



Outside Fundraiser Guidelines & Procedures

Thank you for your interest in fundraising *for Willow Domestic Violence Center!* To ensure a successful partnership with our agency, we request that you read and adhere to the following guidelines and procedures. These guidelines are to be used as a reference tool while you plan your event, allowing Willow to manage fundraisers in a productive manner.

Any questions should be directed to the Volunteer Coordinator at volunteer@willowcenterny.org.

1. *Willow Domestic Violence Center's* mission is to prevent domestic violence and ensure every survivor has access to the services and supports needed along the journey to a safe and empowered life. We lead the community towards the prevention of domestic abuse by providing an emergency shelter, advocacy, and education throughout Monroe County. In planning your event please keep our vision in mind; a community free from domestic violence, where healthy relationships thrive.
2. Please fill out the Outside Fundraiser Proposal Form, sign, and send to our Volunteer Coordinator (volunteer@willowcenterny.org) at least **ONE MONTH** prior to your event.
3. Use of the Willow name and/or logo is reserved for events that receive approval by submitting the above mentioned Outside Fundraiser Proposal Form. To use our agency name and logo to publicize your event, we ask that you commit to raising \$250.00. However, events planning to raise less than \$250.00 can use our agency name by stating "Proceeds of this event will go to Willow Domestic Violence Center".
4. All promotional materials for your event that include our agency name and/or logo must be approved before they are used or sent to the public. We ask that you include the % of net proceeds that Willow will receive from your event on all promotional materials. All materials must be sent to the Volunteer Coordinator at volunteer@willowcenterny.org for approval prior to printing or publishing.
5. Agreeing to host a fundraiser on our behalf implies you or your organization will be assuming responsibility for ALL costs associated with the event.
 - a. Willow will NOT be responsible for staffing the event, sending and/or tracking invitations, selling tickets, advertising on any of our social media sites, or any other administrative tasks. We are thankful for your help, but we do not have enough resources to provide assistance with all these tasks.
6. How will Willow help you?
 - a. Approved events will be uploaded to our Events Page located on our website.
 - b. Willow will provide agency materials at your event.
 - c. Willow can offer to have a representative at your event to host a resource table and/or speak on our behalf. **We require a 30 day notice** for a speaker and/or representative to be present at your event. All of these requests should be included on your Fundraiser Proposal Form.

7. After the conclusion of your event, you are asked to transfer monetary gifts to Willow within 30 days, unless prior arrangements have been made. Checks should be made payable to Willow Domestic Violence Center and the name of your event should be stated in the memo line. They should be mailed to P.O. Box 39601 Rochester, NY 14604. Credit Card or Cash donation can be submitted by making arrangements by contacting the Donations Assistant at (585) 232-5200 ex. 224.

8. In kind donations can be arranged for drop off by contacting Donations Assistant, please call (585)232-5200 ex. 224. Willow DOES NOT have a pick-up service.

***We appreciate your generosity
in helping us bring peace to families in our community!***

We wish you much success in your planning!