



## Third-Party Fundraiser Policy

Thank you for your interest in supporting Nicholas House, Inc. (NHI). Because of our dedicated donors and volunteers, Nicholas House is able to help hundreds of homeless families find permanent homes each year.

In order to support you and your fundraiser, please read the following procedures and guidelines regarding third-party fundraising events for Nicholas House. Please submit an application before proceeding with your event. If you have questions, please email [tterry@nicholashouse.org](mailto:tterry@nicholashouse.org).

Definition:

A third-party fundraiser is defined by NHI as an individual, company, organization, civic group or a church who plans to donate proceeds of their NHI-approved event to Nicholas House.

Policies:

### I. Approval Process

1. An application must be submitted at least three weeks prior to the event.
2. Each application will be reviewed on an individual basis by a member of the Development team. Events will not be approved that:
  - Conflict with the mission of NHI or reflect poorly on our organization.
  - Conflict with any entities or affiliates of NHI.
3. If the event is held annually, the event organizer must reapply each year.
4. You will receive an email confirmation from Nicholas House when a decision has been made regarding your fundraiser.
  - You may be asked to make changes to your application and reapply before being approved.
5. Nicholas House has the right to revoke an event's approval status if the event violates the Third-Party Fundraising Policies.

### II. Company Sponsorship

1. If an event chooses to have company sponsors:
  - Contact information of the company sponsors should be included in the application.
  - Note that company sponsors and event locations that reflect poorly on NHI are prohibited.
  - Nicholas House can provide verification of beneficiary if requested by a sponsoring company of an approved fundraiser.
2. Nicholas House will not solicit company sponsors on behalf of any third-party fundraiser.
3. Nicholas House will not provide names or contact information of our corporate or individual donors.

### **III. Contributions and Funds Raised**

1. Event proceeds must be submitted within 30 days of the fundraiser.
2. If cash donations are received, the donor's name and intent of said funds should be made clear in a note from the event organizer.
3. Donations should never be transferred into a personal account.
4. All event proceeds should be mailed in one envelope to:

**Nicholas House  
Director of Development  
P.O. Box 15577  
Atlanta, GA 30333**

Or if hand delivered, please give only to the Executive Director, Director of Development or Annual Fund Manager at:

**Nicholas House  
830 Boulevard SE  
Atlanta, GA 30312**

5. Donations made directly to an event or event host are not tax deductible, unless the event host is a 501(c)(3) organization. Only donations made directly to Nicholas House will receive a tax-deductible receipt from Nicholas House.

### **IV. Expenses and Liability**

1. The event organizer is responsible for covering all expenses. NHI will not reimburse any expenses.
2. It is strongly recommended that expenses do not exceed 30% of expected revenue.
3. Nicholas House is not liable for any injuries sustained by event coordinators, volunteers, participants, or any other individuals related to a third-party event.
4. Event organizers must comply with all local, state and federal laws and obtain any necessary permits or licenses.

### **V. Marketing and Promotion**

1. Advertising materials may not suggest that the event is being sponsored, co-sponsored or produced by Nicholas House. Marketing materials must read "(Name of Fundraiser)" benefitting NHI.
2. Third-party events may not use Nicholas House in the title of their event. For example, an event may not be named the "Nicholas House Golf Outing."
3. Nicholas House's logo is a registered trademark and cannot be altered. Use of our Logo will be determined on a case by case basis at the discretion of the Executive Director, Director of Development or the Annual Fund Manager.
4. Nicholas House reserves the right to review and request a change to your marketing materials or promotional messaging.
5. Nicholas House will promote events on social media on a case-by-case basis.

## How We Can Help

1. If a fundraiser adheres to the guidelines mentioned in this document and is approved, Nicholas House will:
  - Provide verification of beneficiary to a company sponsor, if requested.
  - Promote the event on social media (case-by-case).
  - Verify our tax-exempt status to any business or individual that makes a donation directly to Nicholas House.
  - If requested and **if available**, send a Nicholas House representative to bring remarks at the event.
2. Approved fundraisers will receive a Third-Party Fundraising Kit which includes the following:
  - Nicholas House Logo (case-by-case)
  - Nicholas House brochures, handouts, etc.
  - A one-sheet guide on how donations are impacting Nicholas House children and families and how Nicholas House is playing a role to end family homelessness in Atlanta.

## Post-Fundraiser

1. Please send all event proceeds within 30 days to:

Nicholas House  
Director of Development  
P.O. Box 15577  
Atlanta, GA 30033

2. Please include an outline of how you arrived at the total donation amount. Below is an example:

Total Proceeds	\$ _____
Minus Expenses	\$ _____
Equals Net Proceeds	\$ _____
Amount/Percentage of Net Donated to Nicholas House	\$ _____

3. Please include below, the contact information (Name, Title, Address, Email, Phone) of any company that made a donation directly to Nicholas House.

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**Thank you for supporting Nicholas House. Together, we will continue to make a difference in the lives of homeless parents and their children in Atlanta.**