



WNY WOMEN'S FOUNDATION

## **Third Party Event Policy**

Thank you for choosing the WNY Women's Foundation as the beneficiary of your upcoming event.

The WNY Women's Foundation (WNYWF) was founded in 1999 when it was recognized that there was not enough funding or focus on the unique needs of women and girls in our region. **Our mission** is to create a culture of possibility so each woman and girl can live, grow and lead to her fullest potential. **Our vision** is that all women and girls have the opportunity to thrive, leading to a vibrant, inclusive WNY community.

### **Policy Purpose**

The WNYWF is grateful to the individuals and organizations from the community who want to raise funds to benefit the women and girls in WNY. Our brand name and logo are our greatest assets. In order to protect and maintain these we must be fully aware of their usage by community partners and supporters. As a 501(c)3 organization, the WNYWF has a fiduciary responsibility to ensure our name is used properly, funds are handled appropriately and fundraising is conducted in a manner aligned with our organization. Please do not promote or announce the event until an authorized representative of the WNYWF approves it in writing.

### **Event Marketing & Logistics**

- The WNYWF is the beneficiary - not a sponsor - of third-party fundraising events. Suggested copy for promotional materials should read: "Proceeds to benefit the WNY Women's Foundation" or "XX% of the ticket price will benefit the WNY Women's Foundation"
- The WNYWF logo cannot be reproduced without prior approval of a WNYWF representative
- The third-party fundraiser is responsible for all marketing, including press releases, social media, ads and invitations. When appropriate, and at the discretion of the WNYWF staff, the WNYWF will promote on their social media channels and/or via email.
- The WNYWF will not solicit sponsors or provide contacts, mailing lists for the event
- WNYWF staff and Board member's involvement in the event should be clearly defined at least one month prior to the event. Information that needs to be provided includes: time representative needs to arrive, expectations of rep, materials needed, etc.
- The WNYWF will provide Foundation materials (resources, marketing collateral), when appropriate, for event attendees
- The WNYWF will provide a letter of support to be used to validate the authenticity of the event and its organizers.

### **Financial Guidelines**

- WNYWF assumes no legal or financial liability associated with the event
- Third-party fundraising events must be financially self-sustaining without contribution or financial risk from the WNYWF
- Fundraisers must fully disclose the portion of the proceeds that will be donated to the WNYWF prior to the event.
- The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event.
- Receipts for donation will be provided by WNYWF if requested
- Donations may also be made through the WNYWF website by clicking the “DONATE” button on [www.wnywomensfoundation.org](http://www.wnywomensfoundation.org).

To submit your Third-Party Fundraising event, please contact Michelle Ostrander at 716-887-2762, [Michelle@wnywfdn.org](mailto:Michelle@wnywfdn.org) or fill out this form - <http://bit.ly/WNYWFFundraisingEvent> at least 2 months before your event date. Thank you for your interest in supporting the WNY Women’s Foundation!

*The WNY Women’s Foundation reserves the right to decline any event if it conflicts with our mission, fundraising efforts or event calendar. Additionally, the WNYWF may disassociate with a third-party event at any time if these event policies are not satisfied.*