



FUNDRAISING GUIDELINES

Thank you for your interest in supporting Judi's House/JAG Institute (JH/JAG). Your partnership allows us to provide grief care to bereaved children and families—free of charge. A donor driven fundraiser is any revenue generating activity organized or implemented by an external collaborator (individual, business, or school) with limited or no assistance from JH/JAG staff. With your exclusive fundraising efforts, we can increase support and raise awareness for childhood bereavement.

Donor Driven Event Guidelines

- JH/JAG staff must approve all promotional materials; including invitations, press releases, flyers, social media, posters, etc. in advance of event announcement.
- Organization mission statement must be printed and verbally stated as follows: *To help children and families grieving a death find connection and healing.*
- If additional entities participate in the fundraiser, no actual or implied endorsement may suggest a relationship with JH/JAG and said entity.
- JH/JAG places a high value on donor ethics, and we therefore request that any promotional materials clearly state the percentage of proceeds to be donated (e.g., \$1 of every item sold, or 50% of ticket sales will be donated to Judi's House).
- All Judi's House clients have the right to respect and privacy. Consequently, we require that no child or family member be exploited or misrepresented in connection with the fundraiser.

Permissible Use of Organization Name and Logo

The JH/JAG names and logos are valuable assets to our organization. Modifications cannot be made to the JH/JAG name, logos or trademarks. Below are the specific requirements and guidelines for approval of their use:

1. Acknowledgment of the fundraising guidelines above.
2. Register [event online](#) or complete enclosed application and email to development@judishouse.org
3. Wait for written approval *prior* to using JH/JAG names, logos, or promotional materials.

Judi's House Staff and Volunteer Involvement

- JH/JAG staff and volunteer involvement for donor driven fundraisers must be clearly defined. While JH/JAG will attempt to provide requested staff or volunteers, we cannot guarantee staff attendance at events.
- With respect to the privacy of our supporters, JH/JAG does not provide mailing lists to event organizers.
- Any shared promotion of your fundraiser through JH/JAG marketing vehicles will be at our discretion.

Financial Responsibilities

- As a third party, you are responsible for all event/activity expenses, including but not limited to: food, beverages, marketing, advertising, supplies, venue/permit fees and incidentals. JH/JAG will not be responsible for any expenses or debts incurred.
- Only donations made directly to JH/JAG are eligible to be tax-deductible. It is illegal for the event organizers to state verbally or in any promotional materials that donations made to the event organizers are tax-deductible by utilizing Judi's House's IRS 501(c)(3) status.
- JH/JAG values acknowledging donors in a timely manner. Please provide donor contact information and proceeds to JH/JAG no later than **10 days** following the event. You can mail funds directly to Judi's House at: Judi's House Attn: Development Team 1741 Gaylord St. Denver, CO 80206 or deliver them in person.

Government Legalities, Regulations and Licensing

- As a third party, you agree to obtain all required permits, licenses, and insurance policies necessary.
- All activities taking place during your event must be legal, according to local, state, and federal regulations.
- Any event that will provide alcoholic beverages must operate under a valid liquor license. Events should always discourage drinking and driving.
- JH/JAG assumes no legal or financial liability associated with donor driven fundraising.

JH/JAG appreciates your interest and involvement with our organization. We look forward to helping you make your fundraiser a success! If you have a special circumstance or questions about the above guidelines, please contact our [Development Team](#) or call 720.941.0331.



Fundraiser/Event Name: _____

Primary Contact: _____

Company: _____

Email: _____ Phone: _____

Application Date: _____ Date of Event: _____ Start & End Time: _____

Location: _____ Is this an annual event?
 Yes No If yes, for how many years? _____

Give us a brief description of your event:

How many attendees are expected? _____ What is your fundraising goal? _____

What percentage will benefit Judi's House? _____

How will you promote this fundraiser?

Please list other charitable organizations benefiting from this fundraiser (if applicable):

How did you hear about fundraising opportunities with Judi's House?

I have read and understand the accompanying Fundraising Guidelines and agree to provide all requested information. I understand that as the host of the fundraiser, I am solely responsible for all costs and expenses associated with the proposed event and agree to indemnify and hold harmless Judi's House/JAG Institute from and against any claims, causes of action, liabilities, damages and expenses arising out of or in any way resulting from the event.

Printed name _____

Signature _____ Date _____

Please send completed application to development@judishouse.org. JH/JAG appreciates your interest and involvement with our organization. We look forward to helping you make your fundraiser a success! If you have a special circumstance or questions about the above guidelines, please contact our [Development Team](#) or call 720.941.0331.