



## Thank you so much for considering SafeHouse Denver as a potential beneficiary of your upcoming event or initiative!

Each year, community members like you who support SafeHouse Denver's mission, plan and participate in events or initiatives to raise the funds that are needed to *help adults, children and youth in reclaiming their right to a life free from domestic violence*. Your generosity is essential to SafeHouse Denver's ability to provide services that save lives and empower survivors.

We have established the guidelines below to assist you through the planning process and to protect the interests of both the third party and SafeHouse Denver. We hope you will find these clear and helpful, but encourage you to contact Heather at (303) 302-6130 or [hschreck@safehouse-denver.org](mailto:hschreck@safehouse-denver.org) with any questions prior to completing a third party application.

### Guidelines – Please Review Carefully

#### Application Information and Requirements

- 🏠 All third party event/initiative hosts should complete and submit a *Third Party Application* no less than 4 weeks before the activity. SafeHouse Denver's approval must be received before any promotion or advertising is permitted.
- 🏠 All third party event or initiative applicants must clearly state a specific percentage of net revenue or a specific dollar amount that they will contribute to SafeHouse Denver (for example, \$1 of every item sold or 20% of ticket sales).
- 🏠 We ask that all events be mindful of SafeHouse Denver's mission and be respectful to women, all ethnic groups, religious groups and sexual orientations.
- 🏠 Please note that as a domestic violence services organization, we are unable to benefit from events that raise money *solely* through the consumption of alcohol. (i.e. \$2 for every beer consumed)
- 🏠 SafeHouse Denver reserves the right to deny any application or dissolve any third-party partnership that is not in line with our mission.

#### Promotion of Your Event and/or Initiative (All Subject to Approval of Your Application):

- 🏠 Permission will be granted for the use of SafeHouse Denver's logo for the purposes of the approved event or initiative only.
- 🏠 All promotional materials such as invitations, press releases, fliers, email messages, posters, etc. must be approved by SafeHouse Denver before they are printed, distributed or publicized in any way.
- 🏠 If you plan to publicize your event on Facebook or Twitter, please have a general post pre-approved by SafeHouse Denver before 'tagging' us.
- 🏠 You may include the following statements in any promotional materials:
  - ***XXX proceeds (i.e. state a specific percentage or all proceeds) will benefit SafeHouse Denver.***
  - Alternatively, you may also state a specific dollar amount, for example: ***XXX dollars of each ticket sold will benefit SafeHouse Denver.***

- It must be clearly stated on and in all promotional materials that the event is “In support of SafeHouse Denver” or “Proceeds benefit SafeHouse Denver”. Nowhere can it state that SafeHouse Denver is a sponsor or co-sponsor.
- Materials cannot include any wording that suggests endorsement of a product by SafeHouse Denver.

## Implementation and Wrap-Up

- Hosts are expected to cover all expenses for any third party event/initiatives.
- SafeHouse Denver will advise you if your event or initiative requires that you provide comprehensive general liability insurance in the amount of one million dollars (\$1,000,000) which covers liability for bodily injury, property damage or death arising out of your third party event or activity. If this insurance is required, you must list ‘SafeHouse Denver, Inc.’ as an Additional Insured on your policy solely with respect to the event/initiative and provide SafeHouse Denver with a copy. The event or activity will not be approved until the certificate is received at our Administrative Offices.
- SafeHouse Denver cannot acknowledge in-kind donations for your event as charitable gifts made to the organization. SafeHouse Denver may be able to provide in-kind donors with a stewardship letter thanking them for their support of your event but they will not be able to use this for tax-deduction purposes.
- If attendees or supporters of your event would like their contribution to be acknowledged for tax-deduction purposes, it must be made directly to SafeHouse Denver via check or online.
  - Please visit [www.ColoradoGives.org](http://www.ColoradoGives.org) to learn about setting up your own online fundraising page for SafeHouse Denver.
- SafeHouse Denver will make every effort to assist in promotion of your event/initiative via our website, social media channels, and e-newsletter. However, we cannot guarantee any promotion, nor can we commit to attendance by SafeHouse Denver supporters. We highly recommend you have your own plan for promotion.
- SafeHouse Denver strives to ensure that all donors, supporters, and Host(s) are thanked in a timely manner. Therefore, we ask that the Host submits all funds raised to SafeHouse Denver within 30 days of the conclusion of the event or initiative, unless an alternate timeframe is agreed upon by both parties.

By signing this document, I acknowledge that I have read and understand these Guidelines for Third Party Events or Initiatives, and that I agree to comply with them once my Application is approved.

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Printed Name

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Signature

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Date

### Questions?

SafeHouse Denver is more than happy to discuss your event ideas and how we can work together to help support survivors of domestic violence! For questions or more information, contact Heather at [hschreck@safehouse-denver.org](mailto:hschreck@safehouse-denver.org) or at 303-302-6130.



**Thank you so much for considering SafeHouse Denver as a potential beneficiary of your upcoming event or initiative!**

*Please be sure you've reviewed our Third Party Guidelines BEFORE filling out this application.*

**Section 1: Your Information**

Name of Organization or Event Host: \_\_\_\_\_

Contact Person (if different from above): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_  work  cell  home

**Section 2: Event/Initiative Information**

Please Describe Your Event/Initiative: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_  
(Include start & end dates if your initiative will be ongoing)

Location of Event: \_\_\_\_\_

What is your goal for number of participants/attendees? \_\_\_\_\_

How will you promote your event/initiative? \_\_\_\_\_

Who is your target audience? \_\_\_\_\_

How will you raise funds? \_\_\_\_\_

Pledges (e.g. crowdfunding site/Go-Fund-Me)  Auction  Ticket Sales  Donations  Sales

Other (please explain): \_\_\_\_\_

What is your total fundraising goal? \_\_\_\_\_

Do you plan to approach sponsors?  Yes  No (If yes, please list organizations you plan to solicit)

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Will any other charitable organizations benefit from this event or initiative?  Yes  No

If yes, please name and describe the extent to which they will benefit: \_\_\_\_\_

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Can you provide comprehensive general liability insurance in the amount of \$1,000,000 (if required)?

Yes  No

**Section 3: SafeHouse Denver Participation** (All subject to availability of staff and/or resources)

Please describe how you'd like to see SafeHouse Denver support your event/initiative: \_\_\_\_\_

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Would you like a SafeHouse Denver representative onsite at your event?  Yes  No

Would you like the representative to:  Speak to the audience/guests about SafeHouse Denver

Speak in-depth about domestic violence  Table (distribute info./answer individual questions)

Other (please describe) \_\_\_\_\_

Would you like SafeHouse Denver materials to distribute yourself?  Yes  No

The benefits listed below are offered to all third party event/initiatives. Please check which benefits you would like to receive:

- Listing on the SafeHouse Denver website
- Listing in the SafeHouse Denver eNewsletter (*depending on timeframe*)
- Mention(s) on the SafeHouse Denver Facebook and/or Twitter pages

**Please return this Application and signed Guidelines Document at least four weeks prior to your event or initiative. Thank you again for your interest in supporting the survivors of domestic violence served by SafeHouse Denver!**

**Questions? Call Heather at 303-302-6130**

Email your completed application to [hschreck@safehouse-denver.org](mailto:hschreck@safehouse-denver.org) or mail  
to: SafeHouse Denver  
Attn: Heather Schreck  
1649 Downing Street  
Denver, CO 80218