



## Community Events Guidelines

*Special events and promotions to benefit The Atlanta Women's Foundation organized by third-party individuals, organizations or corporations*

Donations to The Atlanta Women's Foundation are extremely important in helping us further our mission to be a catalyst for change in the lives of women and girls and to end generational poverty. The Atlanta Women's Foundation is accountable to the public for fundraising activities using the AWF name. Please initial after reading through the guidelines below. Once all guidelines have been initialed you may complete the External Events Form.

\_\_\_\_\_ The third party acknowledges and agrees that as the organizer of the event, you are solely responsible for

- All operational aspects of the event including, but not limited to, the safe and lawful conduct of the Event and ensuring that the Event is conducted in a professional manner benefiting the parties' respective outstanding public images.
- All costs and expenses associated with the Event

\_\_\_\_\_ The third party must request permission to use The Atlanta Women's Foundations' name and/or logo, and completion of the External Events Form constitutes such a request. All references to the Foundation in publicity and promotional materials, on tickets, invitations, etc. should say: The Atlanta Women's Foundation. All promotional material related to the Event must be reviewed and approved by AWF prior to its production, distribution and display. This included, but is not limited to, invitations, press releases, newspaper, or newsletter article, etc.

\_\_\_\_\_ The third party agrees to comply with all laws relating to the promotion and conduct of the Event and its activities. The third-party agrees to file all appropriate registrations, obtain all permits, releases, consents, licenses and approvals, necessary or desirable for promoting and conducting the Event. Depending upon the exact nature of the Event, separate insurance may be required and/or The Atlanta Women's Foundation should be named as an additional insured on the other entity's insurance policy.

\_\_\_\_\_ The Atlanta Women's Foundation is not able to handle any administrative aspects of a third-party event. While we are able to provide guidance for an event, we do not have the staff to manage administrative tasks like invitation distribution, compiling RSVP's, etc.

\_\_\_\_\_ Third-parties must inform The Atlanta Women's Foundation of any effort to recruit financial underwriters/sponsors in order to ensure that there is no duplication of underwriting efforts.

\_\_\_\_\_ Third-party organizers should be prepared to initiate publicity for the event and commit the necessary funds to do so. All promotional and sales materials advertising the Event must state the exact amount of all monies that will be donated to The Atlanta Women's Foundation in clear, unambiguous and readily identifiable fashion.

\_\_\_\_\_ All checks need to be made to the organization that is holding the event. Organizers of third-party events may not offer underwriters or donors the option of writing their checks to The Atlanta Women's Foundation for tax purposes.

\_\_\_\_\_ Event proceeds must be provided within 60 days after the conclusion of the special event or promotion. Please only send one check made out to The Atlanta Women's Foundation. If the donation is coming from several donors, please provide an excel spreadsheet with donor names, addresses, and amount of donation. Mail the proceeds, and donor information to: The Atlanta Women's Foundation, 3355 Lenox Road, Suite 850, Atlanta, GA 30326.