



The Village for Families & Children

Third Party Event Guidelines

Below are the guidelines for any fund raising activity conducted by a company, group or individual (“The Organizer”) not affiliated with The Village; where The Village has no fiduciary responsibilities and little or no staff involvement.

- A Third Party Information Event Form must be submitted to The Village to determine if the event or campaign is within The Village’s Gift Acceptance guidelines and feasible within the existing calendar of events.
- Until a fully executed agreement is received by The Village, use of The Village name, logo or any of its licensed marks, is strictly prohibited.
- The Village does not endorse or promote any company's products or services.
- The Village must review all promotional materials (including press releases, public service announcements, scripts, posters, brochures, social media, etc.) before they are used.
- The Organizer must provide a list of companies or individuals to be solicited to avoid duplicate solicitations.
- Please be advised that The Village does not sell, loan or distribute its mailing list or email addresses to any company, group or individual.
- The Village does not associate with companies, groups or individuals known to conduct themselves in a manner incompatible with its mission. Therefore, The Village has the right to decline any underwriting and/or sponsorship if such association may negatively affect its credibility.
- The Village operates under the Better Business Bureau guidelines for charitable giving. These guidelines require clear disclosure to the consumer/donor/event participant that the proceeds of the event will benefit The Village.

Financial Guidelines

- The Village will not incur any expenses or provide any funds for event or campaigns.
- Any fees, entries, payment and/or contributions are made to The Organizer or designated contact. If checks are collected payable to The Village, please forward unendorsed checks along with the net proceeds of the event or campaign.

- Event payments by participants do not qualify as charitable, tax deductible contributions.
- If campaign expenses are greater than the total collected, The Organizer conducting the event or campaign is responsible for payment of these additional expenses.
- The Organizer assumes all risk for the event or campaign’s liabilities, including insurance coverage, if necessary.
- The Village reserves the right to review event or campaign financial statements at any time.
- Within 30 days after the last day of the event or campaign, send a check made payable to The Village to:
 The Village
 Development Department
 1680 Albany Avenue
 Hartford, Connecticut 06105

Acknowledgement and Participation

- The Village acknowledges the donation by publishing or displaying it in:
 - o The Village Web site
 - o Annual Report reaching 8,000 homes
- A Village representative may be able to attend an event or campaign kick-off, if appropriate. Personal appearances by The Village staff are handled on a case-by-case basis.
- The Village will provide literature or information to use for the event or campaign as deemed necessary.

Application Process

- Submit a Third Party Event Information Form and a signed copy of the Third Party Event Guidelines at least four weeks before the event or campaign.
- For questions, contact Matthew Southward, Special Events Coordinator, at 860-236-4511 x3358 or msouthward@thevillage.org

The Organizer

Date

Print Name and contact information