



# 2019 Fundraising Event & Activity Application

## 1. Organizer Information

Name of sponsoring organization or individual: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Phone: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## 2. Fundraising Event/Activity Information

Name of event/activity: \_\_\_\_\_  
Description: \_\_\_\_\_  
Location: \_\_\_\_\_  
Date(s): \_\_\_\_\_ Time(s): \_\_\_\_\_  
Event web site: \_\_\_\_\_  
Method of raising funds, including fees charged: \_\_\_\_\_

Is Easterseals MI the sole beneficiary of this event/activity?  Yes  No If no, who are the other beneficiaries? Please describe: \_\_\_\_\_

How do you plan to promote the event? \_\_\_\_\_

**Any promotional material including Easterseals Michigan's name and/or logo must be approved in advance.**

Who is your target audience? \_\_\_\_\_ Estimated attendance: \_\_\_\_\_

Is a Special Event Liquor License required for your event?  Yes  No

*(Please attach approvals by local authorities and evidence of insurance. Your organization must indemnify and hold harmless Easterseals MI from and against any liability claims, damages or expenses due to or arising from the event.)*

Are you holding a raffle as part of your event?  Yes  No

*(A raffle license is required for all games of chance. Easterseals MI cannot provide raffle licenses for third party fundraising events. If you are utilizing another 501c3 organization to obtain a raffle license, please tell us the organization's name: \_\_\_\_\_.)*



## 2019 Fundraising Event/ Activity Application, cont.

What materials or expectations do you have from Easterseals MI (Staff representation at the event/activity, promotional materials, etc.)? \_\_\_\_\_

Note: We do our best to accommodate staff representation if requested, but cannot guarantee attendance.

Have you hosted a fundraising event for Easterseals MI before?  Yes  No

If so, which event? \_\_\_\_\_

### 3. Designate Use of Funds

Please indicate where you want the donated funds to be used.

Greatest Need       Capital campaign       Specific program: \_\_\_\_\_

### 4. Financial Information (Please estimate)

Total proceeds                                      A. \$ \_\_\_\_\_

Expenses    B. \$ \_\_\_\_\_

Anticipated Net Proceeds                              C. \$ \_\_\_\_\_

*(The amount you expect to donate to Easterseals MI (A minus B).)*

Anticipated date of your donation: \_\_\_\_\_

*(Donations should be delivered/sent to Easterseals MI within 30 days of the event.)*

I agree that the information provided in this document is accurate and further agree to the terms set forth in the Easterseals MI Fundraising Guidelines document.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Send completed form to:** Easterseals MI, Attn: Development Dept., 2399 E. Walton Blvd., Auburn Hills, MI 48326

Or email: [ssaville@essmichigan.org](mailto:ssaville@essmichigan.org). Call Stephanie Saville at 248-475-6412 with questions.

**Office use only:** \_\_\_\_\_ Date application received      Approved / Declined      \_\_\_\_\_ Date applicant notified  
( EM / TT / LM )



## 2019 Fundraising Event/Activity Guidelines

Thank you for your interest in hosting a fundraising event or activity to benefit Easterseals Michigan. You and numerous community supporters are key in helping Easterseals Michigan address mental health issues, physical health needs and treatment barriers for our consumers' comprehensive wellness. Our wide range of innovative services serve nearly 12,500 individuals and families annually throughout the state.

### Please read these guidelines before planning your fundraising event/activity.

Our guidelines are designed to assist you in planning fundraising events/activities to benefit Easterseals Michigan. The State of Michigan regulates all fundraising activities, and we follow IRS laws for charitable giving and acknowledgements. **Any individual or organization who wishes to conduct an event or promotion involving the use of Easterseals Michigan's name for fundraising and/or publicity purposes must receive advanced approval from the Easterseals Michigan Development department.** Please allow three (3) business days for the review process to occur.

1. Events/activities should complement the mission and image of Easterseals Michigan. The final judgement allowing an individual or organization to host an event/activity using Easterseals Michigan's name or logo will be the sole and final decision of Easterseals Michigan's Development department.
2. Event/activity application forms should be submitted 30 days prior to the proposed event/activity date. All event/activity organizers must re-apply annually for approval.
3. You, as the event/activity organizer, must obtain all necessary permits, licenses and insurance.
4. Be prepared to estimate revenue and expenses for your event/activity, as well as the size and contribution you intend to donate. You, as the event/activity organizer, must maintain accurate accounting records of all revenue and expenses.

The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." Easterseals Michigan strives to maintain overall fundraising costs below 20% and we encourage event/activity organizers to meet this standard.

The public should be informed of the net amount that will be donated to Easterseals Michigan. If Easterseals Michigan will not receive all of the proceeds, then the exact percentage that will be donated to Easterseals Michigan must be clearly stated on all promotional materials and advertisements.

5. If using Easterseals Michigan's name or logo, the Easterseals Michigan Development department must approve, in advance, all copy for invitations, advertisements, press releases, posters or other promotional materials related to your event/activity. Please allow 3 business days for the review process to occur. When referring to the organization, please use "Easterseals Michigan" - Easterseals is all one word with an uppercase 'E' and include 'Michigan' with an uppercase 'M' with no additional words in between, before or after. The provided logo should not be modified in any way.

## 2019 Guidelines, cont.

6. Please only list Easterseals MI as the beneficiary of the event/activity. For example, event organizers should not call an event: "Easterseals Michigan Bowl-A-Thon." Your event should be promoted as: "Bowl-A-Thon to benefit Easterseals MI."
7. Events/activities must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state the fair market value or which portion of the contribution is tax-deductible. Easterseals Michigan can only send tax receipts/acknowledgements to individuals that write a check made directly out to Easterseals Michigan. All checks made out to Easterseals Michigan must be turned over and deposited by Easterseals Michigan. Do not open a bank account in Easterseals Michigan's name.

If credit card donations are being accepted, please notify Easterseals Michigan staff so we can set up an online fundraising page for the event.

8. You, as the event/activity organizer, may not keep any portion of the proceeds as profit or compensation for organizing the event/activity. If event/activity expenses are greater than the money raised, you are responsible for paying those expenses.
9. Proceeds must be received by Easterseals Michigan within 30 days of the event/activity.
10. If circumstances warrant (i.e. fraud, negative exposure, etc.), Easterseals Michigan may, at any time through members of its Board of Directors or executive staff, direct you to cancel the event/activity. You must agree to cancel the event/activity, if so directed, and further agree to release Easterseals Michigan and its officers and employees from any and all liability in connection with any such action.
11. Easterseals Michigan strives to end stigmas when it comes to disabilities. When talking about Easterseals Michigan programs and services, please refrain from using terms such as: "autistic child" or "disabled person." These individuals are not defined by a disability; they are living with a disability. Instead, say "child with autism" or "person with a disability."

### We're happy to help you in the following ways:

- Provide a letter of authorization to be used to validate the authenticity of the event/activity and its organizers
- Provide and approve the use of Easterseals Michigan's name and logo
- Promote the event/activity on Easterseals Michigan's social media page(s)  
*(A minimum expectation of a \$500 donation to Easterseals Michigan is required to receive promotional support of your event/activity)*
- Send a representative to attend your fundraising event/activity, if possible
- Provide a written tax receipt to donors who make their checks payable to Easterseals Michigan

### Sorry, we're not able to provide the following:

- Advice or assistance with event/activity planning
- On-site staff support at your event/activity
- Our non-profit tax ID to you for raffle, liquor license requests or sales tax exemption purposes
- Obtain permits or licenses for events, including those for raffles and/or games of chance
- Obtain liability insurance coverage
- Funding or reimbursement for event/activity purposes
- Solicit sponsorship revenue for your event/activity
- Easterseals Michigan letterhead
- Submit press releases to media outlets