



Third Party Event Policy and Guidelines

Thank you for your interest in raising funds to help send Care Packages to our military and first responders. We are grateful for your dedication to making a difference in the lives of those who serve.

To help with the fundraiser planning process, we have created this Third Party Event Policy.

Any individual or organization (other than Operation Gratitude) that hosts an event, promotion, sale or donation drive on behalf of Operation Gratitude is defined in this document as a “third party fundraiser.” To be in compliance with Operation Gratitude’s Third Party Event Policy, the following stipulations must be observed.

For all approved fundraisers, Operation Gratitude can:

- Offer advice on event planning and fundraising
- Provide you with our logo for use in advertising your event
- Provide templates for marketing materials, letters to solicit sponsorships and in-kind donors, etc.
- Provide electronic copies of Operation Gratitude literature to be used at your event
- Provide tax receipts to donors who make checks payable to Operation Gratitude
- Operation Gratitude is a 501(c)(3) nonprofit organization. You are authorized to share our public tax ID number when requested: EIN 20-0103575

Operation Gratitude is unable to provide the following:

- Insurance or liability coverage
- Liquor license
- Funding or reimbursement for your expenses
- Mailing list of potential donors or vendors
- Publicity (i.e. radio, television, newspaper, email, social media posts, etc.)

Third-Party Fundraiser Guidelines

General Guidelines

1. All event request submissions must be made at least 30 days prior to the fundraiser date.
2. Fundraisers which benefit Operation Gratitude must reflect positively on its mission. Operation Gratitude reserves the right to decline any fundraising proposal that is not aligned with our mission.
3. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and necessary permits for the event, including liquor license if necessary. Operation Gratitude will not assume any legal or financial liability for a third-party event.
4. Operation Gratitude must approve any co-beneficiaries prior to approval of the third-party event.
5. Operation Gratitude staff reserves the right to terminate the fundraising arrangement, removing Operation Gratitude as the event beneficiary and eliminating the Operation Gratitude name and marks from all related collaterals, to include social media at any time. Operation Gratitude will incur no liability for any such cancellation.
6. Third party fundraising events must be fully executed by the third-party fundraiser. Operation Gratitude is available to provide fundraising coaching and recommendations during the planning process on a limited basis. Operation Gratitude staff cannot plan or promote third party fundraising events.

Marketing and Promotions Guidelines

1. Operation Gratitude should be listed as a beneficiary not as a sponsor or host on all third-party event promotional materials.
2. The third-party fundraiser is responsible for all marketing, including writing and distributing press releases, Public Service Announcements (PSAs), social media postings, invitations, etc.
3. All marketing materials and text about Operation Gratitude must first be approved by the Director, Individual Giving prior to being posted.
4. Any engagement with the press regarding Operation Gratitude and the event must have prior approval by Operation Gratitude staff.

Financial Guidelines

1. Third-party fundraising events must be financially self-sustaining without contribution or financial risk from Operation Gratitude. Operation Gratitude will only accept the net proceeds from a third party fundraising event. All third party fundraising event expenses are the responsibility of the third party fundraiser and must be paid prior to the proceeds being

given to Operation Gratitude. Refunds or reimbursements will not be available after the donation is made to Operation Gratitude.

2. Third party fundraisers must fully and truthfully state the portion of the proceeds which will be donated to Operation Gratitude in all advertising, promotions, and in all contact with sponsors, donors and participants.
3. The third party fundraiser is responsible for all vendor agreements, contracts, insurance, and any required permits for the event. Operation Gratitude will not assume liability for a third party event.

Charitable Giving Guidelines

1. All donations received at or prior to the event are required to be given to Operation Gratitude within 30 business days of the event.
 - Checks should be mailed to our P.O. Box
 - Cash should be exchanged for a check or money order and mailed to the P.O. Box
2. A donation solicited on behalf of Operation Gratitude is fully tax deductible only when it is made directly to Operation Gratitude. Collecting donations via a Team fundraising page is also encouraged.

Mail Checks to:

Operation Gratitude
P.O. Box 260257
Encino, CA 91426

We appreciate your support of Operation Gratitude's mission to Say Thank You To All Who Serve. Together we can make a difference!