

Child Abuse Prevention Association

Third-Party Fundraising Events Informational Packet



Dear Friend of CAPA,

The Child Abuse Prevention Association (CAPA) is very excited that you and your group are considering making our organization a beneficiary of a valuable fundraiser or event. Caring community support has seen CAPA through 36 years of success in our mission to strengthen and heal families. Any efforts you make on our behalf are very much appreciated.

We have put together a packet of helpful information to assist you in your endeavor, since CAPA's development staff is limited. This will also help us to refrain from sending duplicate requests to our community donors, as well as ensure that your fundraiser doesn't conflict with the various CAPA events held throughout the year. We will do our best to guide you along this journey, and to support you with our knowledge and expertise.

Please take the time to read through the informational packet and fill out the form on the last page. The goal is to help ensure a smooth and pleasant fundraising experience for both you and CAPA.

Feel free to contact me or Janet Moore, Resource Development (Ext. 313), if you would like to discuss your event or fundraiser with us. We always welcome the opportunity to hear about new and creative ways to help support the children and families in our community.

With sincerest appreciation,

Jeanetta Issa

Jeanetta K. Issa
President & CEO

Child Abuse Prevention Association ~ *healing hearts and homes*

Board of Directors: Dayla Bishop Schwartz ~ Doug Burson ~ Ursula Copeland ~ Kathleen Eubanks-Meng ~ Denise Fears ~ Tracie Gramkow
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Third-Party Fundraisers

The **Child Abuse Prevention Association (CAPA)** encourages individuals and organizations to conduct fundraising events and donation drives to benefit its children, families, programs and services. Any individual or organization outside of CAPA that organizes and hosts an event, promotion, sale, or donation drive on behalf of CAPA is defined as a “*third-party fundraiser.*”

In order to enhance the success of third-party fundraising events and to avoid conflicts with CAPA’s donors, corporate sponsors, or other events already planned, the following policies should be observed:

1. CAPA recommends third-party event organizers submit a Third-Party Event Application to CAPA’s Development Department at least 90 days in advance of the proposed event date, thus giving the organizer ample time to prepare. If multiple events are proposed, a proposal must be submitted for each.
2. If CAPA staff time or resources are requested, the third-party event organizer must demonstrate – through a preliminary revenue and expense budget – minimum net revenue of \$1,000. Due to the large number of requests received, a CAPA representative may not be able to attend all fundraisers, but would be happy to provide appropriate informational material for the third party’s use.
3. Third-party fundraising events must be financially self-sustaining without contribution from, or financial risk to, CAPA. CAPA will only accept the net proceeds of a third party event. All third-party event expenses are the responsibility of the third-party event organizer and must be paid before net proceeds are given to CAPA. Refunds and/or Reimbursements of third-party event expenses will not be available after the net proceeds are given to CAPA.
4. Third-party event organizers should not provide tax advice to third-party event contributors. Organizers should refer individuals to tax or legal counsel for information.
5. The third-party event organizer is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. CAPA will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party event volunteers or participants related to an event benefiting CAPA.
6. The third-party fundraiser is responsible for its own marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc. The third-party fundraiser must submit all publicity and promotional material containing **CAPA’s name and/or logo to CAPA’s Development Department for review and approval prior to publication and distribution of these materials.** Please allow CAPA staff five (5) business days to review these materials. **PLEASE NOTE:** Third-party events that are approved by CAPA will be promoted on the CAPA website and/or Facebook page.



Third-Party Fundraisers (Continued)

7. CAPA is the beneficiary – not a sponsor – of third-party fundraising events. Promotional materials that use CAPA’s name should incorporate the following statement: “Proceeds to benefit the Child Abuse Prevention Association.”
8. A list of all financial contributions will be made available to CAPA to ensure that donors have been acknowledged appropriately and in a timely manner.
9. All sponsor solicitations for the event must be approved by and coordinated with CAPA’s Development Department prior to approaching any individual, corporation or foundation for this purpose.
10. CAPA will not approve a third-party event if it requires the sale or endorsement of a product or service.
11. Requests for third-party events to take place on CAPA’s premises will be considered on a case-by-case basis.
12. Third-party organizers of donation drives are encouraged to contact CAPA’s Development Department prior to beginning the drive to determine the organization’s most critical needs. CAPA staff members will not be able to organize, but may be able to attend in-kind donation drives.
13. CAPA retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.
14. CAPA will not approve a third-party event request if it involves a political cause, candidate or potential candidate, excluding causes related to child abuse prevention.
15. CAPA may cancel a third-party event or disassociate with a third-party event at any time if these Third-Party Event Policies are not realized.

For questions or more information on third-party events, please contact **Janet Moore at 816-252-8388x313 or jmoore@childabuseprevention.org**.

Thank you very much for your interest in supporting the Child Abuse Prevention Association’s programs and services.

www.childabuseprevention.org



Helpful Steps for Organizing Successful Third-Party Fundraising Events

1. Complete the Third-Party Fundraising Proposal Form.

Any fundraising activity using the Child Abuse Prevention Association's name or logo needs to be approved by the CAPA Development office.

2. Form a Planning Committee.

After you've heard that you have approval for your activity, gather friends and family to help you plan your event!

3. Keep the CAPA Development Staff Contact Informed.

Your CAPA staff contact is a good resource to bounce your ideas off of, get a sample budget, approve your communications, provide our logos & resources for raising your funds; and, overall, help you make your whole event come together.

4. Collect the Funds.

Have your donors make checks payable to the Child Abuse Prevention Association and send all together to our office within 14 days of the activity. We will send acknowledgements from our office with a mention of your activity to these donors.

5. Thank you!

Following the steps above will help ensure compliance and to ensure a successful event. Thank you for your cooperation and most importantly, your desire to help prevent and treat child abuse.

If you would like to take the first step toward your fundraising event, complete the attached proposal form and return it to:

Child Abuse Prevention Association

Attn: Development Department

503 East 23rd Street

Independence, MO 64055

Fax: 816-252-1337

CAPA Community Partnerships: Yes! We will take the challenge.

To be filled out and signed by the Organizer / Third-Party Fundraiser.

Organizer: _____ (club, organization, or company) *required*

Organizer: _____ (contact full name) *required*

Address: _____ *required*

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ *required* / **Alternate Phone:** _____

Email address: _____

Name of event: _____ *required*

Main intent of your function: _____

Event Description: _____

_____ *required*

Event Location: _____ *required*

Event Time: Start _____ End: _____ *required* **Event Date:** _____ *required*

Number of people expected: _____ **Have you held an event for CAPA in the past?** _____

How much do you hope to raise? _____ *required*

NOTE: *The Event must be legal. CAPA reserves the right to cancel this agreement at any time should the activities of the Organizer in the view of CAPA, undermine CAPA's mission, vision, and reputation.*

THE ABOVE STATEMENTS & THE ATTACHED "Terms and Conditions for Third-Party Fundraisers" HAVE BEEN INITIALLED, READ AND AGREED TO BY:

Organizer, Print Name: _____ **Date:** _____

Signature: _____

Witnessed by - Name: _____ **Date:** _____

Signature: _____

Approved by: _____ **Date:** _____

(CAPA Representative)

Child Abuse Prevention Association - 503 East 23rd Street - Independence, MO 64055

Phone: 816-252-8388 - Fax: 816-252-1337