



### **Third-Party Fundraising for CASA of Central Texas**

CASA of Central Texas, Inc. ("CASA") welcomes our community's initiatives to help promote awareness and funding for our program. By taking on this type of project, one assumes the responsibility of creating a successful event without a significant level of assistance from CASA. The nature of third-party fundraisers limits us because we cannot schedule, budget, or predict a reliable source of revenue from them.

All special events and fundraising efforts conducted to benefit CASA should be run by financially responsible and reputable organizations or individuals motivated by a genuine desire to help CASA. If you are interested in hosting a third-party fundraiser to benefit CASA, each of the following guidelines must be followed:

- All actions for a proposed fundraiser must be approved by the Executive Director and/or Board of Directors to assure the proposal is within CASA of Central Texas' guidelines and consistent with our mission.
- Prospective third-party organizers must be compatible with our mission and be in good standing within the Caldwell, Comal, Guadalupe and Hays County communities.
- CASA cannot promise to incur expenses to assist in third-party events.
- Proposals submitted by a third-party must clearly and specifically state the terms of donation that CASA can expect from the event as well as determine the date at which CASA will receive the donation.
- Proposals submitted by a third-party must clearly and specifically state the terms of service, attendance, and work of CASA's advocates and staff members. *CASA will not solicit participation from our clients and volunteers in any third-party events. At its discretion, CASA may post notifications of the event details, such as time, date and place.*
- CASA reserves the right to protect the privacy of our advocates, advocates in-training, staff, board members, clients and all others affiliated with CASA.
- CASA's fundraising guidelines require no more than 20% of gross revenue generated be used for expenses.
- Proceeds must be turned over to CASA within 30 days of the date of the event.

#### **Publicity & Promotion**

- All media, print materials and public communication mentioning "CASA of Central Texas", our mission, work and logo must be approved by CASA prior to printing or release.
- CASA must be made aware of any contact with press or other media; press materials mentioning CASA must be approved prior to submission.

#### **Sponsorship & Donation Requests**

- CASA of Central Texas partners with many local businesses and individuals; therefore, we require that event organizers identify potential sponsors prior to solicitation so as to avoid any duplicated efforts. One must have permission from CASA prior to soliciting any businesses or individuals in CASA's name.

#### **Donor Acknowledgement**

- A donation solicited on CASA's behalf, whether an item or cash, is tax-deductible only when it is made directly and entirely to CASA. CASA will determine what types of gifts can be considered tax-deductible prior to solicitation or promotion, as we are the only agents that can verify that such a gift was made, and its nature, to the Internal Revenue Service.
- When a portion of the entry fee for a third-party event is not tax-deductible, a statement to that effect must be included in all appropriate materials.

For more information regarding organizing a Third-Party Fundraising Event, please contact:

Norma Blackwell, Executive Director  
(830) 626-2272  
[nblackwell@casacentex.org](mailto:nblackwell@casacentex.org)

or  
Tricia Schneider, Development Director  
(512) 392-3578 x26  
[tschneider@casacentex.org](mailto:tschneider@casacentex.org)



## Third-Party Fundraiser Event Application

### Contact Information

Sponsoring Organization:

Contact Name:

Title:

Address:

Phone:

Fax:

Email:

### Event Information

Event Title:

Date(s) of Event:

Time:

Location:

Event Description:

Please include any entrance fees, if applicable:

What is your estimated total revenue for this event?

What percentage of revenue will be used for expenses?

How will CASA of Central Texas receive proceeds from the event?

Please list any other charitable organizations that will benefit from this event:

Please list all businesses you plan to contact for donations (in-kind/monetary):

Please list promotional materials you plan to create for CASA of Central Texas to review:

What types of promotion do you plan to use? (fliers, newsletters, radio, etc.)

Please list any CASA materials you would like to display at your event?

What involvement or roles you would like from the staff of CASA of Central Texas for your event?

### Third-Party Fundraiser Agreement

I/We agree to follow the CASA of Central Texas Third Party Fundraising guidelines:

\_\_\_\_\_  
Event Representative

\_\_\_\_\_  
Date

CASA will notify you in writing of event approval. Please allow a minimum of 10 working days.