



# 3rd Party Fundraiser Guidelines

Habitat for Humanity of Huron Valley, a 501(c)3 non-profit organization, under the laws of the State of Michigan, encourages 3rd party fundraising activities on behalf of Habitat for Humanity of Huron Valley (H4HHV) to help us provide decent and affordable homes for families in Washtenaw County. The following board approved policies and guidelines govern the 3rd party fundraising activities on behalf of H4HHV. H4HHV reserves the right to decline participation in any 3rd party event or promotion if it is determined to be in conflict with the organization's mission.

**Mission Statement:** Habitat for Humanity of Huron Valley works to enrich Washtenaw County through a legacy of affordable homeownership for low-income families.

\*\*Please initial the following guidelines and complete the 3rd Party Fundraiser Application to ensure that all fundraising projects are following Habitat for Humanity of Huron Valley and non-profit organization guidelines.

1. Before the fundraiser, the organization or individual must outline how it will raise funds for H4HHV by completing H4HHV's "3rd Party Fundraising Application". (See below)  
Initial: \_\_\_\_\_
2. H4HHV will send a signed application indicating acceptance from H4HHV. An organization or individual must receive this communication first before a 3rd party fundraiser can proceed.  
Initial: \_\_\_\_\_
3. Upon signed approval of an application, an organization or individual may raise funds on behalf of H4HHV.  
Initial: \_\_\_\_\_
4. For individuals interested in donating to H4HHV in lieu of gifts for a birthday, anniversary or other special occasion, checks should be made out to Habitat for Humanity of Huron Valley and sent to the affiliate office at 950 Victors Way Suite 50, Ann Arbor, MI 48108.  
Initial: \_\_\_\_\_
5. Fundraisers that involve agreement with any organization or individual to raise funds on a commission will not be considered. However support on a percentage basis is acceptable. The organization may include the following statements **ONLY** in promotional materials: **All Proceeds – or – % of proceeds (i.e. state a specific %) from this event will benefit Habitat for Humanity of Huron Valley.** Alternatively, an organization may state a specific dollar amount, for example, **"Five dollars of each ticket sold will benefit Habitat for Humanity of Huron Valley."**  
Initial: \_\_\_\_\_



[www.h4h.org](http://www.h4h.org)

950 Victors Way, Ste. 50  
Ann Arbor, MI 48108

734-677-1558



UNDER ONE ROOF

6. H4HHV will not supply any funding for a 3rd party activity and will not be responsible for any expenses incurred.

Initial: \_\_\_\_\_

7. The 3rd Party Fundraiser Organizer must process all monetary transactions within 30 days of the event and make payment to Habitat for Humanity of Huron Valley via check or money order.  
\*no cash accepted.\*

Initial: \_\_\_\_\_

8. 3rd Parties must be responsible for all sales, marketing and promotion of the event unless arranged with H4HHV in advance. This allows H4HHV to minimize time spent on outside activities and focus on our core fund-raising strategies.

Initial: \_\_\_\_\_

9. Use of H4HHV's logo will be granted only if the estimated donation to H4HHV is within the Logo Usage Policy range. All promotional materials such as invitations, press releases, fliers, email messages, posters et. al., must be approved by an authorized representative of H4HHV BEFORE they are printed, distributed or publicized in any way.

Initial: \_\_\_\_\_

10. Any use of the H4HHV name in stylized format (see Logo Usage Policy for guidelines) is prohibited.

Initial: \_\_\_\_\_

11. Promotional materials may not include any wording that suggests endorsement of a product or service by H4HHV. Similarly, promoters may not state that any product or service is approved in any way by H4HHV.

Initial: \_\_\_\_\_

12. Potentially hazardous events (i.e., skydiving) will be reviewed by H4HHV prior to any verbal or written confirmation to accept funds so the organization can determine any potential liability to H4HHV.

Initial: \_\_\_\_\_

13. H4HHV is not liable for any bodily injury, property damage or death resulting from a 3rd party event or activity.

Initial: \_\_\_\_\_

14. Use of H4HHV's tax identification number is never allowed. All funds from your event or activity must be made out to the 3rd party organization, not H4HHV. Those funds may then be converted to one disbursement, payable to H4HHV and sent to our affiliate office. Any exception to this item must be agreed upon in advance. \*No cash accepted.\*

Initial: \_\_\_\_\_

15. If an organization or individual is seeking its own sponsors, H4HHV requests a list of targeted sponsors. H4HHV reserves the right to exclude solicitation of specific sponsors. The donor should not use H4HHV's name to solicit its own sponsors, but can say H4HHV is the beneficiary of its activity.

Initial: \_\_\_\_\_



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U N D E R O N E R O O F

**16.** H4HHV will not partner with organizations associated with alcohol, tobacco or confectioneries nor games of chance (lottery, raffle, sweepstakes and drawing) without prior approval from its board of directors.

Initial: \_\_\_\_\_

**17.** H4HHV does not participate in 3rd party fundraising activities that involve selling tickets on behalf of another group, company, organization or nonprofit. This includes tickets to sporting events, local establishments, and other happenings. However, these opportunities may be appropriate for one of our fundraising coalitions, committees or groups. In these cases, please fill out the 3rd Party Fundraising Application below and we will consider your activity.

Initial: \_\_\_\_\_

**18.** If you are looking for a long-term partnership or ongoing promotion of your organization or company, these guidelines may not apply. Please direct all questions to 734-677-1558.

**19.** These guidelines do not apply to organizations/companies with which H4HHV has already formed a relationship including corporations, faith partners, strategic alliances and media partnerships.



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U N D E R O N E R O O F



# FUNDRAISER PLAN

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Virtual fundraiser title: \_\_\_\_\_

Date(s) & time(s): \_\_\_\_\_

Sharing platform website address and/or social media handles:

\_\_\_\_\_

Fundraising goal: \_\_\_\_\_ Expected expenses: \_\_\_\_\_

Do you plan to create marketing materials/flyers? \_\_\_\_\_ If so, will you be using the HHHV logo? \_\_\_\_\_

Have you reviewed and understand HHHV's Third Party Event Guidelines? \_\_\_\_\_

Will you be able to provide contact information for supporters/donors following your fundraiser? \_\_\_\_\_

What resources, if any, do you need from HHHV? \_\_\_\_\_

\_\_\_\_\_

Will you be working with any other individuals or groups to support your fundraising efforts? Please list here:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Complete this form and email to:  
Nancy Biehn, Habitat for Humanity of Huron Valley  
[jdevol@h4h.org](mailto:jdevol@h4h.org)

Questions? Call Jessica at 734-882-2012



[www.h4h.org](http://www.h4h.org)

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Ann Arbor, MI 48108

734-677-1558



Habitat for Humanity of Huron Valley has the right to use and distribute donated funds, as it deems necessary, in the furtherance of its mission.