



P.O. Box 152742
Arlington, TX 76015
www.shstexans.org

Third-Party Fundraiser Policy & Guidelines

Thank you for your interest in hosting a fundraising event for the Sam Houston High School Alumni Association! Events such as yours are important in our efforts to raise funds and awareness of our mission to provide support to the students, faculty, staff, and administration of Sam Houston High School in order to promote success, spirit, and pride and improve student educational outcomes.

Overview.

Individuals or organizations can host an independent fundraising event to support the association. Anyone in the community can hold an event to support the areas of greatest need or a specific program of their choice. Interested groups can ask the association for more information on current needs or make a choice based on current available programming. Any individual or organization outside of the SHHS Alumni Association that organizes and hosts an event, promotion, sale, or donation on behalf of the association is defined as a “third party.”

Below are ways the association can help with your fundraiser:

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve use of our logo, provided certain criteria are met
- Help you select programming for your donation to support
- Coordinate check presentations

Below are services that the association is unable to provide:

- Insurance or liability coverage
- Mailing list or personal information of our donors or members
- Official association stationery/letterhead
- Our tax exemption number
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television)
- Guaranteed attendance of our donors or members

Communication Guidelines.

- Participants may not use copyrighted information, logos, or photos without written consent of the association.
- The association is a beneficiary, not a sponsor, of a third-party event or fundraiser. All promotional materials should clearly state that the event is sponsored by the third party with net proceeds benefiting the association.
- SHHS Alumni Association cannot be used in an event title but may be identified as the beneficiary of the event/promotion. (For example, an event may not be referred to as “SHHS Alumni Association Bake Sale.” Instead, it should be promoted as “XYZ Bake Sale to Benefit the SHHS Alumni Association.”)
- If less than 100% of net proceeds will be donated, fundraisers must truthfully state the portion or amount of the proceeds which will be donated to the association in all advertising, promotions and in all contact with donors, sponsors, and participants.
- The third party is responsible for its own marketing, including writing and distributing press releases, PSA’s, social media postings, invitations, ads, etc. The association may or may not share these with its members, donors, or followers, at the discretion of the Board of Directors.
- The third party must submit all public and promotional materials containing association name and/or logo to the association for review and approval prior to publication and distribution of these materials. Please allow the association Board of Directors five (5) business days to review these materials.
- The association does not participate as a “co-host” on third party events posted on Facebook or other social media sites.

Financial Guidelines.

- All third-party expenses (including advertising) are the responsibility of the third-party organizer and must be paid before net proceeds are given to the association. The association’s tax-exempt status may not be used by the third party to make purchases with which to conduct the fundraiser.
- The association will not distribute retail discount coupons for sponsors of a third-party event to its members, donors, volunteers, or attendees.
- The third-party event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.
- 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 association will not assume any type of liability for a third-party event, including liability for any injuries sustained by third party.
- No bank accounts, payment processing service accounts, or holding accounts may be established under the association’s name.
- A check for the third-party event’s net proceeds (gross proceeds less all related expenses) must be sent to the association’s official post office box mailing address or presented in person to a current association board member within 60 (sixty) days of the event’s conclusion.

Charitable Giving Guidelines.

- Unless the third party itself is a registered non-profit entity, donations made to it are not tax deductible.
- Donations made directly to a third-party event can be used to cover the event's expenses, but are not tax-deductible.
- A donation solicited on the association's behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to the association, as the Board of Directors are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- In order for a tax receipt to be issued, the association must be provided with the donor's name, mailing address, and phone number.
- Any checks made payable to SHHS Alumni Association must be forwarded to the association for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible and will be receipted by the association.

Event Request Submission & Approval Process.

- The event request form may be completed on the association's website for official review at <https://shhstexans.org/event-request>.
- The average processing time for review and approval is 10-14 business days. Please note that if your form is incomplete or requires further research, additional time will be needed to properly assess the request.
- If approved, an approval letter will be sent to you via email, if an email address was provided. A hard copy of the approval letter will follow by regular mail for your records.
- If the event is approved; the third party is 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, the SHHS Alumni Association is in no way liable for the foregoing obligations or the promotion, conduct, or staging of the function.

Contact Us. If you have any questions or concerns about our Third-Party Fundraiser Policy, please send an email to info@shhstexans.org.