



Camp Rainbow is honored to benefit from your fundraising event. The wonderful support we receive from our community is what allows us to continue growing our programs to serve children and families affected by a pediatric cancer or blood-related disease. Thank you for your support!

To help you have a successful event, we ask that you please review the following guidelines and submit our “Third Party Event Application” to Laura Schulte, Director of Donor Development, at [lauras@camprainbow.com](mailto:lauras@camprainbow.com).

If you have any questions, please contact Laura at 314.469.8035 x 517

**General Guidelines:**

- All fundraising events/promotions for the benefit of Camp Rainbow must be approved in advance.
- Fundraisers to benefit Camp Rainbow must reflect positively on its mission. Camp Rainbow reserves the right to decline any fundraising proposal that is not in line with our mission.
- Event organizers are responsible for obtaining all permits, licenses, and insurance certificates required, as well as any other costs incurred.
- Camp Rainbow assumes no legal or financial liability associated with third-party events.
- Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to the Camp Rainbow Foundation in all advertising, promotions, as well as in all communication with donors, sponsors and participants.

**Communication Guidelines:**

- Participants may not use the information, logos, or photos on the Camp Rainbow website without the express written consent of Camp Rainbow.
- All promotional materials must clearly state the event is sponsored by you or your organization with clear language of the net proceeds going to Camp Rainbow. If a specific percentage of event proceeds are being donated to Camp Rainbow, this must be communicated in all materials.
- Camp Rainbow cannot be used as an event title but may be identified as the beneficiary of the event/promotion.
- Camp Rainbow does not provide advertising to promote third-party events.
- Camp Rainbow will not provide our solicitation lists.

**Third-Party Fundraiser Guidelines Financial Guidelines:**

- Camp Rainbow will not incur third-party expenses or provide any funds for third-party events or promotions.
- No bank accounts or holding accounts may be established under the Camp Rainbow name.

- The not-for-profit tax-exempt status of Camp Rainbow may not be used by the host organization to purchase items and materials with which to conduct the activity.
- Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions, or salaries may be retained from event proceeds by your organization or its members.
- The organizer agrees to minimize expenses related to the event and to provide Camp Rainbow with an event plan and budget if requested.
- A check for the third-party event's net proceeds (gross proceeds less all related expenses) must be sent or presented in person to Camp Rainbow within 60 days of the event's conclusion.

**Charitable Giving Guidelines:**

- Unless your organization is a registered non-profit entity, donations made are not tax deductible.
- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to Camp Rainbow as we are the only agents who can verify that such a gift was made, as well as the nature of the gift, to the Internal Revenue Service. For an official tax receipt to be issued, Camp Rainbow must be provided with the donor's name, address and phone number.
- Any checks made payable to Camp Rainbow must be forwarded to Camp Rainbow for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Donations that meet the legal requirements of a true donation will be issued a tax receipt letter from Camp Rainbow.

**Third Party Event Application:**

- If the event is approved; you are solely responsible for complying with any and all applicable laws and regulations, including, but not limited to, those related to gaming, raffles, sweepstakes and fundraisers. By approving this event, Camp Rainbow is in no way liable for the foregoing obligations or the promotion, conduct or staging of the function.
- The request form can be completed online using our secure form or by filling out the word document and returning by email or mail to our offices for official review.
- Once approved, a copy of the approval letter will be sent to you via email, if provided. The hard copy will follow by regular mail for your records.

**In support of your event, we are happy to provide the following:**

- Advice and expertise on event planning.
- Camp Rainbow materials, such as flyers or promotional items, if available.
- Attendance of a Camp Rainbow representative as requested and available. However, our employees should not be counted on to "work" the event.
- Camp Rainbow will add the event to our online communications but cannot guarantee any social media promotion or email communication with our families, volunteers, or board.

### Camp Rainbow Third Party Event Application

Please complete and submit this application to Laura Schulte, Director of Donor Development at [lauras@camprainbow.com](mailto:lauras@camprainbow.com) prior to any promotion of your event.

BY COMPLETING THIS APPLICATION, YOU AGREE TO ABIDE BY OUR GUIDELINES.

#### **Event Organizer Contact Information:**

First Name	Last Name	Organization (if applicable)
Address		City, State, Zip
Phone	Email	

#### **Event Details:**

Name of Event	Event Location
Event Date	Event Time(s)
Event Description	
Event Website and/or Social Media Page(s) as applicable	
Anticipated Donation Amount _____	
How do you plan to publicize this event?	
What promotional item or display are you requesting? (Camp Rainbow cannot guarantee availability)	
Would you like a Camp Rainbow representative to attend? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, is there an opportunity for the representative to speak and/or present <input type="checkbox"/> Yes <input type="checkbox"/> No	
Details for speaking _____	
Any other details we need to know? _____	