



## Building Specially Adapted Homes for our Severely Injured Veterans

Homes for Our Troops: 6 Main Street, Taunton, MA 02780

### **Community Fundraising Guidelines**

Before you plan your fundraiser, we would like to provide you with some of our guidelines. While we are grateful for your support, we ask that you do not move forward with your fundraising efforts without following the guidelines below. Registering your fundraiser and following these guidelines ensures that Homes for Our Troops is aware of your event and can support you to the best of our ability. It also enables HFOT to answer any questions that may arise regarding your event.

All community fundraisers must submit the proposal form online no less than 30 days prior to the event. The Homes for Our Troops Community Fundraising Coordinator will review the application and respond within 5 to 7 days of submission. **Please do not move forward with any event planning or public advertising until you have received approval for your event. This is extremely important in preserving the name and integrity of Homes for Our Troops.**

All community fundraisers will not promote Homes for Our Troops as the organizer of the event, but rather the beneficiary. In an effort to protect our name, brand, image, and mission, we cannot officially endorse your event.

#### **Event Name**

Your event name cannot include "Homes for Our Troops" or "HFOT" in the event name, however "benefiting Homes for Our Troops" is acceptable. For example, you may not call your event "1<sup>st</sup> Annual Homes for Our Troops Poker Run", but you can call it "1<sup>st</sup> Annual Poker Run to Benefit Homes for Our Troops".

#### **Logo Usage**

Upon approval, all community fundraisers will have permission to use the Homes for Our Troops Proud Supporter logo. All logo usage must follow the Logo Guidelines that are provided with the logo file. Any and all promotional material for the event must be submitted for approval to HFOT before printing, publicizing, and posting.

#### **Promotional Material**

All advertising and promotion of community fundraising events are at the sole expense of the organizer. All promotional materials including, but not limited to advertising letters, flyers and press releases must be sent to [ifundraising@hfotusa.org](mailto:ifundraising@hfotusa.org) to be reviewed and approved by Homes for Our Troops before printing and publicizing. Upon request, Homes for Our Troops can provide you with tri-fold brochures or info cards that convey our mission which can be given out to event attendees.

#### **Collecting Funds & Making Your Donation**

Keeping accurate accounts of your fundraising financials is extremely important. Homes for Our Troops will not be responsible for any expenses incurred for community fundraising activity. If Homes for Our Troops is not receiving 100% of the proceeds from a community fundraising event, the exact portion or



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donation amount must be clearly stated in all promotional material and publicity. For example, "Proceeds will be split evenly between Homes for Our Troops and (another nonprofit organization)".

Proceeds from community fundraisers should be sent to the Homes for Our Troops headquarters within 45 days of the event date. Donations should be made payable to "Homes for Our Troops" and should be submitted by check or money order. If cash donations are accepted during your event, please convert all cash to check or money order form before submitting the donation.

Proceeds should be sent to the following address:

**Homes for Our Troops**  
**Box #2464**  
**Taunton, MA 02780**

### Tax Information

Contributions are tax-deductible only if they are made directly to Homes for Our Troops. Tax receipts will be issued by Homes for Our Troops once donations have been received and processed at our office. Tax receipts for personal checks from individual donors will be sent directly to the name and address on the check, not the event organizer.

**Tax receipts will be issued only if the donor did not receive anything of value (other than items of minimal value such as a boxed lunch, small event token, general sponsor recognition and/or promotion at the event).** Funds received by the event for purchase of auction items or similar items of value cannot be given a tax receipt. Instead, the person should consult with their tax professional for the proper treatment for tax purposes.

### Permits and Liability

Homes for Our Troops will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising in any manner related to your event. The organizer of each event must take the proper precautions with regards to insurance and coverage. Homes for Our Troops cannot insure your event. Homes for Our Troops is not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

### What Homes for Our Troops (HFOT) can do for an Independent Fundraiser:

- Provide the HFOT Proud Supporter logo to be used in event promotion
- Post a flyer for the event on our website's events calendar
- Provide promotional material for attendees or to be placed at an awareness table
- Send acknowledgement letters to all direct contributors to HFOT
- Issue thank you certificates to you and, as requested, to your supporters



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### What Homes for Our Troops cannot do for an Independent Fundraiser:

- Mail invitations to HFOT constituents
- Provide mailing lists to the event organizer
- Solicit sponsorships or donations for the event
- Endorse the event or its organizers
- Provide a HFOT representative at the event
- Provide volunteers to serve on event organizing/planning committee, serve in a leadership role at the event, or staff the event
- Have decision making authority at the event or over event operators
- Pay the event expenses or reimburse the organizer for event expenses
- Provide insurance for the event
- Allow the HFOT name to be represented as a partner, sponsor or organizer of this event
- Guarantee attendance

### As an Independent Fundraiser, you:

- Must abide by all of the HFOT Fundraising Guidelines and Logo Guidelines
- Must provide any event promotion materials to HFOT for approval before publishing. Please send materials to [ifundraising@hfotusa.org](mailto:ifundraising@hfotusa.org) for review and approval
- Must indemnify, defend and hold HFOT harmless, including its chartered units and its governors, directors, officers, employees, agents and volunteers from and against any and all suits, claims, demands, liabilities, damages, costs and expenses (including reasonable attorneys' fees) arising out of or relating in any way to your fundraising activity
- Must submit any collected funds to HFOT immediately if, for any reason, the fundraiser is cancelled. Funds must be sent to: **Homes for Our Troops, Box # 2464, Taunton, MA 02780**
- Must comply with all federal, state and local charitable solicitation statutes, regulations and ordinances that affect or apply to the fundraising activity
- Must apply due diligence not to use any copyrighted or trademarked material in naming the event or in the creation of slogans and flyers
- Must submit proceeds from the fundraiser to HFOT no more than 45 days after the event. Proceeds must be sent to: **Homes for Our Troops, Attn: Independent Fundraising, 6 Main St, Taunton, MA 02780**
- Must collect the names, addresses, phone numbers, and emails for each volunteer and donor and submit them to HFOT. This is important information that will help HFOT thank all volunteers and donors
- Cannot claim to be a representative of HFOT
- Cannot use the HFOT Tax ID number to avoid sales or other taxes
- Cannot provide receipts to donors or promise tax deductions for event sponsorships or fees
- Cannot use the HFOT Proud Supporter logo without written permission from HFOT