



Community Partner Event Guidelines

Thank you for your interest in hosting an event or promotion to benefit the Montgomery County Women's Center. We are deeply grateful for the generous support of friends in the community who share our commitment to ending domestic and sexual violence. Third party events provide critical support for our mission and clients.

Our deep commitment to our clients and community requires us to be vigilant in preserving the integrity of our organization and reputation. The Montgomery County Women's Center Board of Directors has adopted these guidelines for individuals and organizations interested in planning an event or promotion that will benefit the Women's Center.

How We Can Help

The Montgomery County Women's Center is able to provide the following support services for third party events:

- ☐ Use of our logo and name upon review and written approval of event and materials;
- ☐ Brochures and fact sheets about domestic violence, sexual assault, and our services;
- ☐ Promotion via website and social media channels;
- ☐ Attendance at the event by a member of our staff based on availability;
- ☐ Advertisement for your event on the agency's community partner's page and the ability for donors to make contributions directly to the Women's Center*;
- ☐ Written tax receipts to donors who give **directly** to the Women's Center.

Guidelines

- ☐ Events should complement the mission and image of the Montgomery County Women's Center. Events that demean or degrade women, are sexually oriented in nature, or promote violence will **not** be approved.
- ☐ Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting.
- ☐ Community events are not exclusive and the Women's Center may enter into similar ventures with other organizations or companies at the same time.
- ☐ Event organizers and sponsors are prohibited from speaking on behalf of the agency in the media. You may state that, "this event benefits/supports the Montgomery County Women's Center, whose mission it is to assist survivors of domestic and sexual violence." Upon request, the Women's Center may supply a media spokesperson for interview opportunities to assist with event promotion when appropriate.

**Please note that the Montgomery County Women's Center cannot be responsible for event expenses. Donations made through the online portal go directly to the Women's Center and cannot be used to offset your expenses.*

- ☐ You may not use the Women's Center tax exemption in any manner as a part of the promotion, and/or represent to the public that you enjoy any tax exempt rights or privileges as a result of our participation in the promotion or event.
- ☐ If the Montgomery County Women's Center will not receive 100% of the amount paid/donated by participants, the event advertising must say, "***A portion of the event proceeds will benefit the Montgomery County Women's Center.***"
- ☐ The Women's Center will not be a conduit for expense or vendor payments made in connection with the event; i.e., you cannot have vendors bill the Women's Center for services rendered as part of your event.
- ☐ The Montgomery County Women's Center has a Donor Confidentiality and Privacy Policy that prohibits the sharing of donor mailing lists or other confidential donor information with third parties.
- ☐ Please make your contribution payable to the Montgomery County Women's Center.
- ☐ The event must be promoted and conducted in a manner to avoid the statement or appearance of the Montgomery County Women's Center endorsing any product, firm, organization, individual or service.

What You Need To Do

- ☐ Submit a Community Event Application and a signed copy of these guidelines to the Montgomery County Women's Center for review at least forty-five (45) days in advance of your event. You will receive a written response regarding your event within five days.
- ☐ The use of the Montgomery County Women's Center logo and name may be used only after the Women's Center has approved your event. Please follow the Montgomery County Women's Center graphic standards that will be provided to you. Also, all promotional materials, press releases and related materials should be coordinated and approved by the Women's Center to ensure they meet those standards.
- ☐ The person representing the event must obtain any necessary permits, licenses or insurance. The Montgomery County Women's Center will not insure your event, nor assume any legal or financial liability associated with your event. Further, we will not indemnify you or any party involved in your event for any damage, expense or other costs arising or in any manner related to your event.
- ☐ In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals, businesses and organizations already support the Women's Center and may already be committed financially to our organization.
- ☐ Please submit the donation from your event within thirty (30) days following its conclusion.

Thank you again for your interest in supporting the Montgomery County Women's Center's mission to end domestic and sexual violence. We recognize that third party event organizers are dedicating time and effort to benefit our clients, and we appreciate your understanding that these guidelines protect our reputation and ability to deliver services to those in need.

Please adhere to our established guidelines and contact us immediately if there are any changes to your event. If circumstances warrant, the Montgomery County Women's Center may at any time direct you to cancel the event.

We look forward to staying in touch with you as your event progresses and welcome your questions.

Until written permission is received, the name "Montgomery County Women's Center" should not be used for any purpose and contributions should not be solicited.

I have read and agree to follow the above guidelines:

Sponsoring Organization

Contact Name

Signature

Date

Phone

Email