



## Children's Center for the Visually Impaired

Thank you for your interest in having a fundraiser for CCVI (Children's Center for the Visually Impaired). The following guidelines apply to all fundraising activities taking place for the benefit of CCVI.

### **We want your event to be a success! Some of the ways CCVI will help make that happen include:**

- Event planning expertise and advice
- Our logo (each usage must be approved by CCVI)
- Promotion via CCVI's website and social accounts.
- CCVI Banners, signs and marketing materials at your event
- A CCVI representative at your event if requested and schedules allow
- A tax-receipt and thank you sent to donors who contribute directly to CCVI.
- A thank you letter sent to supporters for whom we are provided full mailing information in Excel.

**Please note that CCVI is unable to provide the following supports:** extend use of our tax exemption status; provide insurance coverage; sign contracts or book facilities or vendors on behalf of the fundraiser; provide funding or reimbursements for expenses; provide mailing lists of donors; mail invitations; assume any type of liability for the fundraiser; or, guarantee attendance of staff, volunteers, students or families at the fundraiser.

### **The event organizer is responsible for all details of the event including:**

- Underwriting all of the related costs
- Printing all materials and publicizing the event
- Working and staffing the actual event
- Complying with all federal, state and local laws
- Obtaining any necessary permits, licenses and/or insurance

### **Third Party Fundraiser General Guidelines**

#### **Organizers must submit a Fundraiser Application.**

Submitting the application helps CCVI plan how to best support and promote your event. Also, by making us aware of your efforts and the event being formally approved, it adds credibility to your fundraiser when you're seeking donations and when we receive inquiries about your fundraising efforts.

Upon receipt and review of your application, CCVI will provide you with a formal letter of approval. Event organizers often find this letter useful to share with potential sponsors when seeking support to help validate their event and add credibility to their solicitation.

**CCVI should receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other CCVI events and/or fundraising campaigns that may be underway.**

If we are unable to initially approve your fundraiser based on the information provided in the application, we will contact you to learn more or discuss our concerns and alternatives in hopes of then providing approval.

**CCVI approves all promotional materials, including but not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.**

CCVI should be listed as the beneficiary of your fundraiser but should not be used in the title line (for example *Illuminate, a party benefitting CCVI* is appropriate, but *CCVI's Illuminate Party* is not).

**All promotional materials must clearly state the percentage of proceeds that will benefit CCVI.**

As required by the IRS, it is necessary to indicate the percentage of net proceeds that will be donated when promoting the fundraiser. If 100% of the net proceeds are being donated, you are welcome to specify "100%" or "all," or you may also choose to just say "benefitting CCVI (or Children's Center for the Visually Impaired)." If less than 100% of net proceeds are being donated, it is necessary to specifically indicate the actual percentage in any promotional and informational materials and communications.

**CCVI is not financially liable for the promotion and/or staging of third party events.**

**CCVI will receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.**

Within 10 days of your fundraiser, please contact CCVI by phone or email with a brief update of how your fundraiser went and approximate anticipated proceeds, If you have event photos you're willing to share, we'd love to share them on our social channels.

**Send your donation to CCVI.**

Within 60 days of the completion of your fundraiser, please send the donated proceeds to the address below. If you would like to have a formal check presentation at CCVI, we are happy to do so. Please let CCVI know, preferably two weeks in advance.

CCVI  
Attn: Development Department  
3101 Main  
Kansas City, MO 64111

On the Memo Line of the check please note the name of your fundraiser

**If you have any questions regarding third party fundraisers, please contact Susan Belger Angulo, Director of Development, at 816-841-2284 x2017 or [sbelger@ccvi.org](mailto:sbelger@ccvi.org).**