



## The Painted Turtle 3<sup>rd</sup> Party Fundraising Guidelines

The Painted Turtle is extremely grateful to individuals and organizations who wish to organize events and fundraisers to support our mission. However, only those third-party events which meet specific criteria and benefit the Camp will be considered for approval. Each event will be reviewed on a case-by-case basis.

The Painted Turtle Camp defines a “Third-Party Event” as any fundraising activity by a non-affiliated group or individual, where the Camp has no fiduciary responsibilities and little or no staff involvement. We are able to continue to provide life-changing experiences for campers from all over the country because of fundraisers like yours!

### Event Names

An approved third-party fundraiser will not promote The Painted Turtle as the organizer of the event but rather the beneficiary. We must continue to protect the name, image, value, and mission of The Painted Turtle, therefore we cannot “officially” endorse your event.

*Example: Not “The Painted Turtle Golf Tournament,” instead “ABC Corporation Charitable Golf Tournament benefiting The Painted Turtle.”*

### Conduct & Decorum

Each third-party fundraiser should be administered in a way that reflects positively on the image of The Painted Turtle. All events & fundraisers should be in line with our mission. No conduct that is unlawful or deemed offensive by The Painted Turtle should be associated with any event benefiting The Painted Turtle. Please do not reference alcohol, tobacco, drug use or any adult content, language or behavior when promoting The Painted Turtle. The Painted Turtle reserves the right to refuse any fundraising proceeds from an event which is deemed offensive.

### Promotional Materials

Advertising and promotion of the fundraising event is the sole responsibility of the organizer of the event and promotional materials and/or advertisements cannot be purchased with The Painted Turtle funds. The Painted Turtle must be allowed to review and approve all promotional materials including, but not limited to, advertising letters, brochures, flyers, and press releases prior to production and

distribution. No Painted Turtle copyrighted or trademarked material will be used without prior written permission.

### **Logo Usage**

The Painted Turtle's logo is a registered trademark and cannot legally be reproduced without written permission. If permission is granted to use The Painted Turtle's logo, it should not be altered in type face, color, or configuration; any use of the logo must follow established graphic standards.

*Any use of imagery using the likeness of Paul Newman must receive approval in advance of any use.*

### **Availability of Staff & Volunteers**

The Painted Turtle staff members are fully focused on strategic programs to raise funds to support our mission. Therefore, we are unable to provide staff support to every third-party fundraiser. Requests for staff support will be approved by The Painted Turtle Directors. The Painted Turtle has volunteers who dedicate their time and energy to the mission. Volunteers may be available to speak or be a part of your event, depending on availability.

### **Auction Items & Event Involvement**

Please do not ask for the participation, auction items, or autographs of any person or entity on our behalf. You can certainly tell them your event is benefiting The Painted Turtle, but it should be clear that you do not work for camp. As a non-for-profit organization, The Painted Turtle must utilize its resources, such as auction items, to support the cost of running the camp and does not have additional resources available.

### **Event Expenses**

*If you must buy goods or services for the event and expenses will be incurred, please consider the following:*

- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Sponsor of the event. The Painted Turtle will not be liable for any costs or expenses.
- The Painted Turtle will not reimburse Sponsor for the purchase of goods for a third-party event. No goods may be charged to The Painted Turtle for any reason.

*Suggestions to reduce event expenses:*

- Secure donated goods and services.
- Negotiate reduced costs.

### **Accounting & Making Your Donation**

When holding a fundraiser or event which requires the use of credit cards, please process credit cards on site. We cannot process the credit cards for you, during or after the fundraiser/event. Please send the proceeds from your fundraiser/event to The Painted Turtle **within 60 days** of the fundraiser/event. If you are interested in having an ongoing fundraiser, we ask that you send us the funds you raise every 60 days for the duration of the fundraiser. It is easier if the fundraiser has a start and end date.

Please submit your donation to:

**The Painted Turtle**  
**Attn: Third Party Events**  
**1300 4<sup>th</sup> Street, Suite 300**  
**Santa Monica, CA 90401**

### **Tax Information**

The Painted Turtle cannot receipt anyone in full for the purchase of an auction item or raffle tickets. To do so, we would be in violation of IRS guidelines and policies. If documentation can be provided of the appraised market value, we may receipt for the difference. If you are interested in holding a raffle, please check your state's gaming laws.

The Painted Turtle cannot receipt for tax purposes, any check written from the personal account of the fundraiser/event organizer for the amount raised from a fundraiser/event. We also cannot receipt for tax purposes, any in-kind donations not sent directly to camp. If you donate an item to a fundraiser, please consult your tax advisor for any deduction information.

If your guests would like to be acknowledged for their donation, and there are no goods or services rendered, please ask them to make checks payable to *The Painted Turtle*.

### **Approval Process**

The Painted Turtle is extremely grateful to individuals and organizations who wish to organize events and fundraisers to support our mission. However, only those events which meet specific criteria and legitimately and genuinely benefit The Painted Turtle will be approved. Events will be reviewed on a case by case basis.

All inquiries for a third-party fundraiser should be directed to The Painted Turtle Development Department. A signed agreement should be in place prior to a scheduled event. Organizers of an event should not make public announcements or promote the event until they receive approval from The Painted Turtle for the event.

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## **How can we help with your event?**

The Painted Turtle is extremely appreciative of the volunteers who manage third-party events to benefit its programs. Camp is limited in the amount of assistance it can provide a third-party event. Volunteer third-party management of the event or project minimizes the cost per dollar raised for our programs and allows the Camp staff to continue the work they are already doing to support the mission of the Camp.

The Camp can provide the following:

- Advice and suggestions on event planning, as time allows
- Approval of the use of The Painted Turtle name and logo
- Brochures and the official camp DVD
- A letter of authorization to be used to validate the authenticity and intention of the event and its organizers
- Promotion of your event, when appropriate, to the Camp members and community through regular advertising venues such as our website, social media, and internal communications
- Acknowledge and provide tax receipts for contributions made payable and submitted to The Painted Turtle

The Camp is unable to provide the following:

- Assistance in soliciting donations (financial or in-kind – i.e. auction/raffle prizes), handling mailings, attending committee meetings, recruiting attendees or collecting monies
- Camp's tax-exemption number for making any purchases related to your event
- Guaranteed volunteer, Board Member, celebrity, or staff attendance at the event
- Access to donor lists or contacts
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage