

1 | THIRD-PARTY EVENT KIT

Many Thanks!

On behalf of As Our Own, thank you for supporting our mission. It is because of your partnership that we are able to sustain and increase our work in India.

We wish you success in your efforts to raise funds through As Our Own and want to support you in any way we can. To help, we organized this event kit for you to follow in planning your fund-raising idea, giving you a framework for your activity or event. If you are in need of additional information or assistance, contact us at info@AsOurOwn.org.

Please know that you and your efforts are in our prayers.

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Event Process

Step 1 :: Event Approval

Because As Our Own is a stand-alone 501c(3) nonprofit, we need to limit our liability in efforts we are not directly involved in. This protects the organization from issues and accidents outside of our control. Therefore, As Our Own may decline association with any person or organization if the association may have a negative impact on the image of As Our Own.

However, As Our Own is honored to have so many who wish to advance the work through creative advocacy! We just need to review your event idea to make sure we are able to be involved.

Please complete and submit our Event Application to begin this process. *The Event Application is enclosed in this document (Pages 11-12).* You can also find the application on our Web site or we can e-mail one to you. **Return the completed application to info@AsOurOwn.org at least 30 days prior to your anticipated event date. Also, do not promote As Our Own as part of your event until we have confirmed our ability to be involved.** We wouldn't want you to reprint materials or to incur cancellation fees if we cannot be directly involved in your event.

Step 2 :: Review & Follow the Event & Activity Instructions

Once your event has been approved, closely follow the enclosed *Event & Activity Instructions (Page 4)* and our [Brand Identity Guidelines](#).

These important documents contain promotional material, logo usage instructions, and other helpful tools to assist you in developing your event.

Step 3 :: Collecting Donations

Good stewardship and accountability are among our greatest responsibilities at As Our Own. It is critical to have a sound plan in place for receiving monetary gifts, as there is specific tax documentation that must be followed for collecting donations. *We have*

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provided two options for collecting donations, defined in Receiving Monetary Donations (Page 7). It is preferred that donors give donations to your nonprofit/church so that your nonprofit/church can then send one donation check to As Our Own. If that is not possible, there is a secondary option available.

It is also crucial to provide donors with a clear and precise explanation for how the collected funds will be applied. We will offer a few ideas for how your event's proceeds can be used for the work of As Our Own. We can work together to create a succinct statement to include in printed materials and on your event signage placed at the donation table.

Step 4 :: Have a Great Event!

You and your event will be in our prayers. We can't wait to hear all about it. Thanks for partnering with us!

Step 5 :: Forward the Proceeds to As Our Own

Based on the plan you select for receiving donations, there are specific procedures for you to follow to ensure good stewardship and accountability. *Please follow these procedures closely to prevent any delay in acknowledging and receipting donations (Page 7).*

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Event & Activity Instructions

Step 1 :: Approval & Responsibility

All fund-raising event organizers must submit the enclosed *Event Application (Pages 11-12)* for consideration and approval by As Our Own. Event organizers are responsible for planning and executing the event, including set-up, tear down, staffing, and liability.

Step 2 :: Promotion & Logo Usage

All promotional materials and verbiage must clearly communicate that this is an event sponsored and executed by you or your group. Please do not use verbiage or As Our Own identity materials in a way that may imply As Our Own is the event sponsor or coordinator. It is crucial that people understand As Our Own is not hosting the event or endorsing any product, organization, or service.

The event organizer should review and follow closely our [Brand Identity Guidelines](#) when implementing the event. The As Our Own logo is a registered trademark and cannot be reproduced without written consent.

As Our Own must review and approve all promotional material prior to production and distribution; this includes letters, flyers, brochures, signs, posters, copy, and electronic messaging and event announcements. *Acceptable copy and standards can be found in our [Brand Identity Guidelines](#).*

Step 3 :: Event Sponsors & Vendors

If your event will include sponsors or vendors, **please provide a list of those companies, churches, and organizations to As Our Own prior to asking for their help.** We want to avoid any direct conflicts with your prospective sponsors or vendors in case they have already been solicited by As Our Own.

Tax documentation will not be provided by As Our Own for product/service donations. (Example: The local coffee shop that donates drinks to the event will not receive a tax deduction from As Our Own.)

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Step 4 :: Financial Notes

Although we are extremely grateful for your support and creativity in planning this event to help As Our Own, we cannot provide financial support to cover any costs of the event. Also, the As Our Own sales tax exemption letter cannot be used by any third-party event organizers.

Therefore, it is best to keep event costs minimal. Event organizers should submit net proceeds of the event to As Our Own within thirty days of the conclusion of the event; *see the two options for collecting donations, defined in Receiving Monetary Donations (Page 7)*. Please send the donations to As Our Own, P.O. Box 101282, Chicago, Illinois, 60610.

By signing the Event Application, you confirm that no one associated with your event will be compensated by As Our Own for these fund-raising efforts, nor will you be benefitting financially by hosting and organizing this event.

Step 5 :: Donor Information

Event organizers are responsible for collecting contact information from attendees/participants, sponsors, donors, and volunteers. *Please use the approved sign-up sheet (Page 13)*.

Step 6 :: Liability

As Our Own cannot provide certificates of insurance for the event or for the event organizers. Evaluate your need for insurance to cover the event. By signing the Event Application, you agree to be responsible for, indemnify, and hold As Our Own harmless from any and all claims of any nature, losses, liabilities, expenses, and/or any other claims, arising from the event.

As Our Own cannot recommend event venues or sign venue contracts. As Our Own recommends alcohol is not served at the third-party events. As Our Own, its staff, and its board members will not be held responsible for the event details and outcome.

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Step 7 :: Event Help

Contact Ali Dollard, Development Coordinator, info@AsOurOwn.org, with questions regarding your event.

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Receiving Monetary Donations

Good stewardship and accountability are among our greatest responsibilities at As Our Own. Because there is specific tax documentation that must be followed for collecting monetary gifts, *we have provided two options for collecting donations.*

Due to tax regulations, it is best for donors to give directly to your nonprofit/church, and then send one check from your nonprofit/church to As Our Own. If at all possible, please use Plan Option A.

Plan Option A :: Donors Make Checks Payable to Your Nonprofit/Church

Your nonprofit/church will collect all donations and then submit one check to As Our Own.

1. Donors make checks payable to your church or to a nonprofit organization.
2. Your church or the nonprofit organization will deposit all checks and cash received during the event and will then write a single check to As Our Own totaling the net proceeds of the event. You or the organization can send the check to As Our Own, P.O. Box 101282, Chicago, Illinois, 60610.
3. Using this process assumes that your organization/church will provide appropriate tax receipting to the individual donors. As Our Own will acknowledge and receipt only the single individual/organization submitting the sum check.

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Plan Option B :: Donors Make Checks Payable to As Our Own

Use this option if you cannot have your church/organization collect and deposit the donations. Donors giving by check will receive individual credit from As Our Own for their tax-deductible donation.

1. Donors to make checks payable to As Our Own and you simply forward these gifts with the appropriate report (see #2). As Our Own cannot receipt cash donations, so please deposit cash gifts into your account and send a sum total check payable to As Our Own equal to the cash amount.
2. Complete the appropriate Donation Subscription Report (Page 14 or 15) to ensure all individual donations made by check are accounted for. List each check as noted on the form so that each donor will receive individual credit for tax purposes. You will also list the sum total check for the cash donations.

If no good or service is exchanged for the donation, complete the Donation Subscription Report without Goods Exchanged (Page 14).

If a good or service is exchanged for the donation, complete the Donation Subscription Report with Goods Exchanged (Page 15). Record the amount of the tax-deductible receipt like this: GIFT - VALUE OF GOOD = TAX-DEDUCTIBLE AMOUNT.

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Example :: Selling Art to Raise Funds

Let's say you want to use one of the suggestions in the Your Art & Talent section on www.AsOurOwn.org for a fund-raising event. You could donate book proceeds, CD proceeds, photography sessions, and so on. Here's how you would implement each plan for receiving funds:

Plan Option A :: Donors Make Checks Payable to Your Nonprofit/Church

1. Donors make checks payable to your church or to a nonprofit organization.
» Make note of this on your event announcements so attendees are aware prior to the event. Also have a sign at the donation table stating: "Make checks payable to [your church]."
2. Your church or the nonprofit organization will deposit all checks and cash received during the event and will then write a single check to As Our Own totaling the net proceeds of the event. You or the organization can send the check to As Our Own, P.O. Box 101282, Chicago, Illinois, 60610.
» Deposit all donations and send the net proceeds in one check made payable to As Our Own.
3. Using this process assumes that your organization/church will provide appropriate tax receipting to the individual donors. As Our Own will acknowledge and receipt only the single individual/organization submitting the sum check.
» Make sure all donors have been acknowledged in your organization's system for future tax reporting.

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Plan Option B :: Donors Make Checks Payable to As Our Own

1. Donors to make checks payable to As Our Own and you simply forward these gifts with the appropriate report (see #2). As Our Own cannot receipt cash donations, so please deposit cash gifts into your account and send a sum total check payable to As Our Own equal to the cash amount.

» Make note of this on your event announcements so attendees are aware prior to the event. Have a sign at the donation table stating, "Make checks payable to As Our Own."

2. Complete the appropriate Donation Subscription Report (Page 14 or 15) to ensure all individual donations made by check are accounted for. List each check as noted on the form so that each donor will receive individual credit for tax purposes. You will also list the sum total check for the cash donations.

» It is likely at an art event that you will have some checks as payment for art and some checks for donations. That means you would complete both reports.

If no good or service is exchanged for the donation, complete the Donation Subscription Report without Goods Exchanged (Page 14).

» Complete the report and return it with the donation checks as instructed.

If a good or service is exchanged for the donation, complete the Donation Subscription Report with Goods Exchanged (Page 15).

» It is necessary to label the art pieces with the purchase price (ex: \$125) and the value (ex: \$50). Record the amount of the tax-deductible portion (to calculate: $GIFT - VALUE\ OF\ GOOD = TAX-DEDUCTIBLE\ AMOUNT$, which in this example would be: $\$125 - \$50 = \$75$.)

11 | EVENT APPLICATION

On behalf of As Our Own, thank you for supporting our mission. It is because of your partnership that we are able to sustain and increase our work in India. **Please complete and submit this Event Application** at least 30 days prior to your anticipated event date. Also, do not promote As Our Own as part of your event until we have confirmed our ability to be involved.

Please complete and return to info@asourown.org.

CONTACT INFORMATION
Event Organizer:
Address:
Cell Phone:
E-mail:
Fax:
How did you hear about us?
EVENT DETAILS
Type of Event:
Purpose:
Description of Activities:
Date of Event:
Location:
Time:
Expected Attendance:
Fund-Raising Goal:

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ADDITIONAL INFORMATION
Will there be a display table?
Will there be a presentation?
Will other organizations be featured?
SPECIAL REQUESTS
Comments:

I, _____, Event Organizer, am requesting permission for the limited use of the As Our Own ® brand and promotional materials for the purposes of conducting the above Event to help raise support for the ministry work of As Our Own. I agree to abide by the Brand Identity Guidelines in conducting the Event. I also fully acknowledge that I am planning and conducting the Event on my own and not as a partner, volunteer, or agent of As Our Own, NFP. As such, I understand that I am solely responsible for the Event and any liabilities that may arise in the context of the Event. I have evaluated the need for insurance for the Event and taken appropriate measures based on the potential risks. Since I am conducting this Event independent of As Our Own, I agree to be responsible for, indemnify, and hold As Our Own harmless from any and all claims of any nature, losses, liabilities, expenses, and/or any other claims, arising from my Event.

Signature

Date



Sign Up:: News Updates

Contact :: info@AsOurOwn.org

NAME

EMAIL

1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10.	_____

Donation Subscription Report without Goods Exchanged

Name of Event:
Date of Event:
Contact Person:
Total No. of Checks:
Total Dollar Amount:

	Name	Address	Phone Number	Email	Check Number	Total Check Amount
1	EX: Mary Smith	222 Tree Lane, Elmwood IL 60111	222-222-2222	msmith@gmail.com	2250	\$ 125.00
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						

NOTE :: If you are submitting a sum total check out of your account for cash donations, please denote if a portion of the check is being donated by you personally.

Donation Subscription Report with Goods Exchanged

Name of Event:
Date of Event:
Contact Person:
Total No. of Checks:
Total Dollar Amount:

	Name	Address	Phone Number	Email	Check Number	Total Check Amount	Value of Good	Tax Deductible Amount
1	EX: Mary Smith	222 Tree Lane, Elmwood IL 60111	222-222-2222	msmith@gmail.com	2250	\$ 125.00	\$ 50.00	\$ 75.00
2							\$	-
3							\$	-
4							\$	-
5							\$	-
6							\$	-
7							\$	-
8							\$	-
9							\$	-
10							\$	-
11							\$	-
12							\$	-
13							\$	-
14							\$	-
15							\$	-
16							\$	-
17							\$	-
18							\$	-
19							\$	-
20							\$	-

NOTE :: If you are submitting a sum total check out of your account for cash donations, please denote if a portion of the check is being donated by you personally.