

## Third Party Events Guidelines and Procedures

**New Hope Ministries** relies on the willingness of many individuals and organizations that generously initiate fundraising events and activities to raise money in support of our programs that benefit our neighbors in need.

A **Third Party Event** is an event organized and executed by community volunteers (individual, community group, service club, or business) external to New Hope Ministries who wish to raise money through a planned activity that is designed, managed and financially resourced by the external party. The beneficiary of the proceeds from the event is named as New Hope Ministries. New Hope requests that a Third Party Event Application be completed and returned to New Hope at least one month prior to the date of the event.

Examples of Third Party Events are auctions, concerts, golf tournaments, specialty product sales promotions, and bake sales.

After receiving and approving your Third Party Event Application, here's what New Hope can do:

- Post your event flyer on the New Hope Ministries web site
- Post your event flyer at our New Hope Ministries Centers
- Include your event as a link in New Hope Ministries e-newsletters
- Share your event on the New Hope Ministries social media pages
- Provide brochures and other printed materials about New Hope for the event
- If schedule allows, provide a New Hope representative to speak or be available at the event

Third Party Events Guidelines:

- New Hope Ministries cannot endorse any activity that would be inconsistent with the mission of the organization. For example, New Hope has chosen not to endorse raffles and other games of chance.
- The official logo of New Hope Ministries should be appropriately used in conjunction with such an event, but may not be altered in typeface, configuration, and/or position. Any use of the logo must adhere to established graphic standards. For more information, please contact New Hope Ministries.
- New Hope would request a copy of promotional materials using our name and logo.
- All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit New Hope Ministries.
- New Hope Ministries must receive all net proceeds within 30 working days of the conclusion of the event and/or promotion.
- New Hope Ministries is not financially liable for the promotion and/or staging of Third Party Events.
- Out of respect for donors and our organizations' reputations, New Hope Ministries wants to encourage accountability in the handling of donations and receipts for third party and our own fundraising events. We would greatly appreciate an opportunity to talk with our partners about your group's cash handling procedures and would be happy to share resources if they would be a benefit.

New Hope Ministries is recognized as a charitable organization by the IRS, and is defined by Internal Revenue Code Section 501(c)(3), meaning that contributions to New Hope Ministries qualify for the maximum charitable contribution deduction under the Internal Revenue Code. If payments are made to an independent organization which is not a qualified organization, then the payments are not tax-deductible. However, if payments are payable to New Hope Ministries, then they qualify to the extent allowed by the law.

New Hope Ministries is a member of the Pennsylvania Association of Nonprofit Organizations (PANO) through which New Hope has attained the Standards for Excellence accreditation, and a 4-Star rating by Charity Navigator. Through these two outside monitoring entities, nonprofit organizations must comply with applicable local, state and federal laws. The Standards for Excellence and Charity Navigator organizations build on that foundation and go a step further. Based on fundamental values – such as honesty, integrity, fairness, respect, trust, responsibility and accountability – nonprofits are held accountable for their program operations, governance, human resources, financial management and fundraising.



New Hope has materials available for those parties wishing to learn more information about the Standards for Excellence and Charity Navigator, as well as other best practices related to organizing and managing fundraising events.

If you are interested in holding a Third Party Event, please complete a Third Party Event Application and return it to New Hope Ministries. Questions about these guidelines or the application may be directed to New Hope Ministries' development office at (717) 432-2087 x211 or [mzemba@nhm-pa.net](mailto:mzemba@nhm-pa.net).