



Third-Party Fundraisers Procedures & Guide

Thank you for your interest in raising money for Anderson Center for Autism. One way to support Anderson is planning and/or sponsoring an event to raise funds for the agency. This kind of activity is called a "third-party" fundraiser and has been hugely successful in the past! In addition to raising money, these activities provide an opportunity to introduce businesses to a new audience, while also introducing a new audience to Anderson. EVERYBODY wins! We have put together the following procedures and guidelines so all participating parties are clear on their responsibilities. If you have additional questions regarding third-party fundraisers, please contact us at (845) 889-9594.

Types of Third-Party Fundraisers

- 1. A group or individual can host an event or sponsor an activity and make Anderson the beneficiary.** *(Example: You organize a book sale and give Anderson the profits.)*
- 2. Anderson can be the beneficiary of an existing event, adding a third-party fundraising element, and receive the income produced from that element.** *(Example: A company has an annual party and asks employees to bring donations for Anderson or your city hosts a marathon and the sponsor offers registrants the opportunity to secure pledges for Anderson.)*
- 3. Invite Anderson to cooperatively produce an event and share in the profits.** *(Example: A local business invites Anderson to participate in a grand opening. Anderson sends out press releases and provides volunteers to work at the event. In return, Anderson receives a percentage of the proceeds from the event.)*

Procedure

1. Submit a description of the event
 - 90 days prior if you want Anderson to cooperatively **produce** your event.
 - 30 days prior to obtain approval for a **beneficiary** event.
2. Include the following information in your description:
 - A full description of the event (Anderson is required to know what the event involves)
 - Date, time and location of event
 - What is expected of Anderson (volunteers, promotional assistance)
 - Anticipated costs and projected gross income of the event
 - Plans, if any, for corporate sponsorship and who prospective sponsors are
 - Contact information of the event coordinator(s)
3. Contact Anderson's Development Department to discuss your event. (845) 889-9594 or info@ACenterForAutism.org

Anderson Guidelines for Third Party Fundraisers

- 1.** The Anderson name and/or logo cannot be used to promote a third-party event without prior approval from Anderson's Development Department. All approved fundraisers should submit copies of print materials which include Anderson's logo/name prior to printing.
- 2.** Anderson asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings without first discussing it with the Development Department. Any fundraiser that requires any type of license should first be discussed with and approved by Anderson.
- 3.** Keep accurate accounts of your event. Anderson will not be responsible for any expenses incurred for a third-party fundraising activity.
- 4.** Your third-party fundraiser should not conflict with an existing Anderson fundraiser.
- 5.** Anderson does not insure any third-party fundraisers.
- 6.** Contact us with any additional questions you may have. (845) 889-9594 or info@ACenterForAutism.org

Examples of Third-Party Events

- Art shows/Art Auctions, etc.
- Marathons, Racing Events, etc.
- Wine Tastings, Black-Tie Events, etc.
- Grand Openings, Store Promotions, etc.
- Car Washes, Craft Shows, Bake Sales, etc.
- Casual Days, Holiday Parties, etc.
- Bike-a-thon, Walk-a-thon, Bowl-a-thon, Workout-a-thon, Dance-a-thon, etc.

Anderson Mission Statement

Optimizing the Quality of Life for Individuals with Autism