Third Party Fundraising Policies

Event income
While AWHONN is the recipient of donations raised through events for the Challenge, AWHONN is not hosting the events. Therefore, unless a donor (corporate or individual) makes the donation payable to the Every Woman, Every Baby Fund, we cannot offer a tax-deductible receipt or authorize use of our tax ID # to suggest the donation is tax-deductible.

Any gift-in-kind (a kind of charitable giving in which, instead of giving money to buy needed goods or services, the good and services themselves are given) donations (such as food, products, or auction items) received to support Challenge fundraising events not hosted by AWHONN are not eligible to receive tax-deductible receipts from the AWHONN. By law, AWHONN as a non-profit organization cannot provide a donor a tax-deductible receipt for in-kind gifts donated to groups hosting events on our behalf.

No general solicitations shall be undertaken by telephone, door-to-door, via mail or through the use of professional fundraisers.

If your Section does not have a bank account established for Challenge fundraising activities, create a separate bank account to accurately keep track of donations received. Section members are strongly discouraged from using personal bank accounts for Challenge-related fundraising activities.

Event Expenses
The individual or group organizing the third party event is solely responsible for all expenses incurred for conducting the fundraiser. AWHONN will not be liable for any expenses and will not reimburse the organizer for the purchase of any goods or services. Federal tax laws do not allow third party events to use AWHONN’s tax exemption or Federal Employer Identification number when purchasing any goods or services from vendors. Fundraising costs should be kept low to maximize the amount that goes to support Every Woman, Every Baby.

Event Insurance and Liability
The event planners are responsible for obtaining any necessary permits, licenses, and insurance required for their event. The event must comply with all relevant state and federal laws. AWHONN is not liable for any injuries sustained by event volunteers or participants related to fundraising events benefiting AWHONN. AWHONN cannot assume any type of liability for fundraising events.
**Event Endorsement/Sponsorship**

In naming your event or promotion, the Every Woman, Every Baby Fund should be listed as a beneficiary of the event. For example, organizers may not refer to the event as the “Every Woman, Every Baby Bowl-a-Thon”; instead, it could be promoted as a “Bowl-a-thon to benefit the Every Woman, Every Baby Fund.”

An event organizer may not use the Foundation’s 501(c)(3) tax exempt status when soliciting financial support or gifts in kind from a vendor.

**Event Promotion**

You may include the following statement in promotional materials: Gross Proceeds, Net Proceeds - or % of proceeds (i.e. state specific %) – from this event will benefit the Every Woman, Every Baby Fund. If AWHONN is not the sole beneficiary of your event, the percent of funds your organization plans to donate to the Every Woman, Every Baby Fund must be advertised in your promotion.

The official logo of the Every Woman, Every Baby Fund should be appropriately used in conjunction with your event and may not be altered in any way. Any promotional materials should reflect that the AWHONN is the beneficiary of the event, but not the host or sponsor.

Advertising and promotion of the fundraising activity is the sole responsibility of the event organizer, and promotional materials cannot be purchased using AWHONN funds.

AWHONN’s cannot provide assistance in the solicitation of sponsorships for your event.

Any direct mail solicitations must be discussed with the AWHONN prior to development.

AWHONN must review and approve all promotional materials such as letters, brochures, flyers, posters, tickets, and press releases.

**Acting Ethically and in Good Faith**

Third-party fundraising efforts to benefit AWHONN should focus on the mission of AWHONN and on raising funds to support that mission.

For more information, contact the AWHONN Development office at giving@awhonn.org or 202-261-2439 or 202-261-2437.