs that move low-income and homeless women and children from poverty to self-sufficiency.

All inquiries for a Third Party Fundraising Event should be directed to CENTER FOR TRANSFORMING LIVES's Chief Development Officer for review. A signed Agreement should be submitted prior to a scheduled event. Organizers should not make public announcements or promote the event until they receive approval from CENTER FOR TRANSFORMING LIVES for the event. CTL's Executive Director, Board President and Chair of the Fundraising Committee may review the proposal and are welcome to seek additional legal advice. Thereafter, the Chief Development Officer will contact the organizer of the proposed event to approve or decline the fundraising opportunity. Assuming the event is approved, a signed agreement should be in place prior to a scheduled event.



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Policy & Procedures Agreement

Event Names

An approved Third Party Fundraising Event shall not promote the Center for Transforming Lives as the host, co-host or organizer of the event, but rather the beneficiary. As an example, the naming of the event should not read: “Center for Transforming Lives’ Golf Tournament” but instead “The Woodlands Charitable Golf Tournament, benefiting the Center for Transforming Lives.”

Conduct & Decorum

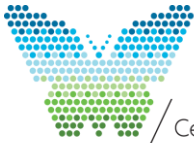
Each Third Party Fundraising Event shall be administered in a manner that reflects positively on the image of the CENTER FOR TRANSFORMING LIVES. No conduct which is unlawful or deemed offensive by the CTL shall be associated with any event benefiting the CENTER FOR TRANSFORMING LIVES. The CTL reserves the right to withdraw its endorsement of any Third Party Fundraising Event it deems offensive. The Center for Transforming Lives also reserves the right to refuse any fundraising proceeds from a Third Party Fundraising Event deemed offensive.

Contracts & Obligations

Only the Center for Transforming Lives Chief Development officer and Executive Director can approve an event. The organizer of the event agrees to all conditions of the signed Policies & Procedures Agreement and the Third Party Fundraising Event Proposal Form. Additionally, the event organizer agrees to inform the Chief Development Officer and/or Executive Director of any changes in the event as outlined in the approved Event Proposal Form.

Accounting & Banking

Under no circumstances can an event's revenue and/or expenses flow through the Center for Transforming Lives' accounting books. Only the net revenue (revenue less expenses) should be processed by the CENTER FOR TRANSFORMING LIVES upon receipt. The event's organizer may not set up a temporary bank account in the CENTER FOR TRANSFORMING LIVES's name or use the Agency equipment to process credit card gifts. If a bank account is needed for the event, the organizer should open a bank account with the event name. The organizer may not use the Center for Transforming Lives' taxpayer identification number or assert exemption from state sales and use taxes under the CENTER FOR TRANSFORMING LIVES name. The event's organizer should write one check for the net revenue (revenue less expenses) from the third party event payable to the Center for Transforming Lives.



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Expense, Revenue & Participation Report

Within 45 days or on an agreed upon date following the event, the organizers will provide the Chief Development Officer with a complete accounting including revenue, expenses, copies of receipts, a list of all tangible non-cash contributions and the proceeds from the fundraising event (revenue less expenses). The CTL reserves the right to inspect all event financial records. If the event's expenses exceed the revenue generated, the group conducting the event is responsible for paying all expenses. Additionally, as the CTL may choose to recognize donors directly, the third party organizer agrees to provide the list of names and addresses of known donors and the amount of their donation. Donor's names will not be sold for direct mail or telemarketing purposes.

Product Endorsement

The event will be promoted and conducted in a manner to avoid statement or appearance of the CENTER FOR TRANSFORMING LIVES endorsing any product, firm, organization, individual or service.

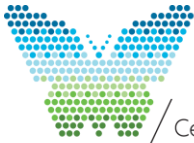
Promotional Materials

Advertising and promotion of the event is the sole responsibility of the organizer of the event. Event promotional materials, mailings, and/or advertisements cannot be purchased with Center for Transforming Lives' funds. The third party organizer agrees to allow the CENTER FOR TRANSFORMING LIVES to review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.

All promotional materials must clearly state the percentage of net proceeds and/or portion of ticket price that will benefit the CENTER FOR TRANSFORMING LIVES. The CENTER FOR TRANSFORMING LIVES's logo is a registered trademark and cannot legally be reproduced without written permission. If permission is granted to use the CENTER FOR TRANSFORMING LIVES's official logo, it should not be altered in type face, color, or configuration; any use of the logo must adhere to established graphic standards. The organizer may not use any material copyrighted by the CENTER FOR TRANSFORMING LIVES without prior written permission. The organizer shall be responsible for obtaining releases from any individual or organization whose picture will be used in any promotional materials before or after the event.

Center for Transforming Lives Promotional Materials

The CENTER FOR TRANSFORMING LIVES can provide brochures, pamphlets, videos and other informational materials promoting and explaining the mission, goals and accomplishments of the CENTER FOR TRANSFORMING LIVES.



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Availability of the CENTER FOR TRANSFORMING LIVES Staff & Volunteers
CENTER FOR TRANSFORMING LIVES staff and volunteers are fully deployed on strategic programs to raise funds to support the mission. As a result, the Center for Transforming Lives may need to decline a request to provide staff or volunteer support. Requests for staff or volunteer support and the response/approval shall be in writing and approved by the Executive Director.

Sale of Items

If the organizers of a Third Party Fundraising Event plan to sell merchandise during the event, a state Sales Tax License may be required. When a Sales Tax License is required, the organizers are responsible to file sales tax returns and turn over the sales tax collected to the state. The organizers are responsible for obtaining and maintaining any required licenses or permits for the preparation and sale of any food items at any event.

Solicitation of Targeted Sponsors

The Center for Transforming Lives works closely with their corporate community. Therefore, out of respect for our corporate partners, the third party agrees to provide a list of targeted sponsors for the event before they are approached to minimize overlap with other fundraising campaigns underway by the Agency, which must approve all solicitations of corporate gifts. Additionally, organizers should not solicit or accept any alcohol, tobacco or casino sponsorships as title sponsors for an event.

In-kind Sponsorship

In-kind sponsorship is defined as a donation of a product or service such as printing of materials or silent auction items. The Center for Transforming Lives cannot solicit in-kind sponsors for Third Party Fundraising Events and should check in with the event organizer if the organizer is doing so to avoid potential duplication or excessive requests of a current CENTER FOR TRANSFORMING LIVES donor. Additionally, the value of in-kind sponsor's products or services can certainly be recognized as part of the total event revenue which they report, but obviously not in their cash donation to the CENTER FOR TRANSFORMING LIVES.

Use of the Center for Transforming Lives' Lists

Center for Transforming Lives' donor lists are the property of the CTL, and it is the policy of the organization not to provide its donor lists to others for third party fundraising activities. On rare occasion, an exception may be made to this policy, which must be approved by the Chief Development Officer and the Executive Director. Event organizers should have their own list of potential attendees, contributors or participants.



Raffles & Bingos

All raffles and bingo events must be licensed by a state lottery bureau to the extent required by state law. The organizer is responsible for all reporting and withholding as required by state law, IRS regulations, additional commissions, and other applicable law.

Safety of Participants in Events

All events should be conducted with the safety of the participants in mind, but special attention must be paid to the safety of any minor participating in the event. The CENTER FOR TRANSFORMING LIVES is not responsible for the safety of participants in Third Party Fundraising Events. If any event poses any potential risk to the health or safety of a participant, e.g., walkathon, marathon, triathlon, the organizer shall obtain a written and signed waiver of liability from each participant as a condition of participating in the event. The waiver must release the CENTER FOR TRANSFORMING LIVES from any claim for liability resulting from the individual's participation in the event.

Political Events

CENTER FOR TRANSFORMING LIVES is a 501(c)(3) charitable organization. As such, it is **expressly prohibited** from participating in or intervening in any campaign for any candidate for public office. Frequently, political officeholders and candidates participate in third party events in which the CENTER FOR TRANSFORMING LIVES is a beneficiary. Sometimes these public figures are invited to attend; sometimes they participate on their own initiative. They may also wish to make remarks at the event. The following rules must be observed by the organizer in such cases:

- Neither the organizer nor any representative of the CENTER FOR TRANSFORMING LIVES may make any mention of the participant's candidacy or the election;
- No campaign activity may occur in connection with the candidate's attendance;
- In any written materials describing the event, a disclaimer should be included stating that the CENTER FOR TRANSFORMING LIVES is not permitted to participate or intervene in any political campaign and neither supports nor opposes the individual as a candidate for public office.
- If the candidate is introduced, the organizer must avoid using any language that could be interpreted as a statement that the CENTER FOR TRANSFORMING LIVES is supporting the individual as a candidate.
- No political fundraising may occur at or near the event. This is crucial and should be carefully monitored.



Liability Insurance

Each Third Party Fundraising Event will be required to have in place general liability and property insurance policies which are reasonable in relation to the size, location and nature of the event. Some events will not require this due the size or nature of the event. Please consult with the Development Department to confirm necessity. Proof of all required insurance shall be submitted to the CENTER FOR TRANSFORMING LIVES Organization prior to the event.

Indemnity

Organizers of the event agree to indemnify and hold harmless the CENTER FOR TRANSFORMING LIVES, its affiliates, officers, employees, agents, representatives, contractors and licensees from and against all claims, losses, damages, liabilities and expenses, including reasonable attorney's fees, arising out of or occasioned by any act or omission of event organizer, or its officers, partners, employees, agents, volunteers, contractors, licensees, guests, invitees, or attendees, in connection with the Third Party Fundraising Event.



Legal Requirements

Third Party Fundraising Events must comply with all relevant state and federal laws.

Post Event Evaluation

At the request of the CENTER FOR TRANSFORMING LIVES, the organizers of event agree to meet with the CENTER FOR TRANSFORMING LIVES's Executive Director or her designee, following the event, to generally review all aspects of the event, including the anticipated results vs. actual results, effectiveness of the event, feasibility/desirability of repeating the event, any special opportunities or problems identified, as well as an analysis of the overall Third Party Fundraising Event. This includes completing a post event revenues/expense report and submitting an annual report if the organizer is an established 501(c) (3) organization.



Signed Agreement

As an organizer of a Third Party Fundraising Event benefiting the CENTER FOR TRANSFORMING LIVES Fort Worth & Tarrant County, I/we have read this Policies & Procedures Agreement and agree to its terms and conditions and I/we agree to follow the rules contained in the approved Third Party Fundraising Event Proposal for our event.

Event Name: _____

Organization Name: _____

Contact Name: _____

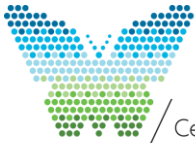
Contact Address: _____ State ____ Zip: ____

Phone No. _____ Fax No. _____ Email _____

Signature: _____ Date _____

Approved by Executive Director:

Signature _____ Date _____



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Third Party Fundraising Event Proposal & Budget

Name of person/group organizing fundraiser: _____

Address: _____ City: _____ State: ___ Zip: ____

Contact person: _____

Phone: (day) _____ (evening) _____ (cell) _____

Fax: _____ Email: _____

Date/Time of event: _____ Location: _____

Description of event: _____

Has the event been done before? ___ Yes ___ No If Yes, when: _____

What was the net donation to the beneficiary charitable organization? \$ _____

Describe how the event will be publicized: _____

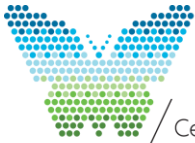
Estimate number attendees/participants: _____

List all sponsors of event: _____

Total \$ amount of gross proceeds: _____

Will these proceeds be specifically designated to a particular program? _____

How much of the estimated proceeds will be contributed to the CENTER FOR
TRANSFORMING LIVES: _____ % of gross proceeds



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Proposed Budget

Income \$

Tickets/Admission:

#__ x \$ __ = _____

Sponsors: _____

Donations: _____

Pledges: _____

Underwriters: _____

Other (list): _____

Other (list): _____

Other (list): _____

Total \$ _____

Gross Income: \$ _____

Expenses: \$ _____

Net Income: \$ _____

Expenses \$

Decorations: _____

Entertainment: _____

Fees, etc: _____

Food: _____

Postage: _____

Printing/Graphics _____

Supplies: _____

Other (list): _____

Total \$ _____

Estimated proceeds donated to the CENTER FOR TRANSFORMING LIVES: \$ _____

How will the proceeds be given to the CENTER FOR TRANSFORMING LIVES:

__ Cash __ Check __ Other (explain) _____

Expected date of delivery* of proceeds: _____

*should be within 45 days of event