

Beneficiary

Events

**eliminating racism
empowering women**

ywca

Seattle | King | Snohomish

BENEFICIARY EVENTS: OVERVIEW

Thanks for your interest in hosting an event to benefit the YWCA Seattle | King | Snohomish! We are always grateful for the generous support of our community and every dollar raised makes a difference for the women and families of the YWCA.

Beneficiary events are a way for the YWCA to partner with individuals, businesses and groups in the community who share our commitment to empowering women and eliminating racism.

For that reason, we ask that if you are interested in hosting an event to benefit the YWCA, please read through the Beneficiary Events: Policies, Best Practices & Procedures below as a first step.

Then, let us know all about your event by completing our Beneficiary Events: Information Request Form—and, please give us as much notice as you possibly can, ideally 45 days before your event date, to ensure that you receive the most support possible from the YWCA.

Once we've received your Information Request Form, we'll respond to you within five business days to let you know how YWCA staff can best support your fundraising efforts.

We do reserve the right to decline participating in an event if the individual, business or group compromises or conflicts with the YWCA's mission and vision, or if we believe the event is not in compliance with federal, state and local laws governing charitable fundraising and gift reporting.

Thank you for believing in the work of the YWCA and supporting our mission.

BENEFICIARY EVENTS: POLICIES, BEST PRACTICES & PROCEDURES

Here are some general guidelines for what to expect from a partnership with the YWCA.

What can the YWCA Seattle | King | Snohomish do to help make your fundraiser a success?

- Provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- Provide and approve the use of the YWCA Seattle | King | Snohomish name and logo.
- Provide YWCA agency materials for use at your event.
- Request community volunteer support for your event. (Please note this request is based on availability and cannot be guaranteed.)
- Provide an acknowledgement to donors who make their contributions payable to the YWCA Seattle | King | Snohomish in accordance with charitable contribution guidelines.

Depending on available resources, the YWCA Seattle | King | Snohomish may be able to:

- Offer a YWCA staff or volunteer to speak about our programs and services at the event or check presentation.
- Promote your event on our website, social media profiles, e-newsletters and organization intranet.
- Pick up in-kind donations.

What the YWCA Seattle | King | Snohomish is not able to do:

- Guarantee attendance of donors, vendors, board members, or staff at your event.
- Accept or manage online registration for your event.
- Release donor, volunteer, employee or other mailing lists for solicitation.
- Provide funding or reimbursement for your expenses.
- Provide primary insurance coverage.
- Help complete license or permit applications.
- Extend our tax exemption to your organization.
- Solicit monetary or in-kind sponsorship revenue on behalf of your event.
- Process debit or credit card transactions at your event.
- Provide in-kind donation receipts for contributions of goods or other items at your event.

For questions, please contact our Events Department: events@ywcaworks.org or (206) 461-4888.

BENEFICIARY EVENTS: POLICIES, BEST PRACTICES & PROCEDURES

PROMOTION

- The YWCA Seattle | King | Snohomish may only be referred to as a beneficiary of an event, and may not be referred to as the organizer, sponsor or promoter. (For example, organizers may not name their event “YWCA Seattle | King | Snohomish Golf Tournament.” Instead, it should be promoted as “Golf Tournament to benefit YWCA Seattle | King | Snohomish.”)
- All uses of the YWCA Seattle | King | Snohomish logo and name must be approved by the YWCA and in compliance with the organization’s Usage and Brand Standards. This includes press releases, advertisements, promotions, invitations, posters, flyers, etc.
- For events that support a specific program (for example, Dress for Success® Seattle) promotional materials must also include the YWCA Seattle | King | Snohomish name or logo in addition to the program name.
- If a YWCA staff member or program participant comes to speak at an event, they should be listed in the event program.

SPONSORSHIP

- When approaching businesses and corporations for assistance and monetary support of your event, please remember that many companies may already have a long-standing relationship with the YWCA Seattle | King | Snohomish and may not wish to make additional contributions. Please contact our Events Department prior to soliciting local businesses for support.
- Individuals, businesses or groups with public images that have the potential to compromise or conflict with the YWCA’s mission and vision may not be major or presenting sponsors and may not promote their products or services through advertising or other event exposure.

BENEFICIARY EVENTS: POLICIES, BEST PRACTICES & PROCEDURES

FINANCIAL

- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting, special events and activities, including raffles and auctions.
- Please send all net proceeds to the YWCA Seattle | King | Snohomish within 10 days following the completion of your event. For gift acknowledgement, please include mailing addresses for each donor. The YWCA cannot issue a check to another organization, so any and all donations sent to the YWCA must be for the YWCA.
- Proceeds should be mailed or delivered to:
YWCA Seattle | King | Snohomish
ATTN: Events
1118 Fifth Avenue
Seattle, WA 98101
- Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.

GENERAL

- The event organizer is responsible for obtaining any necessary permits and clearances required by the government. The event organizer must also obtain appropriate insurance coverage, if necessary. Please note that some permits may require up to 60 days prior to event for filing.
- If it becomes necessary, because circumstances warrant, and an individual, organization or group violates the YWCA's stated Policies, Best Practices & Procedures, the YWCA may opt out as the beneficiary at any time with no obligation.
- The event organizer must seek approval from the YWCA Seattle | King | Snohomish to repeat the event in each succeeding year.

Seattle | King | Snohomish

BENEFICIARY EVENTS: INFORMATION REQUEST FORM

All fundraising events for the benefit of the YWCA Seattle | King | Snohomish must be reviewed in advance. Please be aware that when you sign the application below you are acknowledging that you agree to follow the Policies, Best Practices & Procedures as stated. If you have any questions, please contact the YWCA Events Department: events@ywcaworks.org.

EVENT ORGANIZER

Company / Organization Planning Event:

Event Organizer / Primary Contact:

Title:

Mailing Address:

City:

State:

Zip:

Telephone (Home/Business/Mobile):

Email:

Why did you choose the YWCA Seattle | King | Snohomish as the beneficiary for your event?

EVENT INFORMATION

Name of Proposed Event:

Date of Event:

Start / End Time of Event:

Location of Event:

City:

State:

Zip:

Event Description:

Does your event require a city or state license? Yes No Unsure

If yes, please list:

Are there any other beneficiaries of this event? Yes No

If yes, please list any other beneficiary organizations:

Seattle | King | Snohomish

Has this event been held before? Yes No

If yes, please list date, beneficiary organization, and amount raised:

Have you organized any other beneficiary events? Yes No

If yes, please list name, date, beneficiary organization and amount raised at most recent event:

How will this event be promoted?

Website (Please list URL) _____

Social Media (Please list profiles below)

Facebook: _____

Twitter: _____

Other: _____

E-newsletter (# of contacts: _____)

Direct Mail (# of contacts: _____)

Press Release

Print Advertising

Television / Radio Advertising

Flier / Poster

Other (please explain)

In what capacity do you hope the YWCA Seattle | King | Snohomish will be able to support this event?
(Staff attendance, volunteers, promotional materials, etc.)

Is this event: Open to the Public Invitation Only

Who is the targeted audience for this event?

Briefly describe how your event will raise funds (tickets, sponsorship, auction, raffle, etc.):

Estimated number of attendees:

Ticket price (if applicable):

[Fair market value](#) of meal or benefit received:

Estimated number of donors/donations:

Estimated total donation to YWCA Seattle | King | Snohomish:

Please list any sponsors involved with this event (corporate, media partners, etc.):

Seattle | King | Snohomish

Please specify how you would like your funds designated:

- Unrestricted (to the YWCA area of greatest need)
- Restricted (please select a general service area or identify a specific program below)
 - Housing
 - Health
 - Domestic Violence
 - Employment Services
 - Children & Youth
 - Community Services
 - Other (please specify): _____

I specifically agree to all the terms and conditions contained in the Beneficiary Events: Policies, Best Practices & Procedures attached to and made a part of this application. I understand that my event is not considered an approved event until written approval of my application is received from the YWCA Seattle | King | Snohomish.

At no time will the YWCA Seattle | King | Snohomish, or any representative of the YWCA Seattle | King | Snohomish, be responsible for the cost, planning or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event. I agree to indemnify and hold harmless YWCA Seattle | King | Snohomish and their employees, agents and representatives, from any and every claim, demand, suit and payment related to or caused by my event.

Event Organizer's Signature: _____ Date: _____

YWCA Use Only

Date application received:

Approved / Declined

YWCA Staff Liaison:

Comments:

Date donation received:

Amount received: \$ _____

Fund (program):

Appeal:

Acknowledgement letter code:

Signature:

Comments: