

Event Approval

- ◆ Debra of America retains a fiduciary duty to ensure that our name is being used properly, that all funds are being handled and accounted for in a reasonable manner, and that the fundraising event is being conducted in a manner that is consistent with Debra of America's mission and public image.
- ◆ All third party fundraising events require written permission from Debra of America in advance. Do not make public announcements or promote the event until you receive approval of your event proposal. Please allow two weeks for Debra of America to review and respond to your proposal.
- ◆ Fundraising events must comply with all relevant local, state and federal laws.
- ◆ Debra of America reserves the right to decline association with any person or organization when it believes that such association may have a negative effect on the image of Debra of America.
- ◆ The third party event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers. We suggest creating a planning committee to assist in the planning and execution of the event.

Promotion and Logo Usage

- ◆ All third party events must be promoted and conducted in a manner to avoid statement or appearance of Debra of America endorsing any product, firm, organization, or service.
- ◆ Debra of America must review and approve all promotional materials prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- ◆ The official logo of Debra of America cannot be reproduced without written permission. In addition, the Debra of America logo must be used appropriately in conjunction with the event and must not be altered in any way.
- ◆ Debra of America may promote the event, when appropriate, in the following:
 - ◇ Debra of America's website, with a link to the event's / organization's website
 - ◇ Debra of America's social media pages.
- ◆ Any promotional materials must clearly state that your event is raising funds that will benefit Debra of America.

Sponsorship

- ◆ Debra of America cannot solicit sponsors for your fundraising event and cannot provide you with any names or contact information of our donors, supporters, staff, board members or volunteers as it is our policy to keep records confidential.

- ◆ Please provide a list of all targeted sponsors (both for cash and product/service donations) for the event, before they are contacted, so that Debra of America can provide you with information on their current support and minimize overlap with other Debra of America sponsors.
- ◆ In-Kind or product / service donations may be acknowledged and provided with tax documentation.

Financial Guidelines

- ◆ As a guide, event expenses should be less than thirty percent (30%) of the total amount raised.
- ◆ Debra of America must receive a complete accounting of all income and expenses related to the event, including all tangible non-cash related contributions. Debra of America reserves the right to inspect all financial records related to the event.
- ◆ Debra of America must receive all net proceeds within thirty (30) working days of the conclusion of the event and / or promotion. Please send a check made payable to Debra of America to: debra of America, 75 Broad Street, Suite 300, New York, NY 10004.

Tax Deduction / Donor Acknowledgement

- ◆ Third party event organizers are responsible for collecting the names and contact information of all attendees / participants, sponsors, donors and volunteers who would like tax letters for their contributions.
- ◆ Debra of America has applied to, and been approved by, the Internal Revenue Service as a charitable (qualified) organization as defined by the Internal Revenue Code Section 501(c)3, meaning that contributions to Debra of America qualify for the maximum charitable contribution deduction under the Internal Revenue Code.
- ◆ A donor or participant must be informed that the tax deductible amount of his or her donation is only the amount that is over and above what was received in goods and services. For example, if a participant pays \$200 to participate in a golf outing and the cost per golfer is \$50, the tax deductible amount is \$150.
- ◆ If payments are made to the third party event organizer and it is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to Debra of America, then they qualify to the fullest extent of the law.

Liability and Cancellation

- ◆ Should circumstances warrant, Debra of America may at any time direct you to cancel your event. You hereby agree to cancel the event, if so directed, and further agree to release Debra of America and its directors, employees, and volunteers from any and all liability and connection to such event.

- ◆ The third party event organizers and its donors and sponsors agree to indemnify and hold harmless Debra of America and its directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.
- ◆ Debra of America is not financially liable for the promotion and/or staging of the event.
- ◆ Debra of America requires that your attendees/participants complete a waiver for release form.
- ◆ All responsible parties (including event vendors) must provide evidence of liability/property insurance applicable to the activities of the event.

What Debra of America Can Do For You

- ◆ Offer event planning expertise and advice.
- ◆ Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- ◆ Provide limited existing Debra of America promotional and educational materials for your events such as flyers and brochures.
- ◆ Provide the official Debra of America logo for use on promotional materials.
- ◆ Debra of America will attempt to provide, but cannot guarantee, a representative at your event.
- ◆ Provide cash and in-kind donation letters to those who donated items and funds for your event. (Complete contact information and donation information must be submitted to Debra of America by event host.)

Liability Information

- ◆ Debra of America is not financially or otherwise liable for the promotion and/or staging of fundraising events by any third-party organizations/individuals. The sponsoring organization/individual may not incur any financial or other obligations on behalf of Debra of America.

If you have any questions concerning debra of America's Local Event Policies and Liability, please contact us at events@debra.org or 212-868-1573.