



Third-Party Fundraising Event Procedure

Safe Harbor is extremely grateful to the many people and organizations who wish to host events to further support our work and those we serve.

We recognize that hosting an event requires a lot of hard work, and we want your event to be a success.

Please review these guidelines which have been designed for the protection of the fundraiser and Safe Harbor.

Safe Harbor retains the right to deny any event that does not support Safe Harbor's mission and values.

Third Party Fundraiser-an organization, group, or individual raising money on behalf of Safe Harbor through a fundraising event or initiative, where Safe Harbor has no fiduciary responsibilities and little staff involvement.

Event Application and Approval:

Please complete and submit for approval the Third-Party Fundraising Form. All events must be approved by the Development Office thirty (30) days in advance of the event date. This will ensure that the event follows Safe Harbor guidelines and is consistent with our mission and values.

- Third-Party Fundraising Forms will be responded to within five (5) business days.
- Approval by Safe Harbor must be obtained before you advertise or hold your event if Safe Harbor is to be the beneficiary.
- Events must comply with all relevant local, state and federal laws.
- Each application will be considered individually. Events that will not be authorized:
 - Require Safe Harbor to actively promote the event for success.
 - Require Safe Harbor to sell tickets, coupons, etc. or involve any other type of solicitation.
 - Promote any type of violence or encourage the use of knives or guns.
- Safe Harbor retains the fiduciary duty to ensure that our name and logo are being used properly, and that all funds are being handled in a manner consistent with Safe Harbor's mission and public image.

Marketing and Promotion:

Once your event is approved, we will provide you with the Safe Harbor logo for your marketing materials.

- We must approve everything with our name and logo on it before it is printed or distributed. Please send items to Mary Maupai, Development Director, mary@safeharborshelter.com. Items will be approved within five (5) business days.
- A third-party event may not be represented as an event sponsored by Safe Harbor. (i.e. art show at the XYZ gallery benefiting Safe Harbor, is acceptable language; art show at the XYZ gallery presented by Safe Harbor, is not acceptable language)
- Promotions for the event should reflect that Safe Harbor is the beneficiary and should state the exact donation structure on your marketing materials (i.e. \$10 from every ticket will be donated to Safe Harbor).

- Safe Harbor cannot write or distribute any press releases for your event or solicit media coverage on your behalf.
- Safe Harbor may mention your event to our constituents, when appropriate, through our social media outlets, if appropriate content is provided.
- Safe Harbor will not provide mailing lists for donors, volunteers, or sponsors for fundraising purposes, and we are unable to mail information on your behalf.

Event Expenses

- Safe Harbor is not liable for any costs or expenses. Expenses incurred for conducting the event are the responsibility of the hosting organization/volunteers of the event.
- Safe Harbor's sales tax-exemption (on purchases) cannot be extended to any third-party event or fundraising effort.

Event Income

- Event organizers are responsible for maintaining an accurate financial accounting for the event.
- Safe Harbor can provide QR codes or text-to-donate options for your event. Please contact Mary Maupai, Development Director, to discuss mary@safeharborshelter.com.
- All donation checks must be payable directly to Safe Harbor if the donor would like to receive a receipt.
- Only checks payable to Safe Harbor and clearly labeled with donor's information, will be provided with a tax-deductible acknowledgment letter.
- Event costs should be deducted from the funds prior to sending the donation to Safe Harbor.
- Funds can be submitted to:
 - Safe Harbor
Attn: Mary Maupai
PO Box 17996
Richmond, VA 23226

Event Insurance/Liability:

- Event organizers must comply and obtain the necessary insurance with additional insurers as stated by all relevant local, state and federal laws.
- If you are conducting a sporting event (i.e. walk, run etc...), participants must sign a waiver releasing Safe Harbor from any responsibility. Safe Harbor can provide a waiver if needed.

For questions or additional information, please contact the Development Office at 804-249-9470 ext. 117.

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