



Volunteers are the heart beat of The CARE Center

## **Fund Raising Guidelines for The CARE Center**

*The CARE Center seeks to impact southeastern Madison County by reducing poverty through education initiatives, employment resources, recovery programs, and emergency services.*

Thank you for your commitment to the mission of The CARE Center. In order to protect our reputation as a well trusted not for profit and faith based organization we ask that you follow these guidelines:

We can supply you with brochures and other materials including a template letter, press release, and website access to help with your event planning.

In some cases, your event may not be a CARE Center sponsored event, but we still appreciate your support. We will not be able to recruit sponsorships or sell tickets for you. You and/or your organization will be responsible for providing all manpower and resources to organize, promote, and conduct the event.

Your event must reflect positively on The CARE Center, not be offensive to any group, and abide by all local, state, and federal laws, including those that cover raffles.

Raffles, where tickets are printed and sold over a period of time, are governed by a variety of state and federal laws. Due to the complexities of these legal requirements, raffle fundraising is strongly discouraged. Raffle permits may not be taken out in the CARE Center's name.

The CARE Center name cannot be associated in support of, or opposition to, a political candidate.

Under no circumstances can an event supporting The CARE Center be associated with a tobacco/alcohol company or product.



PO Box 51 New Hope, AL 35760 | [www.thecarecenter.us](http://www.thecarecenter.us)



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You are not able to use The CARE Center name or logo with our permission. Your CARE Center liaison will review all event-related materials prior to printing and distribution.

All event promotional materials and efforts should clearly state that the event is sponsored by you or your organization, with net proceeds going to The CARE Center. If a specific percentage of event proceeds are coming to The CARE Center, this must be stated in your materials.

As the host organization, it is your responsibility for paying all event expenses prior to forwarding its donation to The CARE Center.

Because your activity is being promoted as a benefit for The CARE Center, no fees, commissions, or salaries may be retained from event proceeds by your organization or its members. Event organizer(s) shall not benefit in some way other than goodwill, or retain any portion of event-related proceeds as personal profit or compensation for personal services.

The not-for-profit, tax exempt status of The CARE Center may not be used by the host organization to purchase items and materials with which to conduct the activity.

Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.

No bank accounts or holding accounts may be established under The CARE Center.

The estimated cost per dollar raised should be less than 50%. The CARE Center aims to keep expenses between 10-20% of gross receipts. Every penny counts in the fight against poverty! To help keep your expenses down, ask merchants and others to donate materials whenever possible.



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Due to our confidentiality guidelines, we are unable to share our donor lists.  
As a public charity, The CARE Center may not in any way promote or endorse any third party cause, idea, political campaign, web site, product, or service. Participants may not use the copyrighted information, logos, trademarks, service marks, or photos on any CARE Center web site without the express written consent of The CARE Center.

Any checks made payable to The CARE Center must be forwarded to the Center for processing and deposit. Checks must represent an outright donation and cannot include any exchange of products or services.

The host organization is responsible for securing liability insurance for the event. The CARE Center is unable to provide a certificate of insurance, as is the standard for all non-profits when they are the beneficiary, but not the sponsor, of the event or activity.

Event proceeds and associated paperwork shall be submitted to The CARE Center within 30 days of the event date provided on the Fundraising Registration Form.

Event organizers agree to indemnify and hold harmless The CARE Center and its officers, directors, agents, successors, heirs, and assigns against any liability, damage, loss, or expense incurred in connection with the event.

The CARE Center reserves the right to terminate its relationship with any participant at any time for any reason.

Thank you for your interest in organizing a volunteer fundraising event to benefit The CARE Center. Your efforts help us to further our mission to reduce poverty in southeastern Madison County. For more information please visit our website at [www.thecarecenter.us](http://www.thecarecenter.us) or call 256.723.CARE.



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