



*People in our community and all over the world partner with Habitat for Humanity to build or improve a place they can call home. With our help, Habitat homeowners achieve the strength, stability and independence they need to build a better life.*

## **Third-Party Fundraisers**

Habitat for Humanity Portland/Metro East (Habitat) appreciates all who want to help us further our mission. One of the many ways to support us is by planning an event to raise funds for our affiliate, known as a “third-party fundraiser.” We are grateful for funds raised; they help us to continue building locally.

As an event organizer, we ask that you assume the responsibility of creating an event without any (or very limited) staff assistance. The nature of these fundraisers limits us because we cannot schedule, budget, nor predict a reliable source of revenue from such events. Therefore, we reserve our resources for Habitat special events and fundraising efforts but will be happy to provide support as listed below.

Thank you in advance for your time and energy on this project. We have put together the following so all participating parties are clear on their roles and responsibilities.

## **The Process...**

### **Before Your Event**

Please mail, fax, or e-mail a completed “Third-Party Fundraiser Description Form” as follows:

Cassie Punnett, Volunteer and Business Engagement Coordinator  
Habitat for Humanity Portland/Metro East  
P. O. Box 11527  
Portland, OR 97211

Fax: (503) 287-4649 ext. 40  
E-mail: [cassie@habitatportlandmetro.org](mailto:cassie@habitatportlandmetro.org)

### **Next**

You will be contacted by Habitat to let you know if your event has been approved.

Each request will be considered individually. Generally, the following typically will not be approved:

1. Fundraisers falling in close proximity to a Habitat event.
2. Fundraisers that rely heavily on the use of Habitat staff and/or volunteers.
3. Fundraisers that require significant response from our mailing list to generate the majority of revenue.
4. Fundraisers planned by businesses or individuals known to conduct themselves in a manner incompatible with our mission.

#### **After Your Event**

1. Please submit all contributions along with a "Third-Party Fundraiser Summary" to Cassie Punnett at the address above.
2. Be sure to thank each donor and supporter!

## **A Few Guidelines...**

#### **Staff**

Generally, Habitat will not provide staff or volunteer support for third-party fundraisers.

#### **Marketing**

The Habitat name and logo cannot be used to promote a third-party event without prior staff approval. All approved third-party fundraisers should submit copies of printed materials which include Habitat's name/logo prior to printing or posting on a website. Terms of the donation shall be advertised in marketing and promotional materials. This includes: the portion of the ticket price which will be donated, the duration of the fundraiser, and any maximum contribution amount set (ex. 50% of profits, one-time donation of \$1,000, or all proceeds).

Any contact with media must be coordinated with Habitat.

#### **Funding**

Please keep accurate accounts of your event. Habitat will not incur third-party expenses or provide any funds for third-party events.

Contributions may be tax-deductible:

\* If individual donors would like a receipt from Habitat, they need to make their donation in the form of a personal check payable to Habitat for Humanity Portland/Metro East.

\*A donation of cash or items solicited on our behalf is tax-deductible only when it is made directly and entirely to Habitat. We will determine what types of gifts can be considered tax-deductible prior to solicitation, as we are the only agents who can verify the gift to the IRS.

\*When a portion of the charge or "suggested donation" to the participant is not tax-deductible, a statement to that effect must be included in all appropriate materials.

\*If your event is held in December, please ensure that gifts and accompanying documentation are turned in or mailed to Habitat by 12/31. This will ensure that donors are eligible for tax benefits in the calendar year the gift was made.

## **Recognition**

The following is recognition available for approved third-party fundraisers:

### Fundraiser contributing \$100 - \$999

- Use of Habitat for Humanity Portland/Metro East's name, not logo
- Handouts about Habitat
- Advertisement on website (if open to public, and with advance notice)

### Fundraiser contributing \$1000 - \$4999

Those listed above, plus:

- Advertisement in newsletters (if open to public, and with advance notice)
- Recognition on Habitat's website

### Fundraiser contributing \$5000+

Those listed above, plus:

- Use of Habitat's logo
- Press Release sent to media by Habitat (if provided by organizer)
- Habitat representative available to speak at your event
- Opportunity for one group volunteer day on site (up to 10 people)



## Habitat for Humanity Portland/Metro East Third-Party Event Description Form

### Proposed third-party event

Name of event:

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Date(s): \_\_\_\_\_

Location(s): \_\_\_\_\_

Target Audience:

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Detailed event description:

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Do you need staff support from Habitat to complete your event? \_\_\_\_\_  
If yes, please provide details.

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### Contributions

What is the total amount of revenue you estimate will be generated from this event?

Total Revenue anticipated \$ \_\_\_\_\_

Total Expenses projected \$ \_\_\_\_\_

What percentage of the Net income will Habitat receive? \_\_\_\_\_

Any maximum or guaranteed minimum that will be contributed: (max/min) \$

Source(s) of Income (ex. Ticket sales, auction, etc.)

Anticipated Corporate Sponsor(s):

Types of Expenses (ex. Printing, food, location, etc.)

**Event Organizers**

Primary Contact:

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_ Other: (\_\_\_\_) \_\_\_\_ - \_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Day Phone: (\_\_\_\_) \_\_\_\_-\_\_\_\_\_

Email: \_\_\_\_\_

I have read and agree to follow Habitat for Humanity Portland/Metro East's third-party fundraiser guidelines.

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Signature

Date

Thank you, your third-party fundraiser will be reviewed and you will be contacted.

Cassie Punnett, Volunteer and Business Engagement Coordinator  
cassie@habitatportlandmetro.org / (503) 287-9529 ex. 40



1478 NE Killingsworth St. P.O. Box 11527 Portland, OR 97211 tel (503) 287-9529  
[www.habitatportlandmetro.org](http://www.habitatportlandmetro.org)

## Third-Party Event Summary Form

Name of event:

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Date(s):

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Is this an annual event? \_\_\_\_\_ If yes, date for next year: \_\_\_\_\_

Actual # in attendance: \_\_\_\_\_ Was this open to the public? \_\_\_\_\_

Please list any VIPs in attendance:

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Please list any media coverage:

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Please list any corporate sponsors:

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What were the highlights of your event?

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What would you change?

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Did this event meet your expectations? 1 being "Did not meet expectations", 5 being "Met expectations" and 10 being "Exceeded expectations"

1    2    3    4    5    6    7    8    9    10

**Contributions**

Total Revenue raised \$\_\_\_\_\_

Total Contribution given to Habitat \$\_\_\_\_\_

Were you properly supported and recognized by Habitat for your fundraiser?

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*Thank you for your support!*