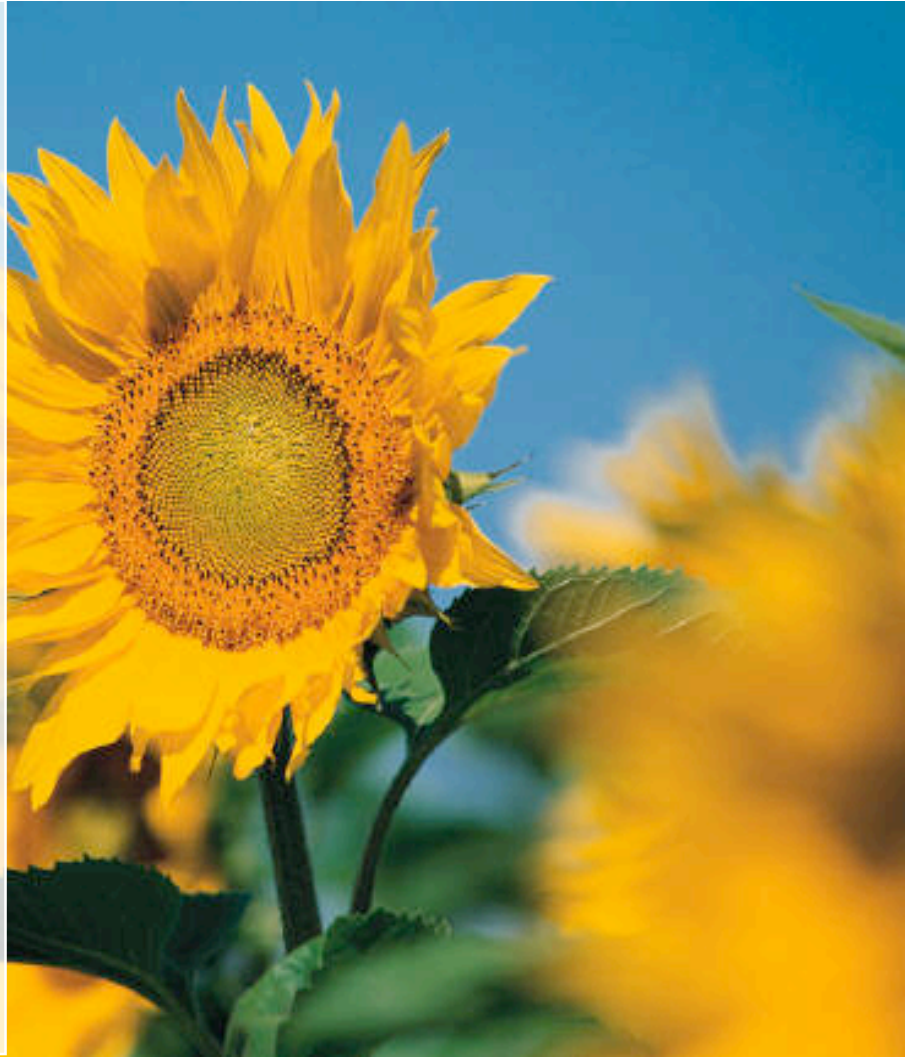


Washtenaw Literacy

THIRD PARTY

2009 - 2010



The Mission of Washtenaw Literacy is to provide free literacy instruction customized to the needs of adults throughout Washtenaw County, utilizing a trained network of volunteer tutors. It is our vision to be a dynamic model organization teaching literacy and functional living skills to adults, empowering them to achieve success in the community.

Washtenaw Literacy
5577 Whittaker Road
734.879.1320
www.washtenawliteracy.org

Washtenaw Literacy | Third-Party Events

Washtenaw Literacy (WL) receives numerous inquiries each year from individuals and organizations that want to stage their own fundraising events in support of our Mission; these “third-party” events are run independently by interested volunteers.

The path to launching a third-party event typically begins with an idea and plan of action that is presented to Washtenaw Literacy (WL). Upon careful review, WL assists the potential organizers in examining a variety of factors to determine if in fact the proposed event is viable

Examples of successfully produced and staged events include golf tournaments, run/walk events, raffles, auctions, wine tastings, company dress-down days, bowl-a-thons, motorcycle rides, and various other events. Volunteer creativity is the only limitation! We encourage the development of these ideas, and if the event is accepted, assistance may be provided in certain areas of preparation and coordination and provision of a nominal level of guidance and resources when appropriate. Here are some specific ideas.

Quarter Bistro Wine Tasting. This is an event the Quarter Bistro restaurant helps to arrange. Other local dining establishments may be open to similar functions.

Free “Sample” Day. For example, on Free Cone Day at Ben & Jerry’s includes a donation/information table for a local charity. WL volunteers staff the information table and talk to the patrons about buying upgrades for a waffle cone or a second scoop. All proceeds benefit Washtenaw Literacy in full. A similar event could be organized at any business.

Create a contest. In the past, a local company has held a beard-growing contest to raise funds for Washtenaw Literacy. Contestants enter for a fee which is donated to WL, participants vote for winner (who gets bragging rights). Or, can organize as “fee for a vote” (to vote for the winner, you donate \$1). The same kind of event could be organized as a “best costume”, “best braids”, etc.

At Home Sales event. Host a Tupperware, jewelry, lingerie, Avon party. Arrange with the product sales rep to donate a portion of the proceeds to WL. Possibly include a 50/50 drawing or other strategies to raise additional money.

Bowl-a-thon/Read-a-thon/Bike-a-thon. Organize an event where participants collect pledges for WL programs for each strike/page/mile they produce.

Bottle collection. Arrange with a local grocery store to staff a collection station on a specific date. Advertise ahead. On that day have volunteers staff the collection station, collecting returnable bottles and cans. Volunteers return bottles, proceeds help WL programs.

The gift of reading. Organize a “Christmas in July” event at a local church or other organization. Make hanging tags for a tree from items on our wish list. Place large collection boxes near tree. Volunteers to set date, publicize, make tags, collect items, and return to WL office.

Big House Big Heart Run. Organize a team of runners/walkers to represent WL at this annual September run organized by the University of Michigan. Part of the pledges benefits WL.

The funds raised from these events are used to support the myriad of programs and services benefiting WL’s learners. Furthermore, third-party events help to increase awareness of literacy and WL’s programs, a critical component in the fight against illiteracy.

Please review our guidelines for creating and staging a "third-party" event on behalf of the WL. You will also be asked to fill out an event application. For more information or an application, please contact WL Development Director, Vanessa Mayesky at 734.879.1320 or mayesky@washtenawliteracy.org

THIRD-PARTY EVENT POLICY

Washtenaw Literacy (WL) defines a “Third-party Event” as any fund raising activity by a nonaffiliated group or individual, where WL has no fiduciary responsibilities and little or no staff involvement.

These events may include two types:

1. Non-affiliated - This type connects WL with an existing event, activity or program, and a portion or all of the proceeds are donated to the chapter.
2. Special Interest - This is the organization of an independent event specifically designed to raise funds for WL, with all net proceeds going to benefit the chapter.

Washtenaw Literacy is extremely grateful to the many outside persons who wish to organize events to support the programs we fund each year. However, only those “Third-party Events” which meet specific criteria, and legitimately and genuinely benefit WL, will be considered for endorsement. Each event will be reviewed on a case-by-case basis.

THIRD-PARTY EVENT POLICY GUIDELINES

The following are the Washtenaw Literacy (WL) approved guidelines for “Third-party Events.” Guidelines must be agreed upon by both the outside party and WL. An event application must be submitted for review and approved before initiation of the event. Approval will be granted from WL.

Please complete and submit signed policy and application form.

PROMOTION

1. The event will be promoted and conducted in a manner to avoid statement or appearance of WL endorsing any product, firm, organization, individual or service.
2. WL reserves the right to decline any underwriting and/or sponsorship when it believes that the association may have a negative effect on the credibility of WL.
3. All “Third-party Events” should establish a timetable and action plan a minimum of three months before the event. A WL staff person should be utilized to aid in the development of committee structure, marketing and deadlines.
4. The official logo of Washtenaw Literacy should be appropriately used in conjunction with such an event, but may not be altered in typeface, color, configuration and/or position. Any use of the WL logo must adhere to established graphic standards.
5. WL must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
6. Promotional materials and/or advertisements cannot be purchased with WL funds. Any such advertisement should be the result of underwriting or sponsorship related to the event.
7. WL reserves the right to participate in similar promotions and other “Third-party Events.”
8. WL reserves the right to decline endorsement of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.

LIABILITY

1. WL is not financially liable for the promotion and/or staging of a “Third-party Event.”
2. “Third-party Event” organizers will have participants complete a waiver for release from liability when requested by WL.
3. Insurance certificates may be issued by WL to approved Events.

REVENUE GENERATION

1. For Special Interest Events, 100% net (minus campaign expenses) income must be remitted to WL.
2. Support Groups cannot receive or retain fundraising income.
3. For Non-Affiliated Events, a minimum of 50% gross income should be remitted to WL. However, exceptions may be made depending on the magnitude of the event, or other factors determined to genuinely benefit WL through its endorsement.
4. All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit WL.
5. WL must receive all net proceeds within 30 working days of the conclusion of the event and/or promotion.
6. WL cannot endorse or be affiliated with any events that are for the benefit of a specific learner or WL member.

RECORDS

1. WL should receive a list of targeted sponsors for the event, *before they are approached*, to minimize overlap with other fundraising campaigns underway by WL.
2. WL should receive a complete accounting of all funds collected and expenses related to the event. WL reserves the right to inspect all event financial records.
3. WL will receive a list of all tangible non-cash contributions to the events.
4. WL will receive a list of all donors who contributed to the event.
5. “Third-party Event” organizers will collect names of participants, sponsors and volunteers, mailing appropriate materials as needed.
6. Organizers may coordinate with WL for assistance.

ACCESSIBILITY

All “Third-party Events” should be accessible to people with disabilities. The event should take place at a location that meets ADA regulations. “Third-party Event” organizers should promote and make arrangements for any special accommodation needs by participants, volunteers, and/or staff.

TAX ISSUES

According to Section 170 of the Internal Revenue Code, the general rule is, “There shall be allowed as a deduction any charitable contribution (as defined in subsection (c)) payment of which is made within the taxable year.” Subsection (c) goes on to define the term “charitable contribution” as meaning a gift to or for the use of qualified organizations. To become a qualified organization, most organizations must apply to, and be approved by, the IRS. If a payment is made to an organization that is a qualified organization, the payment is a charitable contribution.

Washtenaw Literacy has applied to and been approved by the IRS as a charitable (qualified) organization as defined by Internal Revenue Code Section 501 (c)(3) meaning that contributions to WL qualify for the maximum charitable contribution deduction under the Internal Revenue Code. A difficulty arises when an independent, outside organization wishes to raise money for the WL. If the payments are made to this independent organization and it is not a qualified organization, tax deductible rules do not apply; if payments are payable to the WL, then they qualify—to the extent allowed by law.

After you have read the above policy thoroughly, please fill out the “Third-party Event” Application, and sign and date this agreement below. Mark any mutually agreed upon changes to the above with initials.

THE ABOVE GUIDELINES HAVE BEEN READ AND AGREED TO BY:

Contact Name: _____ Date: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Organization/Affiliation: _____

WL Representative: _____ Date: _____

Please send completed application and signed agreement to WL, Development Director, Vanessa Mayesky, Washtenaw Literacy; 5577 Whittaker Road, Ypsilanti, MI 48197

Phone: 734.879.1320 Fax: 734.879.1319

