**Lake Michigan College Foundation**

**Third Party Event Guidelines**

The Lake Michigan College Foundation appreciates the many clubs, organizations and individuals that choose to conduct fundraising events and activities for the benefit of the college and Foundation. These guidelines are intended to provide third parties with a general operating understanding regarding fundraising efforts they wish to conduct in support of College programs and services and the scope of support the Foundation can provide to third party sponsored events. The Foundation cannot assume responsibility or liability for the planning or execution of third party events.

Any event that is held, hosted, sponsored or co-sponsored by the Foundation is not governed by these guidelines.

**Definition of Third Party**

These guidelines apply to all third parties who desire to hold an event for the benefit of the College and direct the resulting donations to the Foundation. A third party is any individual or entity other than the Foundation. A third party event is any party, outing, celebration, fundraiser, online solicitation, or social gathering of any kind held by any organization other than the Foundation for the purpose of raising funds for the College to be deposited at the Foundation.

Lake Michigan College student organizations that want to raise money for their club, are to work directly with the Office of Student Life and their program advisor.

**Responsibilities**

The College’s Director of Development is responsible for educating third parties about these guidelines and the requirements for holding fundraising events that may result in revenues (regardless of whether they are tax deductible) to the Foundation. The Director of Development shall inform the Vice President of Advancement and Planning of the event.

The Manager of Foundation & Alumni Services is responsible for determining if a particular donation may be a tax deductible gift to the Foundation.

The third party organization is responsible for and assumes liability for the planning and execution of their event.

**Third Party Event Guidelines**

A. **Notice:** The Foundation requests that third parties provide written notification to the Foundation staff at least one month prior to the expected date of an event. The notification shall include the purpose of the event, how proceeds from the event will be directed, markets being targeted, solicitation, promotional activities planned, timeframe of the event, dates and times, and any event history. The organization must also provide the Foundation with contact information of the individuals responsible for event. After reviewing the information, the Advancement office will notify the responsible party as to whether or not this is an authorized third party event.

B. **Event Name**: Because third party events are not held directly by the College or Foundation, they should only refer to the College/Foundation as beneficiary. For example, an event should not be named “The LMC Golf Outing”. Instead the event may be named the “Golf Outing to Benefit LMC”.

C. **Use of Proceeds:** The Foundation strongly discourages the use of event proceeds to compensate any person(s) or organization(s) for planning or executing an event . If proceeds are to be used for this purpose, all financial arrangements must be disclosed to the Foundation prior to the event.

D. **Use of Logo**: Third parties that desire to use the College/Foundation logos and names on invitations, fliers, mailings, emails, newspaper, TV radio advertisements, websites, and or other promotional material may do so with the prior approval of the Vice President of Advancement & Planning. Use of the logo requires a review by Advancement office staff prior to publication and

 must conform to college standards.

E. **Publicity:** Third parties are responsible for generating publicity for their event. Public announcements or event promotions should not take place until reviewed with the Foundation. Promotional materials must be approved by the Foundation before use. All printed materials and other information should state “net proceeds will be directed to the Lake Michigan College Foundation to benefit (program or scholarship name)\_.

F. **Sponsorship/Expenses:** Third parties are responsible for finding sources to fund the planning of

the event or to pay for advanced expenses if necessary. Any monetary or in-kind donation to the third party for an event cannot be considered a tax-deductible gift to the Foundation. Certain businesses may be able to treat such donations as business expenses in accordance with their own tax obligations.

G. **Event Planning:** Third parties are responsible for securing the appropriate venue, staff and/or volunteers, and services including, but not limited to, food, drinks, and entertainment desired for the event. The Foundation cannot provide third parties with funding or reimbursement for event expenses, staff, students, or volunteers to support a third party event, and cannot guarantee that alumni, students, donors, volunteers or employees of the College or Foundation will be in attendance at the event.

H. **Tax Treatment of Donations:** The Lake Michigan College Foundation is a nonprofit 501(C)(3) organization and, as a result, must adhere to strict IRS standards. Donations made directly to the Foundation are tax deductible to the extent allowable by law. However, donations to third parties, regardless of whether any portion of those donations is used to defray event expenses, may not be classified as gifts to the Foundation. The Foundation cannot provide receipts for items donated or event fees collected by a third party for an event.

I. **Event Insurance:** Third parties are responsible for independently obtaining any desired or necessary insurance for their event. The Foundation cannot assume responsibility or liability

for third party events. Failure to insure or inadequately insuring an event may result in the Foundation withdrawing as a beneficiary of the event.

J. **Event Permits and Licenses:** Third parties are responsible for obtaining their own permits and licenses for the event, including, but not limited to, liquor licenses and gaming licenses (raffles, games of chance) as required by State law.

K. **Event Taxes:** Third parties must pay all applicable federal, state, and/or local taxes incurred during the planning and execution of the event. IRS regulations do not allow third parties to use the Foundation’s tax identification number.

L. **Proceeds:** All revenues from the event should be received and expenses paid prior to the net proceeds being given to the Foundation. Third parties are responsible for collection of funds generated by their event. If event expenses are greater than the revenue generated, the third party is responsible for those costs. Proceeds should be made payable to the LMC Foundation and sent to the address at the bottom of this document.

M. **Disassociation**: If circumstances warrant, the Foundation reserves the right to opt out as the beneficiary of the event with no obligation at any time.

Foundation Assistance Guidelines:

The Foundation may provide the following assistance for third party events, so long as such events are consistent with the purpose and mission of the Foundation.

A. **Mailing Lists:** The Foundation, in its sole discretion, may provide third parties with Foundation mailing lists of current, former, and/or prospective donors, provided the use is consistent with the Foundation’s mission and purpose, and the third party signs an Agreement for Limited Use and Nondisclosure of Confidential Information and uses the mailing list solely for the event in question. Foundation letterhead will not be used for any third party events.

C. **Gift** **Receipts:** The Foundation will provide receipts to donors who have made their checks payable directly to the LMC Foundation or the College and indicated it is to be a donation and no benefits were received as a result.

All questions or inquiries about third-party events can be directed to:

Director of Development

Lake Michigan College

2755 E. Napier Ave.

Benton Harbor MI 49022

Phone: 269-927-8617

Fax: 269-927-8622

e-mail: dkozminski@lakemichigancollege.edu

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