



Thank you for considering the Hip Hop 4 Life (HH4L) as a beneficiary of your fundraising activities. HH4L appreciates your efforts to help to build self-esteem, confidence and sound judgment in young people so they can achieve their utmost potential and become proactive members and leaders within their communities.

This packet contains the following information:

1. A copy of the Hip Hop 4 Life's Guidelines for Third-Party Fundraisers. Please review these policies and procedures carefully.
2. A Third-Party Fundraiser Proposal Form to be completed and returned to HH4L's Fundraising Committee.

All events should complement the mission and image of the Hip Hop 4 Life. Although the Hip Hop 4 Life actively encourages third-party fundraising events, HH4L must approve all events and promotions in advance. This is an important safeguard in preserving the integrity of the Hip Hop 4 Life's name and our commitment to the young people that we serve.

If you represent a corporation interested in sponsorship opportunities, please contact Tanisha Tate, HH4L's Marketing Committee, at 646-706-7370 ext. 2 or tanisha@hiphop4lifeonline.com, rather than using this form.

Please return all attached forms by fax to: 646-706-7377 x3

Or via mail to:

Hip Hop 4 Life
Attn: Nicole M. Tucker-Pollard, Board of Directors
5 Penn Plaza, Suite 1960
New York, NY 10001

We appreciate your interest in fundraising for the Hip Hop 4 Life, and we look forward to working with you! Please feel free to contact us at 646-706-7370 with any questions you may have.



GUIDELINES FOR THIRD-PARTY FUNDRAISERS

1. Organization/sponsors must obtain prior express written consent from the Hip Hop 4 Life (HH4L) before using HH4L's name or logo or otherwise indicate to the public that an event is being held for the benefit of HH4L. If permission is granted, the official logo of HH4L should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the HH4L logo must adhere to established graphic standards.
2. HH4L must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
3. In order to provide donors with important information concerning their contribution, all materials should clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit HH4L.
4. Under no circumstances can third-party event revenues & expenses pass through HH4L's books. Only the net amount (final net proceeds from event) should be processed by HH4L. HH4L does not allow any organization/ sponsor to set up a temporary bank account in HH4L's name.
5. The net amount (final net proceeds from event) should be sent to HH4L within 30 days of the event.
6. HH4L reserves the right to inspect all event financial records (revenue and expenses).
7. The involvement of HH4L staff must be agreed upon prior to the event, and is subject to availability. While we will do our very best to provide the representatives requested.
8. HH4L can provide brochures, pamphlets and other informational materials, promoting and explaining HH4L, its goals and accomplishments. Advance notice is required regarding the quantities needed for the event.
9. Given HH4L's other fundraising commitments, we cannot provide assistance in the solicitation of sponsorships, provide celebrities or professional athletes, or provide publicity through newspapers, radio, TV coverage, etc. for third-party events.
10. In order to better coordinate fundraising activities, HH4L should receive a list of targeted sponsors for the event, before they are approached, to minimize overlap with other HH4L sponsored programs.
11. HH4L has made a commitment to our supporters that we do not sell or provide third parties with our supporters' contact information.
12. Organization/sponsors are responsible for obtaining all permits – especially those for raffles/games of chance. Because state and local governments control all charitable gaming activities, if the event includes bingo, raffle, 50/50 draw and/or casino type games and events, you must acquire the proper permit/license from your respective county treasurer's office and abide by all rules and regulations pertaining to such gaming activity.
13. HH4L is not permitted to share any of its licenses, permits, or tax exemption benefits with third parties.
14. HH4L will not take out liquor licenses for third-party events.
15. Organization/sponsors must obtain their own liability insurance to cover the event. HH4L will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. HH4L will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event.
16. HH4L reserves the right to withdraw its participation from any third-party event at any time and discontinue representation of HH4L.



THIRD-PARTY FUNDRAISER PROPOSAL FORM

Name: _____

Organization: _____

Please provide a brief description of your organization and its mission on the back of this form.

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Please provide the following information about your fundraising event or promotion:

Brief description of the fundraiser/event/promotion and target audience: _____

Date: _____ Time: _____ Estimated number of attendees: _____

Location: _____

Will HH4L be the sole recipient of net proceeds? Yes _____ No _____

If not, list others: _____

Portion of net proceeds that will be contributed to HH4L (% or \$ amount): _____

Please list any/all intended method(s) of fundraising (i.e. ticket sales, raffle, pledges/contributions, etc.):

Please list any/all sponsor(s): _____

Will you require gift acknowledgements for tax purposes for this event? _____ Yes _____ No

If Yes, please specify: _____

Please describe what assistance, if any, you are requesting from HH4L staff:

Please note: HH4L's involvement will be subject to availability and based on event-specific details.

Please describe any intended promotion or publicity: _____

Please note: HH4L must approve the use of our name or logo on all materials.

ORGANIZATION'S HISTORY:

Brief description of your organization – size, how long in existence:

Why I, we want to hold this event:

EVENT DETAILS:

Financial Fundraising Information:

Total Projected Gross Revenue (before expenses) \$ _____

Projected Expenses: \$ _____ Insurance: \$ _____

Printing: \$ _____ Licenses: \$ _____ Food: \$ _____

Rentals: \$ _____ Prizes: \$ _____ Other: \$ _____

Total Projected Expenses: \$ _____

Estimated date of donation: _____ Host Signature: _____

Promotional Materials Requested (Check all that apply):

_____ Banner _____ HH4L Logo (All print materials must be approved by HH4L)

_____ Brochures

Marketing Support from HH4L

Do you want your event listed on the HH4L Website? : Yes No

Do you want us to include your event in our publications? : Yes No

Do you want us to send out a Press release on the event? : Yes No

Would you like a formal check presentation or an HH4L representative to address your group?

_____ Yes _____ No

If yes, please answer below:

Place: _____ Address: _____

Time: _____ Date: _____

Share a HH4L Story with Us (optional)

Do you know someone who has benefitted from the services provided by HH4L? Explain:

I/we hereby acknowledge receipt of the Hip Hop 4 Life's Guidelines for Third-Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event. I/we agree to indemnify and hold the Hip Hop 4 Life harmless for any expenses, losses, claims or damages resulting from the fundraising event.

Signature(s) of Third-Party Fundraiser(s)

Date

HH4L Staff Signature of Approval

Date