



# Third-Party Fundraiser Policies & Procedures

Thank you for supporting our veterans!

Thank you for your interest in hosting an event to support Veterans Outreach Center (VOC). We are grateful for the support of the community in helping us to provide much-needed services to our veterans and their families. While the staff of VOC is able to provide advice and guidance, our limited resources do not allow us to provide organizational or administrative support of third-party events. Please keep the following in mind when planning your fundraiser.

## **General Guidelines:**

- ☆ Please complete and submit the third-party fundraiser agreement prior to promoting your event.
- ☆ Your event must comply with all relevant state and federal laws and be consistent with VOC's mission.
- ☆ All funds raised on behalf of VOC will be used to maintain and expand our programs and services.
- ☆ VOC reserves the right to cancel this agreement at any time should the activities of the event or event organizer(s) undermine or compromise VOC's mission and values.

## **VOC's Name and Logo Usage:**

- ☆ The use of VOC's name should never be used to imply that VOC is officially sponsoring or endorsing an event. Communication about the event must reflect that VOC is the beneficiary of the event. (i.e. "All proceeds (or a portion of the proceeds) raised at XYZ event benefit Veterans Outreach Center.").
- ☆ VOC logo is a trademark. VOC must provide written/verbal permission for use of its logo or name.
- ☆ Only those VOC logos provided by VOC are able to be used by third-parties.
- ☆ VOC must review all promotional materials prior to third-party use.

## **Event Promotion:**

- ☆ VOC will help to promote your event via its website, social media channels and e-mail blasts.
- ☆ If an event is being promoted on the internet or in print, a link to VOC website must be included with a statement that the event is benefitting VOC.
- ☆ VOC does not provide its database for promotion of third-party events.

## **Event Sponsorships and Expenses:**

- ☆ VOC cannot solicit sponsorships or in-kind donations for your event.
- ☆ The host group of the third-party event is responsible for all expenses.
- ☆ VOC's sales tax exemption cannot be extended to any third-party fundraising event.

## **Event Proceeds:**

- ☆ Please contact VOC at 585.295.7824 within three business days of your event to share your success and anticipated funds raised.
- ☆ All net proceeds received from an event, when applicable, must be sent to VOC within two weeks from the date of the event. Checks, payable to Veterans Outreach Center, may be mailed to:

Veterans Outreach Center  
Attn: Michele Martell  
447 South Avenue  
Rochester, NY 14620