

# THIRD-PARTY FUNDRAISER TOOLKIT

# WELCOME

Thank you for supporting Schreiber Center for Pediatric Development and our mission to help children with disabilities, developmental delays and acquired injuries reach their full potential. As a not-for-profit organization, The Schreiber Center relies on the generous gifts made by grateful clients and families, caregivers and friends in the community—people like you—to help us accomplish our mission. We are incredibly grateful for your interest in hosting an independent third-party fundraising event. Your fundraising efforts will ensure care for all by helping to underwrite uncompensated care. This guide will provide information on what resources are available to you, and answers to many frequently asked questions.

## GETTING STARTED

Before you begin planning or advertising your third-party fundraising event, we ask that you please contact:

Kristen Masengarb

Associate Director of Development

Schreiber Center for Pediatric Development

[kmasengarb@schreiberpediatric.org](mailto:kmasengarb@schreiberpediatric.org)

717-393-0425 ext. 105

# OVERVIEW

## **Third-party fundraising event definition.**

A third-party event is a fundraising activity hosted by a non-affiliated group, organization, business or individual to raise funds for a non-profit or charity that is planned and executed by the third-party organizer.

## **The Kids' Care Fund**

One hundred percent of donations for your event will be directed to the Kids' Care Fund designed to reduce the financial burden for families to ensure children with disabilities, developmental delays and acquired injuries receive the care they need to reach their fullest potential.

## **Event Organizer Responsibilities**

As the event organizer, you are responsible for all fundraising efforts and logistics from inception to the day the check/donation is issued to the Schreiber Center. This includes obtaining all vendors (venue, entertainment, food/beverage, etc.), necessary permits or licenses, staffing/volunteers, securing auction items, drawing participants to the event and all fundraising aspects associated with your event. If expenses are greater than money raised by the event, the event organizer is responsible for those expenses.

## **Event Name**

Due to legal requirements, 'Schreiber Center for Pediatric Development' may not be referred to and identified as the event host. For example, a fundraiser cannot be named the Schreiber Center's Ride for the Kids; instead, it should be titled Ride for the Kids benefiting Schreiber Center for Pediatric Development.

# OVERVIEW

## Support provided by the Schreiber Center:

- Logo for marketing materials (use of our name or logo must be pre-approved prior to use)
- Letter of endorsement to validate event authenticity
- IRS-compliant tax receipt for donations made directly to the Schreiber Center. Check must include the donor's name, contact information, event name and be submitted within 30 days of the event.
- Post-event check presentation at the Schreiber Center and tour for you/event committee

## Services we are unable to provide:

- The Schreiber Center's tax-exemption number
- Bank accounts or assistance processing or paying expenses
- Insurance, liability coverage or permits, liquor licenses, raffle licenses
- Mailing list of donors, corporate partners or vendors
- Website or registration page
- Letterhead or any type of stationary
- Media publicity
- Giveaways
- Guaranteed attendance at planning meetings for the event
- Assistance in soliciting donations, handling mailings, attending committee meetings, collecting donations and recruiting attendees
- Guaranteed client family, staff, therapist or volunteer at the event

# OVERVIEW

## **After your Fundraiser:**

Proceeds must be received within 30 days of the event date. A single check from the event should be made payable to 'Schreiber Center for Pediatric Development.' Once we receive your donation, an acknowledgement letter will be sent to you.

Mail checks to:

Schreiber Center for Pediatric Development  
Attn: Fund Development  
625 Community Way  
Lancaster, PA 17603

# FAQs

## **Can I/we use the Schreiber Center name and logo on promotional materials?**

Once your event has been approved, we will provide you with the appropriate logo for your marketing materials. Materials that include Schreiber Center for Pediatric Development must be approved by our fundraising team contact prior to publication and distribution.

## **Can someone from The Schreiber Center assist with planning the fundraiser?**

We are happy to provide guidance, but we cannot handle the organizational or administrative tasks necessary to host a third-party event due to limited resources available.

## **Will a representative attend my event?**

The Schreiber Center cannot guarantee the availability of a charity representative for your event.

## **Will the Schreiber Center share my fundraiser internally and or on its social media channels?**

The Schreiber Center will gladly include a maximum of three posts about third-party events on our social media channels.

## **Can the Schreiber Center provide insurance or assist in securing permits and licenses for my fundraiser?**

As the event organizer, you are solely responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws and obtaining appropriate insurance coverage as necessary. The Schreiber Center cannot be held liable for details associated directly or indirectly with the event, including but not limited to; expenses, purchases, insurance or liability coverage.

# FAQs

## **Can I organize a raffle?**

You may hold a raffle if you have a raffle license and comply with all rules and regulations associated with the license including but not limited to the Commonwealth of Pennsylvania gaming regulations and the Internal Revenue Service. We cannot provide or “lend” our raffle license or non-profit status to your fundraiser. We cannot endorse any fundraiser that holds a raffle without a license.

## **Can I/we use the Schreiber Center Tax Exemption Number?**

No. As a tax-exempt organization, the Schreiber Center has the responsibility to use our tax-exempt status only for events and activities directly planned and managed by the Schreiber Center. We are not able to loan our tax-exempt status to anyone outside of our organization even for purposes of fundraising.

## **Can I open a bank account to manage revenue and expenses for my event?**

Yes. You may establish a business bank account in your event’s name to manage incoming revenue and expenses. As the event organizer, you are responsible for all event expenses and will not be reimbursed. The Schreiber Center will not be liable for any costs or expenses associated with the event.

## **Will my event donors receive a tax receipt?**

The Schreiber Center cannot issue charitable tax receipts for donors who make payments directly to your fundraiser. If your donor would like a tax receipt, have the donor write a check payable to Schreiber Center for Pediatric Development, with the event name included. Please note, we cannot issue tax receipts for checks related to event tickets and sponsorships that include goods or services as an entitlement, prizes or auction.

# Thank You!

We are excited to partner with you, and our team is ready to help ensure your event is a success! If you have questions or need additional information, please contact: Kristen Masengarb, Associate Director of Development at 717-393-0425 ext. 105 or [kmasengarb@schreiberpediatric.org](mailto:kmasengarb@schreiberpediatric.org).

