



## **Independent Fundraising Event Protocols**

Thank you so much for your interest in fundraising to support the Navy SEAL Foundation ("Foundation"). Our programs provide immediate and ongoing support to the Naval Special Warfare (NSW) Community and its families thanks to the generosity of supporters such as you! Thank you for your interest in hosting an event or promotion to benefit the Navy SEAL Foundation. We are deeply grateful for the generous support of those who share our commitment to military families! Events such as yours are important in the Foundation's efforts to raise funds and awareness of our programs and services.

### **About Independent Fundraising Events**

Independent Fundraising Events are revenue generating events or activities that are implemented with limited or no assistance from the Navy SEAL Foundation. The Navy SEAL Foundation may be the full or partial beneficiary of any such event/activity. By empowering individuals, community groups, companies or schools as independent third-party fundraisers, the Navy SEAL Foundation can focus on providing programs that relieve the intense requirements associated with service in NSW. All Navy SEAL Foundation programs are designed to enhance the resiliency and well-being of our warriors and their families.

### **Three Easy Steps to Get Started**

1. Read the Independent Fundraising Events Guidelines
2. Fill out and submit the Independent Fundraising Events Application
3. Wait for written approval before using the Navy SEAL Foundation name, logo or likeness

In most circumstances, the Navy SEAL Foundation will provide a written response to all Independent Fundraising Events applications within 10 business days of application submission.

## **How We Can Help**

The Navy SEAL Foundation's ability to offer services for independent fundraising events is limited by staff size and internal obligations. We are able to provide the following:

- A letter of authorization to validate the authenticity of the fundraising event
- Consent to use the Navy SEAL Foundation logo and name after review and approval of event and materials
- Written tax receipts to donors who make checks payable to the Navy SEAL Foundation.

## **What We Ask of You**

The Navy SEAL Foundation has a set of guidelines we ask all individuals and organizations to follow when fundraising on our behalf. We do not wish to seem ungrateful for your efforts or wish to burden you with unnecessary limitations; however, through years of experience we have found that by clearly identifying expectations, we can avoid misunderstandings or negative experiences. We have implemented these guidelines to protect your interests, as well as the interests of the supporters of your event and the Navy SEAL Foundation. We ask that you read the entire Fundraising Policy Agreement and then sign and date the last page as part of our approval process.

## **Independent Fundraising Events Guidelines**

The following criteria will apply to all approved Independent (third party) Fundraisers:

Fundraising activities are prohibited in conjunction with independent events for the benefit of the Navy SEAL Foundation:

- Programs that raise money on commission
- Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity
- Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or Internet)

## **Event Approval and Foundation Assistance**

- Approval for the event is specific to the dates you indicate on the Independent Fundraising Event Application. The use of the Logo and Brand is limited to the dates indicated on the Application. If you intend to repeat the event, you must submit a new request
- Please understand the volume of requests typically exceeds the number of Navy SEAL Foundation members available to attend events
- While we will do our very best to provide the representatives you may have requested,

- we cannot guarantee attendance of Foundation representation at the event
- All travel and lodging costs incurred by the speaker or representative will be the sole responsibility of the event organizers
  - The Navy SEAL Foundation will not facilitate the attendance or participation of active duty personnel
  - The Navy SEAL Foundation will not solicit sponsors or auction items for your fundraising event. The Navy SEAL Foundation also does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases, or formal advertising. Event organizers should have their own list of potential contributors or participants
  - As requested and appropriate, the Foundation will provide brochures, pamphlets, and other informational materials, promoting and explaining the Navy SEAL Foundation. Please let us know your needs in this area as soon as possible so we can make sure we have sufficient quantities for your event
  - As appropriate and approved, we will include your event in the Foundation's electronic media outlets.

### **Promotion & Logo Usage**

- Use of the Navy SEAL Foundation logo on any promotional materials including, but not limited to, advertising (electronic and print), letters, brochures, flyers, and press releases, must be pre-approved in writing by the Foundation. Please do not make public announcements or promote the event until you receive written approval from the Foundation of your fundraising proposal. If there is an error in the print material(s) without approval from the Navy SEAL Foundation we have the full authority to request reprints and/or revisions, at the financial expense of the event host
- The Navy SEAL Foundation does not endorse products, firms, organizations, individuals, or services. Accordingly, your event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement of the Navy SEAL Foundation
- The full name of the Foundation is the 'Navy SEAL Foundation' and the Foundation should be identified by its full name in first reference in all materials pertaining to the event. The term 'Foundation' (capitalized) may be used sparingly after the first reference. Please do not use any other interpretation or variance of the Navy SEAL Foundation name
- The Navy SEAL Foundation may only be identified as the beneficiary of your event. For example, you should not call an event "The Navy SEAL Foundation Walk-a-Thon." Rather, the event should be promoted as the "Walk-a-Thon to Benefit the

Navy SEAL Foundation” or “Walk-a-Thon Benefitting the Navy SEAL Foundation”

- Promotions for events must reflect the Navy SEAL Foundation as the beneficiary, not the host, presenter, or sponsor (for example, “proceeds from this event will benefit the Navy SEAL Foundation”)
- All promotional and support material must be clearly marked to indicate that the event is being held to benefit the Navy SEAL Foundation
- Promotion of and language that indicates active-duty personnel will be present or have involvement at or with the event is not permitted
- Use of the Navy SEAL’s emblem, the Trident, is not permitted to appear in conjunction with the Navy SEAL Foundation’s logo
- Creation of websites, social media pages, or the like with any combination of the words ‘Navy SEAL Foundation’ is not permitted
- If an approved product or service will be benefitting the Navy SEAL Foundation, adherence to required Better Business Bureau language is required. Such language will be included in an approval letter from the Foundation
- If the event is having a featured speaker, MC, performers, etc., the Foundation requests review and approval to ensure alignment with Navy SEAL Foundation standards, values and ethics. All speaking topics must be nonpartisan in nature
- The Navy SEAL Foundation reserves the right to deliver remarks during the event
- The Navy SEAL Foundation may request up to six invitations for the event. The exact number will be determined by mutual concept with the event host on a case-by-case basis. The CEO or Board of Directors or their designee will be seated in a prominent position or treated as a VIP where/when applicable
- The Navy SEAL Foundation cannot guarantee or secure media coverage (television, radio, or print). Contact with the media about the event or promotion may be made, provided that the host communicates with the Navy SEAL Foundation about or regarding contacts or arrangements that are made. The Navy SEAL Foundation does not purchase advertising to promote independent events

## **Event Insurance, Licenses & Permits**

Event organizers must obtain their own liability insurance to cover the event. If a liquor license is required, it is the responsibility of the event organizers to obtain such license. Please add the 'Navy SEAL Foundation, Inc.' as an additional insured to your insurance policy. A copy of the Certificate of Endorsement page needs to be forwarded by one of following two methods:

- Email: [events@navySEALfoundation.org](mailto:events@navySEALfoundation.org)
- Mail: Navy SEAL Foundation  
ATTN: Independent Fundraising Events  
1033 B Avenue Suite 201  
Coronado, CA 92118

The Navy SEAL Foundation is not responsible for providing liability insurance for the event. Event organizers shall indemnify and hold harmless the Navy SEAL Foundation from liabilities, losses, and expenses arising from the event or promotion.

## **Solicitation of Corporate Donations, Sponsorships, and In-kind**

Over the years, the Navy SEAL Foundation has received generous donations of funds and services from the community. In order to better coordinate fundraising events, we ask that you provide us with a list of targeted sponsors for your event before they are approached. Please remember that many individuals and businesses already support the Foundation and may not wish to make additional donations.

## **Event Expense and Income**

The Navy SEAL Foundation cannot serve as the fiscal agent for the event, i.e. The Navy SEAL Foundation will not pay expenses for the event. In addition, event organizers must comply with all local and state laws and purchase any necessary permits and licenses. If you must buy goods for the event, or if expenses will be incurred, please consider the following:

- Determine whether or not the event will generate enough income to reimburse you for the expenses
- The Navy SEAL Foundation is unable to reimburse you for the purchase of goods and services for your event
- Event planner/host may not take a fee, commission, or salary from the event
- Financial accounts set-up in the name of the Navy SEAL Foundation are not permitted
- Checks made payable to the Navy SEAL Foundation must be sent to the Foundation for processing within 10 days from receipt
- As a fundraiser being promoted as benefitting the Navy SEAL Foundation, all proceeds (net revenue), after deducting expenses, must be sent to the Foundation
- If cash donations are taken (which is discouraged) and donors request an

acknowledgement of their gift for tax purposes, the following legible information must be collected and reconciled with the proceeds given to the Foundation: name, address, amount given, and date given. Collection of information is the sole responsibility of the event organizers.

Because the Navy SEAL Foundation is not sponsoring your event, we cannot have event revenues and expenses managed by the Foundation. Only the net amount (final net proceeds) should be processed by the Foundation.

### **Finance and Tax Rules**

The Navy SEAL Foundation will process only the final net proceeds of event(s). Under no circumstances will event's revenues and expenses flow through the Navy SEAL Foundation's accounts. The Navy SEAL Foundation must receive all net proceeds within thirty (30) business days of the conclusion of each event and/or promotion. The event host will also provide the Navy SEAL Foundation a completed Host Report Form recording the net donation and individual contributions.

**NOTE: Only your individual donors who have written checks directly to the Navy SEAL Foundation will receive an official acknowledgement from the Navy SEAL Foundation.**

### **Additional Financial Guidelines**

- You may not establish a bank or other deposit or transaction account in the name of the Navy SEAL Foundation
- If payments are made to the organizer, and the event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes
- Items sold at the event are not tax-deductible
- If the payments are made to the Navy SEAL Foundation, donations to the Navy SEAL Foundation are typically tax deductible, though you should consult your tax advisor
- The Navy SEAL Foundation's sales tax exemption(s) (on purchases) cannot be extended to any event or fundraising effort
- In keeping with fundraising standards, we strongly recommend that no more than 25% of gross revenue from the event be spent on event expenses. At least 75% of gross revenue should go to the Navy SEAL Foundation
- All material publicizing the event must list the percentage that the Navy SEAL Foundation will receive. For example, promotional/marketing materials should state, "The Navy SEAL Foundation will receive at least 75% of the proceeds collected for this event"

- The Navy SEAL Foundation strongly encourages event organizers to develop an event budget before planning begins. The above stated ratios should be kept in mind when developing said budget; the Navy SEAL Foundation is happy to review proposed budget and make recommendations to maximize fundraising success
- If you are deducting expenses before sending net proceeds to the Foundation, you may not state or imply to your donors that any funds given to you are tax-deductible. A donation solicited on our behalf is fully tax-deductible only when it is made directly and entirely to the Navy SEAL Foundation
- A financial statement must be presented, along with the proceeds, within thirty (30) days of the event's conclusion. If the event is projected to a magnitude that expenses and revenues are determined to best be held and processed by the Foundation (by mutual agreement), the following additional points are to be followed and agreed to by the event organizers. The same protocols will become part of the *Independent Fundraising Agreement*. Any additional and/or modified protocols not stated here will be included in an approval letter from the Foundation
  - The Foundation must have a minimum of six months notification of the event to ensure appropriate planning and capacity
  - Expenses must be targeted no greater than 25% of gross revenues to keep within the Foundation's fiduciary responsibilities. A mutually agreed upon budget must be presented by the event organizer. Expenses and revenues must be monitored and managed throughout the planning and execution of the event to stay within the previously stated ratios. Mutually agreed adjustments will be made to stay within the same ratios

## **Liability and Cancellation**

All independent events must do the following:

- Comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations
- Determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. The Navy SEAL Foundation will not provide our liability insurance for independent events regardless of special circumstances that may arise
- The independent event organizer agrees to indemnify and hold the Navy SEAL Foundation harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event
- Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur, the sale or service of liquor, and the hosting of raffles and/or games of chance
- The Navy SEAL Foundation's Director of Events must see all signed copies of permits and approve them prior to approval of the event
- Inform invitees and participants that the event is not produced, supervised or sponsored by the Navy SEAL Foundation and that the Navy SEAL Foundation is neither responsible nor liable for any acts or omissions related to the event
- If circumstances warrant, the Foundation may at any time direct the event to be terminated or deny future events by the fundraising host for failure to comply with the IFE protocols
- You hereby agree to cancel the event if directed, and further agree to release the foundation from any and all liability from such action
- You agree to notify Navy SEAL Foundation in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, Navy SEAL Foundation may at any time direct you to remove Navy SEAL Foundation as a beneficiary of the event