



Third-Party Fundraising Guidelines

Thank you for your interest in raising funds for The Hope School Foundation. Any individual or organization that hosts an event, promotion, sale or donation drive on behalf of The Hope School Foundation is defined in this document as a “third-party fundraiser”.

Please thoroughly review these guidelines. Then submit the Third-Party Information form. Both an electronic version and a downloadable PDF are available at [Other Ways To Give | Explore Giving Beyond Donations \(hope.us\)](https://www.hope.us). Together, we will discuss your plan and provide guidance for success! No organization has permission to use the Hope School Foundation name (or any Hope entity), or our logo or likeness without prior approval.

General Guidelines:

- Third-party events must be approved by The Hope School Foundation at least 30 days prior to the event.
- Approved third-party fundraising events must be referred to as "benefitting The Hope School Foundation " or a specific Hope program by name. They may not be represented as "sponsored by, "conducted on behalf" or any similar terminology.
- The Hope School Foundation prohibits events or promotions involving the promotion or support of a political party or candidate or that appear to endorse any lobbying or political activity.
- The Hope School reserves the right to decline any fundraising proposal that is not in line with our mission.

- In order to protect the privacy of the individuals we serve, pictures, videos, or any likeness of our clients may not be used for any marketing purposes on any platform, printed or electronic, before, during, or after the fundraising event
- If The Hope School Foundation is available and chooses to be at your third-party-fundraising event, space must be provided free of charge

Promotion and Logo Use:

- Any use of the Hope name, logo or visual representation of Hope must be approved by The Hope School Foundation prior to the fundraising event or promotion.
- Materials, including but not limited to press releases, public service announcements, electronic marketing, posters, brochures, flyers, and tickets must be approved by The Hope School Foundation prior to printing publishing electronically including but not limited to websites, social media channels, virtual event platforms, and videos.
- Once your event has been approved, you will receive a high-resolution Hope logo for your promotion
 - The two-color Hope Logo should be used whenever possible
 - It may be necessary to use a 1-color version of the Logo when a printed piece is being produced in 1-color ink.
 - It can be reproduced in 100% black for use on light backgrounds and the white reversed logo should be used on dark backgrounds
 - To ensure legibility, the logo should maintain minimum amount of clear space around it. This exclusion zone is proportionate to the size of the Logo and should be the height of the "o" in the Hope wordmark. Logos should also always be presented in a size that promotes easy readability and production.
 - Do not display the standard logo at less than 1 inch in width, and the logo with the division identifier smaller than 2.5 inches wide to maintain proper readability.
- To "tag" The Hope School Foundation" in social media see the following:
 - [Facebook](#) @ VisionForHope
 - [Instagram](#) @AdvancingHope
 - [LinkedIn](#) AdvancingHope

- Third-party fundraisers are responsible for their own marketing and advertising including but not limited to writing and distributing press releases, PSA's, social media postings, invitations, print ads, digital ads, etc.
- Hope *may* provide free social media posts on our platforms but only if there is space available in our marketing calendar.

Finance and Tax Rules:

- The Hope School Foundation has no fiduciary responsibility for your event(s) and no liability for event or execution including promotion, set-up, staffing or the collection and management of funds raised in connection with events or promotion.
- In order to avoid conflicting fundraising efforts, please notify The Hope School Foundation before you solicit any donations for your event, including underwriting, sponsorship, or in-kind gifts (such as food, printing, etc.).
- The Hope School Foundation will not solicit sponsors or auction items for your fundraising event.
- The Hope School Foundation will not provide a contact list of our own donors or vendors
- The Hope School Foundation will not be responsible for expenses in connection with third-party fundraisers.
- The Hope School Foundation will receive only the final net donations from the proceeds of the event(s). Under no circumstances will third-party event(s) revenue and expenses flow through The Hope School Foundation accounts.
- NOTE: Only individual donors who have written checks or processed online donations directly to The Hope School Foundation will receive an official acknowledgment from The Hope School Foundation.
- A bank, other deposit or transaction account in the name of The Hope School Foundation cannot be established by a third-party organizer or volunteers. If payments are made to the organizer and/or volunteers and the event organizer/volunteers are not an IRS-qualified entity, then those payments will not be deductible for income tax purposes. If the payments are made to The Hope School Foundation, donations are typically tax-deductible, though you should consult your tax advisor.

- Event proceeds should be submitted to The Hope School Foundation within 30 days after the event to receive proper recognition and tax information.

Liability and Cancellation:

- The third-party fundraiser, organizer and all of their employees, contractors, agents and volunteers shall obey all federal, state and local laws and regulations relating to promoting and conducting their event(s), including fundraising rules and regulations.
- The third-party fundraiser organizer and all of their employees, contractors, agents and volunteers are responsible for obtaining its own liability insurance for the event sufficient to cover any claim that may arise out of the event. The Hope School Foundation will not provide liability insurance to anyone regardless of circumstances. The third-party event organizer shall indemnify, defend and hold The Hope School Foundation, its staff, volunteers and all other agents harmless from and against any and all claims, actions, proceedings, losses damages, costs, fees, attorney fees, expenses and liabilities arising from or relating to events or fundraising activities planned and or conduct.
- The third-party fundraiser will obtain all permits and/or licenses necessary for fundraising and the hosting of raffles and to games of chance.
- the third-party fundraiser shall provide The Hope School Foundation's Director of Donor Engagement signed copies of all event -- or fundraising-related permits at least seven business days in advance. If the third-party fundraiser fails to provide all the necessary documentation for the event, The Hope School Foundation reserves the right to withdraw its name and any previously agreed upon participation or support from the event.