



## **THIRD PARTY FUNDRAISERS**

The Cummer Museum of Art & Gardens (Museum) encourages individuals and organizations to conduct fundraising events and donation drives to benefit its mission. Any event, promotion, sale, or donation drive organized by an individual or organization (outside of the Museum) on behalf of the Museum is defined as a “Third-Party Fundraiser.”

In order to enhance the success of Third-Party Fundraisers and to avoid conflicts with the Museum’s donors, corporate sponsors, or other events already planned, the following policies should be observed:

### **APPLICATION AND APPROVAL**

- The Third-Party Fundraiser must submit a Third-Party Fundraiser Application to the Museum’s Executive Office at least 30 days in advance of the proposed event date. If multiple events are proposed, an application must be submitted for each.
- The Museum retains the right to decline any event if it conflicts with its mission, fundraising efforts, event calendar, or existing vendor agreements.
- The Museum will not approve a Third-Party Fundraiser request if it promotes a political party, candidate, or potential candidate.
- The Museum may cancel a Third-Party Fundraiser or disassociate with a Third-Party Fundraiser at any time if these Third-Party Fundraiser Policies are not satisfied.

### **STAFFING**

- Due to the large number of requests received, the Museum is typically not able to provide staff to attend Third-Party Fundraisers nor is it able to provide staff to coordinate volunteers but is happy to provide appropriate informational material for third party’s use.

### **FINANCES**

- Third-Party Fundraisers must be financially self-sustaining without contribution from or financial risk to the Museum.
- The Museum is the beneficiary – not a sponsor – of Third-Party Fundraisers. Promotional materials that use the Museum’s name should incorporate the following statement: “Proceeds to benefit the Cummer Museum of Art & Gardens.”
- The Museum will only accept the net proceeds of a Third-Party Fundraiser.
- Donations for the event should be made payable to the Third-Party Fundraiser organizer the Third-Party Fundraiser organizer shall make a single cumulative contribution of the event net proceeds to the Museum.
- All Third-Party Fundraiser expenses are the responsibility of the Third-Party Fundraiser organizer and must be paid before net proceeds are given

to the Museum. Refunds or reimbursements of Third-Party Fundraiser expenses will not be available after the net proceeds are given to the Museum.

- Any request for use of the Museum's tax ID number must be reviewed by Museum legal counsel.
- Only gifts made directly to the Museum will qualify for a receipt for tax purposes from Museum.

#### DONORS

- Third-Party Fundraiser organizers should not provide tax advice to Third-Party Fundraiser contributors. Organizers should refer individuals to tax or legal counsel for information.
- Therefore, the Museum encourages all volunteers to ensure that all solicitations accurately describe the use of funds, comply with state and federal regulations, and have the donor's and Museum's interests at the forefront.
- All sponsor solicitations for the event must be approved by and coordinated with the Museum's Advancement Department prior to approaching any individual, corporation, or foundation for this purpose.

#### LOGISTICS

- The Third-Party Fundraiser organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event.
- The Museum will not assume any type of liability for a Third-Party Fundraiser, including liability for any injuries sustained by Third-Party Fundraiser volunteers or participants related to an event benefiting the Museum.

#### MARKETING

- The Third-Party Fundraiser is responsible for its own marketing, including writing and distributing press releases, PSAs, Facebook postings, invitations, ads, etc. Please allow Museum staff five (5) business days to review these materials.
- The Museum's name is the Cummer Museum of Art & Gardens, and can be used in publications in accordance with the above guidelines.
- The Museum logo will not be licensed for use in Third-Party Fundraisers,
- The event promotional material must clearly and accurately state the mission of Museum, which is "to engage and inspire through the arts, gardens and education."
- The event promotional material must clearly indicate what will be donated to Museum (e.g. all the proceeds, \$1,000, 20%, etc.). Third-Party Fundraisers that are approved by the Museum will be advertised on the Museum's Facebook page, but not linked to its website.

For questions or more information on Third-Party Fundraisers, please contact Holly Keris at 904.899.6016 or [hkeris@cummuseum.org](mailto:hkeris@cummuseum.org). Thank you very much for your interest in supporting the Cummer Museum!