

Home for Families' Third-Party Fundraising Policy

Thank you for your interest in raising funds on behalf of Home for Families! This document is the official policy of the Homeless Families Foundation, doing business as Home for Families, regarding third-party fundraising. Home for Families (HFF) defines third-party fundraising as any outside institution, organization, corporation, business, group, or individual raising monetary funds or donations on behalf of HFF. Third-party fundraising events are designed to be self-sufficient, meaning they should require little to no additional support from HFF.

Registration of Third-Party Fundraisers

Third-party fundraisers are encouraged to register their event or campaign using the [Third-Party Fundraiser Registration Form](#) at least 30 days prior to the event or campaign start date. HFF-approved fundraising templates exist on the [HFF fundraising webpage](#), but you may also provide an alternate form to be approved by HFF. Funds raised without prior registration may not be accepted, regardless of past affiliation with HFF. Verbal approval alone by HFF staff members does not constitute registration. All third-party fundraisers will be asked to acknowledge that they have read the third-party fundraising policy and agree to abide by its terms.

HFF Brand Use: Home for Families Logo, Images, and Messaging

- The use of material owned by Home for Families including but not limited to HFF's logo, branding, images, testimonials, or messaging is restricted to those who have registered their third-party fundraiser with HFF.
- [The HFF Third-Party Fundraising Toolkit](#) provides variations of the HFF logo, images, and messages to be used for third-party fundraising.
- The branding toolkit contents provided by Home for Families are not to be altered in any way in their presentation fundraising event materials.
- HFF may create and/or provide additional or custom messaging for fundraising events upon request.
- All promotional materials for third-party fundraisers, including ongoing campaigns, must clearly indicate the amount or percent of net profit to be donated to HFF.

Material and Non-Material Support

- Home for Families is not responsible for providing volunteers, staffing, reimbursement, event space, or any other financial, material, or non-material support regarding third-party fundraising.
- Third-party fundraisers may not use past or current clients as speakers or spokespersons without first engaging HFF with a formal request.
- At no time is a current or former client to be named as a beneficiary of a fundraising event.
- Home for Families will not provide donor, client, or volunteer information to third-party fundraisers under any circumstances.
- Third parties may not use HFF's name or tax-exempt status when creating bank accounts or booking venues and services.
- HFF will only provide donation acknowledgment or tax receipts for funds collected directly by HFF, whether that be by mail, website, or in person.

Expectations Regarding Liability and Adherence to Relevant Laws

- Fundraising parties accept all legal liability as to the raising of funds, including event (in-person or virtual) policies and procedures.
- Fundraising parties including all relevant staff and/or volunteers are expected to follow all local, state, and federal laws including but not limited to income and tax reporting, fair labor standards, and all laws relevant to fundraising events such as obtaining required permits, certifications, or licensure.
- Fundraising parties are responsible for acquiring any event insurance as necessary.

At its discretion, Home for Families may discontinue its relationship and affiliation with a fundraising party for the violation of any of the aforementioned restrictions, as well as for any reason otherwise unlisted.

Thank you once again for your interest in partnering with HFF to help us better serve families and youth in our community. If you have any questions about HFF's third-party fundraising procedures, please contact Sarah Moore at smoore@homeforfamilies.org.