



COMMUNITY FUNDRAISING GUIDELINES & POLICIES

Thank you so much for your interest in supporting the San Diego Center for Children with a fundraising event or activity. Please read our policies to help better support you in your endeavor.

All community fundraising activities should submit an application 30 days prior to the event.

For purposes of these Guidelines & Policies, “you” means the organization, group or individual sponsoring or holding the event. The “Center” refers to the San Diego Center for Children and all of its eight campuses within San Diego County.

I. Use of Name and Logo

- A. Events should complement the mission and image of the San Diego Center for Children. Companies that conflict with the mission or values of the Center may not be sponsors. We discourage sponsorship by tobacco and firearms companies or other companies with products and services that do not support the health and well-being of children.
- B. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with the San Diego Center for Children.
- C. You may not use the San Diego Center for Children name or logo or otherwise indicate to the public that an event is being held for the benefit of San Diego Center for Children without the prior express written consent of an authorized representative of the Center. You may not make public announcements or promote the event until you receive written approval from the Center of your Community Fundraiser Application.
- D. Publicity for your event may not imply that the event is sponsored or co-sponsored by the San Diego Center for Children or that it is anything but the beneficiary. For example, you should not call an event "The San Diego Center for Children Restaurant Opening Party." Your event should be promoted as the "Restaurant Opening Party to benefit the San Diego Center for Children."
- E. You may not use the logos of the Center without our written approval. The official logo of San Diego Center for Children should be appropriately used for your event and may not be altered in any way. Any use of the logo must adhere to established graphic standards which we will provide. This also includes specialty items, such as t-shirts, caps, coffee mugs, etc. **The sale of items with our logo printed on them is strictly prohibited.**
- F. The Center must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed



Healing Hearts and Minds

materials should be submitted via mail or email to Kristi Worley, Senior Development Manager
kworley@centerforchildren.org

II. Event/Activity Approval

- A. Applications must be completed and submitted no less than 30 days prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you need to submit a new application.
- B. The Center must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, the Center may opt out as a beneficiary of the event/promotion at any time with no obligation.
- C. We have made a commitment to our staff and donors that we do not sell or provide others with our donor and staff mailing lists. We may assist in promoting your fundraising activity via social media and the Center's Event Calendar on www.centerforchildren.org. We appreciate any recap or photos post-event so we can acknowledge your efforts as opportunities arise.
- D. In order to better coordinate fundraising efforts, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses already support the Center and may not wish to make additional donations.
- E. San Diego Center for Children is unable to advance monies, solicit sponsorship revenue or sell tickets on behalf of your group.
- F. Your fundraising group is responsible for recruitment and management of volunteers to support your event.
- G. Students or individuals under the age of 18 must have a mentor or adult advisor to oversee the coordination of a school or community event/project.
- H. The Center is happy to provide organizational brochures, pamphlets and other informational materials, promoting and explaining the Centers goals and accomplishments. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.
- I. We reserve the right to observe your event. If staff is requested to attend/speak at the event, we will try and meet this request, however, this cannot be guaranteed.



III. Financial and Legal Information

- A. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit the San Diego Center for Children.
- B. If event costs are being covered by donations collected, we strongly encourage you to limit expenses to <50% of the total raised by the event. A preliminary budget may be required with your fundraising application. If event expenses are greater than the money raised, you are responsible for paying those expenses. The Center will not provide funding or reimbursement of expenses.
- C. You may not keep any portion of the proceeds as profit or compensation for organizing the event.
- D. Because the San Diego Center for Children is not sponsoring your event, we cannot have event revenues and expenses flow through the Center's books. Only the net amount (final net proceeds from event) should be processed by the Center. Similarly, you cannot set up a temporary bank account in the Center's name. Proceeds should be sent to the San Diego Center for Children no later than 30 days following the event.
- E. If event costs are being covered by donations collected, the San Diego Center for Children should receive a complete accounting of all funds collected and expensed related to the event within 30 days following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event's proceeds.
- F. The Center may receive funds from other similar promotions. Our acceptance of your application does not create exclusivity.
- G. You are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. Because state and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and activities, you must acquire the proper permit/license from your state or local government office and abide by all rules and regulations pertaining to such gaming activity. For more information, please visit <http://oag.ca.gov/charities/faq#raffles>
- H. The Center will not take out liquor licenses for community-fundraising events.
- I. You agree that you will comply with all state and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event. You also agree to carry out your event so as to not do or allow



any of the prohibited acts and practices described in the California Nonprofit Integrity Act (Government Code section 12599.6(f).)

- J. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. Tax-receipting processes must be agreed upon and documented before the Center approval is given. The Center may only issue tax receipts for checks made out to the San Diego Center for Children. You must inform the Center of the value of any goods or services the donor received in return for the contribution. **The Center will issue tax receipts for cash and in-kind donations but you must provide complete information for all applicable donors and/or ensure they have access to our Donation Form.**
- K. Since this is not an event hosted by the Center, we are unable to provide tax receipts for donations to cover the cost of the event/activity. Tax receipts are provided only to monetary and in-kind donations directly benefiting the Center.
- L. Within 30 days of your completed fundraising event/promotion, please send a final accounting of income and expenses along with your proceeds to San Diego Center for Children. Checks can be made payable to San Diego Center for Children and mailed to 3002 Armstrong Street, San Diego, CA 92111 (a note to indicate affiliation to your fundraiser is appreciated.)
- M. You agree that you will not use the Center's tax exemption in any manner or as part the promotion of your event, nor will you represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event (unless you have separate tax exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.
- N. You must obtain your own liability insurance to cover the event. The Center will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. The Center will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event. The San Diego Center for Children and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

Thank you for your compliance with the above guidelines!

Please direct any questions to Kristi Worley, Senior Development Manager
(858)634-8342 or kworley@centerforchildren.org