



**BOYS & GIRLS CLUBS**

**METRO DENVER**

Dear Potential Partner,

Thank you for your interest in supporting Boys & Girls Clubs of Metro Denver with a third party event or promotion. The support we receive from organizations and individuals makes a huge difference in the lives of thousands of kids and teens who rely on their Club each day. By partnering with Boys & Girls Clubs of Metro Denver, you are partnering with the largest kid-serving nonprofit in Denver.

A Third Party Event or Promotion is defined as any fundraising activity by a non-affiliated group or individual where Boys & Girls Clubs of Metro Denver has no financial responsibility and little or no staff involvement. Examples include donation drives, in-store promotions, and fundraising parties.

Enclosed in this packet, you will find the materials needed to get your fundraising efforts for Boys & Girls Clubs of Metro Denver started including:

- Third Party Fundraising Guidelines
- Answers to Frequently Asked Questions
- Third Party Fundraiser Application

Thank you for your commitment to improving the lives of youth in our community. With your help, Boys & Girls Clubs is having a positive impact on thousands of kids and teens across the metro area. At their Clubs, kids find a safe place with positive role models, homework help, programs to help them make healthier life choices and opportunities to develop their character and leadership skills. The result is improved graduation rates, reduced high-risk behavior and youth that are ready to be productive members of their community. Together, we are truly making a difference.

If you have additional questions, please contact Gail at 303-446-6785 or [GailB@bgcmd.org](mailto:GailB@bgcmd.org).

Warm regards,

Gail Bransteitter  
Director of Marketing and Communications  
Boys & Girls Clubs of Metro Denver

## Statement of Purpose

Boys & Girls Clubs of Metro Denver appreciates the many people and organizations that want to organize fundraisers to support our work of helping thousands of kids and teens excel in the areas of academic achievement, healthy lifestyles and character and leadership development. However, only those third party events which meet specific criteria and benefit Boys & Girls Clubs of Metro Denver will be considered for approval. Each event will be reviewed on a case-by-case basis.

## Definitions

“Third Party Fundraising Event/Campaign”: A fundraising activity by a non-affiliated group or individual, where Boys & Girls Clubs of Metro Denver has no financial responsibilities and little or no staff involvement.

“Event Organizer/Coordinator”: Person, group, organization or business hosting a third party fundraising event to benefit Boys & Girls Clubs of Metro Denver.

## Event Application and Approval

Please review these third party fundraising guidelines before completing the attached application.

Please note that:

- Approval by Boys & Girls Clubs of Metro Denver must be obtained in writing before you promote, advertise or hold your event or campaign.
- Annual events should be registered with Boys & Girls Clubs of Metro Denver each year.
- Boys & Girls Clubs of Metro Denver reserves the right to refuse funds raised at unapproved events and activities.

You will receive notification regarding approval or decline of your third party fundraiser application within 5 business days from receipt of your application. If your application is approved, you will be provided with additional resources including Boys & Girls Clubs of Metro Denver’s brand guidelines for promotion and an event/campaign toolkit.

## How Can Boys & Girls Clubs of Metro Denver Help?

- Offer advice and event planning expertise
- Provide promotional materials for approved fundraisers
- Provide and approve Boys & Girls Clubs of Metro Denver logo use
- Limited promotion of event through website, events calendar, social media and email. However, there is no guarantee that Boys & Girls Clubs of Metro Denver will be able to promote your event through our marketing channels.
- Provide a letter of authorization and validation to assist in fundraising
- Provide tax acknowledgement letters for donations made payable directly to Boys & Girls Clubs of Metro Denver. Only gifts and donations made directly to Boys & Girls Clubs of Metro Denver will be considered tax deductible.

## Unfortunately, Boys & Girls Clubs of Metro Denver cannot:

- Provide funding or reimbursement for expenses
- Provide donor or vendor information
- Solicit businesses or vendors for financial or in-kind support
- Guarantee event attendance by staff or volunteers
- Guarantee any promotional assistance



**Q. Why do I need to complete the agreement form?**

A. This agreement form outlines all expectations of Boys & Girls Clubs of Metro Denver for your fundraising event or promotion, as well as making you aware of what to expect from us. The brand image of Boys & Girls Clubs of Metro Denver is important to us and we want to maintain its integrity by ensuring that all community and corporate fundraisers are successful and have the correct materials. If you choose not to complete the agreement, the Boys & Girls Clubs of Metro Denver name and logo may not be used.

**Q. Who should sign this agreement form?**

A. Whoever is going to be the main contact for the fundraising event should sign the agreement.

**Q. After I submit my application form, how long is the approval process?**

A. You will hear back regarding your application within 5 business days.

**Q. How long will this agreement last?**

A. Most third party agreements will be limited to a one-month time frame. At the completion of the one-month time period, the donor is requested to submit all funds to Boys & Girls Clubs of Metro Denver.

**Q. Who do I make checks payable to after the fundraiser?**

A. Please make checks payable to Boys & Girls Clubs of Metro Denver and mail within 30 days to:  
Boys & Girls Clubs of Metro Denver  
Attn: Marketing Department  
2017 W. 9<sup>th</sup> Avenue  
Denver, CO 80204

**Q. Can I use the organization's sales tax exemption number?**

A. Unfortunately sales tax laws do not allow third party event coordinators to use our tax exempt status for purchases.

**Q. Can I use the Boys & Girls Clubs of Metro Denver logo to help promote my event or in marketing materials?**

A. Yes. Once your event application is approved, you will receive the organization's brand guidelines and logo.

All event material containing our name or logo must be sent to Boys & Girls Clubs of Metro Denver for approval prior to printing or distribution. Logo use approval takes approximately 2 business days.

**Q. Can someone from Boys & Girls Clubs of Metro Denver attend or speak at my event?**

A. Because of the large demand on staff time, we can't guarantee attendance at your fundraiser.

**Q. How do donors receive a charitable gift receipt, including documentation on the Colorado Child Care Contribution tax credit, from Boys & Girls Clubs of Metro Denver?**

A. Boys & Girls Clubs of Metro Denver can issue gift receipts to substantiate donations **ONLY** if they are made directly to the organization. There are complex regulations around the distribution of charitable tax receipts and the ability to issue receipts cannot be delegated to another entity. This includes donations of money, in-kind items and services.

In order to provide tax deductible acknowledgement letters, the following information will need to be provided for each donor:

- First and last name
- Full mailing address
- Donation amount (made directly to Boys & Girls Clubs of Metro Denver, not the third party)

**Q. Can funds raised be used for expenses?**

A. We recognize that some third party coordinators may need funds to run an event and pay reasonable expenses. However, Boys & Girls Clubs of Metro Denver cannot fund or financially support community fundraisers. Third party coordinators are responsible for covering all expenses and will not be reimbursed by Boys & Girls Clubs of Metro Denver.

For these reasons, as you start to collect money, you will want to keep some funds on hand to help pay your expenses. In your planning process, make sure to develop a budget reflecting the type of event you are having the many costs related to the event. Please submit your budget along with this application.

If you are deducting expenses before sending net proceeds to Boys & Girls Clubs of Metro Denver, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible. We recommend using the phrase “Proceeds will benefit Boys & Girls Clubs of Metro Denver.”

**Q. Can I have a silent auction at my event to raise more funds?**

A. Yes. However, Boys & Girls Clubs of Metro Denver is unable to procure silent auction items for your event and cannot facilitate your auction.

**Q. Can I have a raffle or drawing at my event to raise additional funds?**

A. It’s critical to note that Boys & Girls Clubs of Metro Denver **DOES NOT** hold a raffle license that can be applied to third party fundraising events. All raffles or drawing are required to hold a license under Colorado State Law. If you hold a raffle without obtaining your own raffle license, you will be conducting an illegal raffle according to Colorado State Law and Subject to review by Colorado Gaming Commission. If you do hold a raffle license, please provide current raffle license information (organization name, raffle manager name and license number) to your Boys & Girls Clubs of Metro Denver contact prior to holding a raffle.

**Q. Can Boys & Girls Clubs of Metro Denver provide volunteers for my event?**

A. We recommend you recruit volunteers for your event and suggest you reach out to friends, family and those in your community to volunteer.

**Q. Does Boys & Girls Clubs of Metro Denver provide event insurance?**

A. Third party event coordinators agree to obtain all required permits or license s for the event. Because Boys & Girls Clubs of Metro Denver is the ultimate beneficiary of your event and has no direct involvement with running the fundraiser, we cannot provide event insurance.

**Q. Can Boys & Girls Clubs of Metro Denver provide publicity or contacts with the media?**

A. Our staff is unable to provide media contacts or publicity for individual events to outside media sources. We recommend that you put together your own media plan.

**Q. What type of recognition opportunities are available for me/my group?**

A. Below is a list of recognition opportunities available:

**Donation of \$500**

- Tax deduction to the full extent of the law and acknowledgement letter when donation is made
- Recognition on at least one of our social media channels

**Donation of \$501 - \$1,000**

- Tax deduction to the full extent of the law and acknowledgement letter when donation is made
- Recognition on at least one of our social media channels
- Name listed on third party event page on website linking to your website

**Donation of \$1,001 - \$2,001**

- Tax deduction to the full extent of the law and acknowledgement letter when donation is made
- Recognition on at least one of our social media channels
- Listing in our Annual Report
- Logo listed on third party event page on website with link to your website
- One event promotional social media post

**Donation of \$2,001 - \$5,000**

- Tax deduction to the full extent of the law and acknowledgement letter when donation is made
- Recognition on all of our social media channels
- Listing in our Annual Report
- Logo listed on third party event page on website with link to your website
- Event promotional support from Boys & Girls Clubs of Metro Denver – to be determined in advance with BGCMD staff

**Donation of \$5,001+**

- Tax deduction to the full extent of the law and acknowledgement letter when donation is made
- Recognition on all of our social media channels
- Listing in our Annual Report
- Logo listed on third party event page on website with link to your website
- Blog post on our website with event photos
- Acknowledgement in Boys & Girls Clubs of Metro Denver Board update – sent to more than 100 of Denver's top industry leaders and professionals
- Opportunity for additional inclusion in marketing materials
- Event promotional support from Boys & Girls Clubs of Metro Denver – to be determined in advance with BGCMD staff



Please Note: this document applies only to event organizers who wish to use the name of Boys & Girls Clubs of Metro Denver or our logo in promoting a public fundraising event or campaign. If you are organizing a private event or internal company event, you do not need to complete this form.

**Third Party Organization Information**

**Group/Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Proposed Event/Campaign Details**

**Name of Proposed Event:** \_\_\_\_\_

**Description of Event:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date(s) of Event:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Venue Name:** \_\_\_\_\_

**Event Website:** \_\_\_\_\_

**Event Social Media:** \_\_\_\_\_

**How Will Funds Be Raised?**

Sponsorships  Ticket Sales  Auction  Raffle\*  Donations

Other (please specify): \_\_\_\_\_

**What are the estimated gross proceeds of your fundraiser?** \_\_\_\_\_

**What are the anticipated expenses of your fundraiser?** \_\_\_\_\_

\_\_\_\_\_

**Will proceeds be divided among multiple beneficiaries?** \_\_\_\_\_

**If so, who are the other beneficiaries?** \_\_\_\_\_

**How will proceeds be divided?** \_\_\_\_\_

**How do you plan to promote your fundraiser?** \_\_\_\_\_

**Are you requesting support from Boys & Girls Clubs of Metro Denver?** \_\_\_\_\_

**If yes, what are your requests?** \_\_\_\_\_

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*Please note: support from Boys & Girls Clubs of Metro Denver is not guaranteed*

The undersigned hereby agrees and acknowledges on behalf of \_\_\_\_\_  
(organization) that Boys & Girls Clubs of Metro Denver will not be liable for anything associated directly or indirectly with the event organizer or the event/campaign, including but not limited to: expenses; purchases; damage, accidents or thefts to individuals or property; and insurance or liability coverage.

**Print Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Please mail, fax or email your completed application to:**

Gail Bransteitter  
Director of Marketing and Communications  
Boys & Girls Clubs of Metro Denver  
2017 W. 9<sup>th</sup> Avenue  
Denver, CO 80204  
[GailB@bgcmd.org](mailto:GailB@bgcmd.org)  
Phone: 303.446.6785 | Fax: 303.892.9210

***Once your application is received, it will be reviewed and either accepted or declined. You will hear from a Boys & Girls Clubs of Metro Denver representative within 5 business days of receipt.***