

## 50 North

### Third-Party Fundraising Policy

#### I. Purpose

This policy establishes guidelines for third party donors and/or other affiliated individuals or organizations connected with 50 North wishing to conduct fundraising activities and/or solicitations for 50 North.

#### II. Scope

While 50 North values the efforts of individuals and organizations to raise money on behalf of 50 North, neither the Board nor the staff are equipped to operate or assist with solicitation activities or fundraising events. Likewise, 50 North will not allow its tax-exempt status to be used by other groups or organizations in order to offer contributors a charitable tax deduction for gifts or in-kind contributions, unless those gifts are made directly to 50 North. Moreover, by conducting or participating in such activities, each individual or organization conducting or participating in fundraising activities on behalf of 50 North understands and acknowledges that 50 North is not responsible for any loss or damage resulting from or arising out of the fundraising activity. Any such loss or damage is the sole responsibility of the individual, group, or organization conducting the fundraising activity. 50 North expects that all third party donors and/or other affiliated individuals or organizations connected with 50 North wishing to conduct fundraising activities and/or solicitations for 50 North will comply with this policy. 50 North will provide copies of its policy to the above mentioned.

##### A. Independent Fundraising Resulting in Direct Gifts to 50 North

Individuals and organizations may promote a component of 50 North through passive marketing such as brochures, flyers, posters, information sessions, solicitation meetings or through direct request for money through appeal letters. All printed and spoken materials must clearly state that the money is being raised on behalf of 50 North. In response to those efforts, a donor should make a check payable to 50 North with 50 North in the memo line. Gifts of appreciated assets and credit card payments, as well as each gift type identified and discussed in 50 North's Gift Acceptance Policy, are also acceptable, so long as they are made payable directly to 50 North. The donor will receive a gift acknowledgment letter from 50 North indicating that the gift was received by 50 North and is tax-deductible to the extent allowed by law. Any gift made payable to 50 North, but delivered to the fundraising sponsor should be forwarded to 50 North within five (5) business days in order to assure prompt acknowledgment.

##### B. Independent Fundraising by a Tax-Exempt Organization on Behalf of 50 North

Organizations with their own federal tax-exempt status may sponsor a fundraising event or solicitation activity promoting their organization and write a check to 50 North for the net proceeds of the effort. Such organizations are responsible for obtaining and paying for any necessary insurance, permits, licenses, and approvals; for issuing their own acknowledgment letters; and for complying with any Internal Revenue Service reporting requirements. Donors to these efforts will receive any charitable tax deduction allowed by law based on the sponsoring organization's own tax-exempt status.

**C. Independent Fundraising by an Individual or Non-Exempt Organization**

Solicitation activities and fundraising events may be conducted by individuals or organizations that are not tax-exempt for the benefit of 50 North. Such individuals or non-exempt organizations are responsible for obtaining and paying for any necessary insurance, permits, licenses, and approvals. In this situation, the individual or organization that plans and executes the fundraising activities or events should make one lump sum donation to 50 North. 50 North will acknowledge the lump sum donation to the sponsoring individual or organization only. Individual donors may not take a charitable tax deduction for gifts to solicitation activities and fundraising events conducted by an individual, group or individuals or organization that is not tax-exempt. If the sponsoring individual or organization states publicly that the proceeds will be deposited to 50 North, all printed and spoken materials must clearly state that money is being raised on behalf of 50 North. See below, detailing procedures for using 50 North name and logo.

**D. Use of 50 North Name and Logo**

All uses of 50 North's name and logo in fundraising, advertising and promotional materials must be approved in writing by 50 North's Community Relations Director in advance of publication or use. All such materials should make clear that funds are being raised **on behalf of** 50 North, not **by** 50 North.

1. The logo must be obtained from the Community Relations Director at 50 North. It may not be modified in any way.
2. 50 North requires a minimum of seven (7) days to consider and respond to request for use of 50 North's name and logo.

**Original Adoption Date: June 28, 2018**

**Adopted by the Board Date: June 28, 2018**