Mobile Loaves & Fishes
Third Party Fundraising Event Agreement

Third Party Fundraising Events (Event(s)) are vital to Mobile Loaves & Fishes (MLF) fulfilling its mission to provide food, clothing and promote dignity to our homeless brothers and sisters in need. We welcome and greatly appreciate requests from individuals, organizations and businesses to coordinate benefits, promotions, special events, donation drives, etc. in support of MLF.

Please review the criteria for coordinating an Event for the benefit of MLF and kindly fill out the Event Application. Prior to using the name of Mobile Loaves & Fishes or its logo in promoting or hosting an Event, an authorized MLF representative must approve your Event Application.

Rules and Regulations

An Event is defined as follows:

• Planned and organized by an unaffiliated group or individual;
• A portion of revenue raised minus expenses is designated to MLF;
• MLF’s name and/or logo is used in advertising to state MLF as a designated recipient of the event proceeds; and
• MLF staff involvement is minimal

Advertising, Promotion and Marketing

Event coordinators are responsible for ALL event coordination, marketing, promotion, sales and soliciting participation from supporters or donors.

The MLF name, logo, and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the Event. Likewise, MLF will not solicit prizes, sponsors, etc. for your Event.

On behalf of MLF, an individual, company, or organization may not offer tickets or advertising in any form in exchange for cash donations, sponsorships, or underwriting.

MLF does not share private information and cannot provide you with donor or volunteer contact information, mailing lists or names of individuals to invite to your Event.

MLF does not purchase advertising to promote third-party events. MLF is not responsible for and cannot guarantee media coverage (television, radio, or print). You may contact the media about your event or promotion but must submit any talking points for prior approval by MLF before going live via internet or other media.

Invites, press releases, brochures and all other written communication must be approved by MLF before printing or going live via the internet. If there is an error in the print material(s), without approval from the MLF we have the full authority to request reprints and/or revisions, at the financial expense of the Event coordinator.

MLF may help by listing the event on the MLF Social Media sites, and if approved on MLF blog and rotating banner; however, MLF cannot promote event, business or organization logo on web site.
Event coordinators are not permitted to create, use or promote a website or url with Mobile Loaves & Fishes name.

MLF does not endorse products, firms, organizations, individuals, or services. Accordingly, your Event must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the MLF.

All promotional materials must clearly state that your Event is raising funds that will benefit MLF, and include the percentage or amount that will be donated to MLF. Ex: Third Annual Church Golf Tournament proceeds benefitting Mobile Loaves & Fishes.

Additional sponsors may reflect on MLF and therefore, we reserve the right to approve additional sponsors.

**Logo Usage:**
In the Resources section of [www.mlf.org](http://www.mlf.org), you will find MLF’s logo, which you may use in the promotion and carrying out of your Event. However, you are strictly prohibited from using any other trademark, service mark, photos or copyrighted materials of MLF for your Event without the express written consent of MLF.

**Donations and Drives**
MLF is always in need of in-kind donations to meet the needs of our homeless brothers and sisters. However, due to health department regulations, food donations are restricted. Please visit [www.mlf.org/wishlist](http://www.mlf.org/wishlist) or call 306-8036 for more information on items consistently needed.

**Finance and Tax Rules**
MLF will process only the final net proceeds of the Event(s). Under no circumstances will third party revenues and expenses flow through the organization.

MLF shall receive all net proceeds within (30) business days of the conclusion of each Event. The Event coordinators shall provide the organization a completed *Proposal and Agreement* form recording the net donation and individual contributions.

If payments are made to the Event organizer, and the Event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made directly to “Mobile Loaves & Fishes,” the donations are typically tax deductible, though you should consult your tax advisor. All individual checks made payable to “Mobile Loaves & Fishes” will receive a tax receipt in accordance with the IRS standards. MLF does not issue tax receipts other than for donations made payable directly to MLF.

Items sold at your event are not tax-deductible.

Event coordinators are responsible for financing any and all expenses related to an Event and assume responsibility for any debts incurred.

You may not establish a bank or other deposit or transaction account in the name of Mobile Loaves & Fishes.

Mobile Loaves & Fishes sales tax exemption on purchases cannot be extended to any Event or fundraising effort.
Liability and Cancellation

All events must comply with all federal, state and local laws applicable to any Event, including fundraising rules and regulations.

Mobile Loaves & Fishes is not responsible for providing liability insurance for your event.

Event organizers must determine the extent of and obtain its own liability insurance for the Event sufficient to cover any claim that may arise out of the Event. Event organizers agree to indemnify and hold MLF harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the Event.

Event organizers must inform invitees and participants that the Event is not produced, supervised or sponsored by MLF and that MLF is neither responsible nor liable for any acts or omissions related to the Event.

MLF has no fiduciary responsibility for your Event and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds and/or donations.

MLF may direct you, and you agree to comply with the direction, to cancel your Event and withdraw any and all use of the MLF name in organization with your Event. Such direction may occur for any reason, including MLF’s belief that an association with your Event or any consequences that contribute to or result from your Event may have a negative effect on the mission, credibility, or reputation of MLF.

Other Prohibited Activities
The following fundraising activities are prohibited in conjunction with Events for the benefit of the MLF:

1. Programs that raise money on commission

2. Promotion or support of a political party or candidate, or those which appear to endorse a political activity

3. Direct solicitation (including, but not limited to door-to-door canvassing, telemarketing or internet).

Questions or Concerns:
Please contact Donna Emery, Donor and Community Relations Director donna@mlf.org or 512-329-7200 (ext. 112)