



# The Gathering Place

## The Gathering Place Third-Party Fundraiser Event Resources & Toolkit

### **Welcome:**

Thank you for supporting The Gathering Place (TGP) and our mission to support women, gender-diverse individuals, and children in building stable lives through home, health, purpose, and community programs. As a not-for-profit organization, The Gathering Place relies on the generosity of our community—people like you—to help us accomplish our mission.

We are deeply grateful for your interest in hosting an independent third-party fundraiser. Your fundraising efforts will allow us to improve TGP's services and programming available to marginalized individuals and families experiencing poverty and homelessness.

This guide will provide information on how to both plan and host your fundraiser, what resources are available to you, and answers to many frequently asked questions.

### **Fundraiser Guidelines:**

Until the application is approved, the fundraiser may not be promoted in any way, and no announcement can be made.

This application form is not a guarantee of approval. It must be submitted and reviewed to ensure that the fundraiser aligns with the mission of our organization, the dates do not conflict with other TGP events, amongst other criteria.

If expenses are greater than money raised by the fundraiser, the organizer is responsible for those expenses. Proceeds must be received within 30 days of the fundraising date or campaign.

### **How do I apply?**

Fill out the form below and send it to [development@tgpdenver.org](mailto:development@tgpdenver.org). Please allow two weeks for review.

### **Overview**

#### **What is a third-party fundraiser?**

A third-party fundraiser is a fundraising activity hosted by a non-affiliated group, organization, business, or other individual to raise funds for a non-profit or charity that is planned and executed by the third-party organizer.

#### **How will this toolkit help me?**

We hope to provide you with the tools necessary to plan and fundraise for TGP. This toolkit includes frequently asked questions, tips on how to get started, and what to do before, during, and after your fundraiser.

## Where will my donations go?

One hundred percent of donations from your fundraiser will be directed to The Gathering Place programming and operating costs.

## Fundraiser name policy

Due to legal requirements and our organization's bylaws, The Gathering Place may not be referred to and identified as the fundraiser host. For example, a fundraiser cannot be named The Gathering Place's Bike Ride to End Food Security; instead, it should be titled Bike Ride to End Food Insecurity benefiting The Gathering Place.

## How The Gathering Place can help you host a third-party fundraiser:

- Logo for marketing materials (use of TGP's name and logo must be pre-approved prior to use).
- Letter of endorsement to validate event authenticity.
- IRS-compliant tax receipt for donations made directly to The Gathering Place. Online donation or check must include the donor's name, contact information, event name, and be submitted within 30 days of the event.

## We are here to support you! However, there are services that we are NOT able to provide:

- The Gathering Place's tax exemption number
- Bank accounts or assistance processing or paying expenses
- Insurance, liability coverage or permits, liquor licenses, raffle licenses
- Mailing list of donors, corporate partners, vendors, or any TGP stakeholders
- Website or registration page
- Letterhead or any type of stationary
- Media publicity
- Celebrities or professional athletes
- Giveaways
- Guaranteed attendance or participation of TGP staff, volunteers, board members, etc. at planning meetings
- Assistance in soliciting donations, handling mailings, attending committee meetings, collecting donations, or recruiting attendees
- Guaranteed attendance at fundraisers by volunteers, staff, or board of directors

## Suggested Checklist

### Before your fundraiser

- ✓ **Get approvals.** All third-party fundraisers need to be reviewed and approved prior to moving forward with the event. Complete form below to apply. The Gathering Place reserves the right to request additional information before reviewing a proposal and has the right to refuse funds raised at unapproved events and activities.
- ✓ **All marketing materials that include The Gathering Place's logo must be reviewed and approved prior to distribution and publication.** Please allow at least five business days for approval of materials.
- ✓ **Give your fundraiser a personality.** Determine what the fundraiser will be and an appropriate name – be creative and make it fun for you and your guests!
- ✓ **Establish fundraiser goals.** Have realistic and measurable fundraising goals, identify all possible resources of income (sponsorships, donations, ticket purchases, wine pull, walk-a-thon, etc.) and estimate attendance.
- ✓ **Develop a budget.** Identify all sources of income and expenses associated with fundraiser expenditures.

- ✓ **Timeframe.** Select a date and location that is convenient for those who will be attending and be sure to check local community calendars for conflicting events.
- ✓ **Promote and publicize.** Determine the target audience and how you will promote the fundraiser. Social media is an easy, cost-effective way to spread the word to your network and the wider community. Create an event invite, request support, recruit volunteers, and more through your social networks.
- ✓ **Organize logistics.** Venue (if applicable), food/beverages, track RSVPs, payments, etc.

#### At your fundraiser

- ✓ **Thank attendees for their support.** Every dollar makes a difference, be sure to thank your attendees for supporting your fundraiser.
- ✓ **Take photos.** Photographs are a great way to document your fundraiser and share with guests.

#### After your fundraiser

- ✓ **Send in your donation.** A single check from the fundraiser should be made payable to The Gathering Place. Payment can also be made online; please put the name of the fundraiser in the “Comments” section on the donation page.  
 Mail checks to:  
 The Gathering Place  
 c/o Development  
 1535 High Street  
 Denver, CO  
 80218
- ✓ **Send us photos.** If applicable, email the best five photos with a brief description and caption from your fundraiser to [development@tgpdenver.org](mailto:development@tgpdenver.org).
- ✓ **Review your fundraiser.** Congratulations! You successfully hosted a third-party fundraiser. Now it is time to talk through your successes and areas of opportunity for next year!

### Frequently Asked Questions

**Can I designate a specific program for my fundraiser to benefit?** Donating to The Gathering Place’s general operating fund is the most comprehensive and impactful way to support the organization. However, if you would prefer to designate your fundraising gift, please email [development@tgpdenver.org](mailto:development@tgpdenver.org) to discuss options.

**How long does it take to get my third-party fundraiser approved?** Please allow two weeks for review and approval.

**Can I/we use The Gathering Place’s name and logo on promotional materials?** Once your fundraiser has been approved, TGP will provide you with the appropriate logo for your marketing materials. Any materials that include TGP’s name and/or logo must be approved by TGP staff ([development@tgpdenver.org](mailto:development@tgpdenver.org)) prior to publication or distribution.

**Can someone from The Gathering Place assist with planning the fundraiser and will a team member be in attendance if I am hosting an event?** TGP cannot guarantee the availability of an organizational representative for your event. We are happy to provide guidance, but we cannot handle the organizational or administrative tasks necessary to host a third-party fundraiser due to limited resources and capacity.

**Can The Gathering Place provide information about the organization’s mission, programs, services, and ways to get involved?** Absolutely. Email [development@tgpdenver.org](mailto:development@tgpdenver.org) for flyers to hand out about our programs and services, volunteering, in-kind donations, and other ways to get involved.

**Will The Gathering Place share my fundraiser internally and/or on its social media channels?** We have a standing policy that we do not post about third-party events or fundraisers on our social media

channels. We're simply not able to capture all of the valuable support and efforts that occur without having our channels completely overtaken by these posts. While we value and appreciate the good work that's being done and the cause it's supporting, we have to stand firm on this policy.

**Can The Gathering Place provide insurance or assist in securing permits and licenses for my fundraiser?** As the fundraiser organizer, you are solely responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws and obtaining appropriate insurance coverage as necessary. TGP cannot be held liable for details associated directly or indirectly with the fundraiser, including but not limited to: expenses, purchases, insurance, or liability coverage.

**Can I organize a raffle?** You may hold a raffle if you have a raffle license and comply with all rules and regulations associated with the license including but not limited to the Colorado Department of gaming regulations and the Internal Revenue Service. We cannot provide or "lend" our non-profit status to your fundraiser. We cannot endorse any fundraiser that holds a raffle without a license.

**Can I/we use The Gathering Place's Tax Exemption Number?** No. As a tax-exempt organization, TGP has the responsibility to use our tax-exempt status only for events and activities directly planned and managed by an agent of TGP. We are not able to "loan" our tax-exempt status to anyone outside of our organization even for purposes of fundraising.

**Can I open a bank account to manage revenue and expenses for my event?** Yes. You may establish a bank account to manage incoming revenue and expenses. This can be done by visiting a local bank and creating a business account under your event's name, excluding the use of The Gathering Place, or any sites, programs, or funds associated with the organization. As the event organizer, you are responsible for all event expenses and will not be reimbursed. TGP will not be liable for any costs or expenses associated with the event.

**Will donors receive a tax receipt?** TGP cannot issue charitable tax receipts for donors who make payments directly to your fundraiser. If your donor would like a tax receipt, have the donor make an online donation to The Gathering Place, or write a check payable to The Gathering Place, with the event name included.

Checks should be send to:  
The Gathering Place  
c/o Development  
1535 High Street  
Denver, CO  
80218

*Please note, we cannot issue tax receipts for checks related to event tickets and sponsorships that include goods or services as an entitlement, prizes, or auctions.*

We are excited to partner with you, and our team is ready to ensure that your fundraiser is a success! If you have questions or need additional information, please contact:

TGP's Development Team  
[development@tgpdenver.org](mailto:development@tgpdenver.org)