



SEAL FAMILY
F O U N D A T I O N

Third Party Fundraising
Information Packet
and
Proposal Form

Contact:

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<http://sealfamilyfoundation.org>

Commonly Asked Questions:

“What is a Third Party Fundraiser”

A third party fundraising event is when a business, organization, community group, school, or individual hosts an event or program to benefit the SEAL Family Foundation. It is planned and executed independently of the SEAL Family Foundation.

“Why should I have a Third Party Fundraiser for the SEAL Family Foundation?”

The SEAL Family Foundation is funded entirely by donations from the community. In order to support the elite warriors and their families, who sacrifice much in the preservation of our freedom, we need your help.

“I want to organize a fundraiser for the SEAL Family Foundation but I’m not sure what to do.”

Listed below are some ideas of the many ways that you can help to raise funds and awareness for the SEAL Family Foundation. This list is by no means exhaustive and provided only as an example of potential ways to raise funds.

- **Collect Donations:** Set out a collection canisters next to your cash registers to encourage your customers to help you support the SEAL Family Foundation
- **Host a fundraiser:** Host a benefit concert, athletic events such as races, swims, triathlons, etc., or for businesses, donate a percentage of a designated day’s profits
- **Designate the SEAL Family Foundation as the beneficiary of your event:** If you, your business or your organization hosts an annual event, designate the SEAL Family Foundation as the charity beneficiary and donate any funds raised.

“I want to host a fundraiser, what should I do next?”

Contact Natasha Montazeri and submit the attached Third Party Fundraiser Proposal Form by email at: natahsa.montazeri@sealfamilyfoundation.org. We will review your proposal and once it has been approved, signed and returned to you, you are ready to start promoting your event!

“What can the SEAL Family Foundation do to help with my fundraiser?”

There are limits to how we can help, below is a list of the things we can offer.

Resources the SEAL Family Foundation may be able to offer include:

- Digital logo for use in promoting the event
- Collateral information about the Foundation to have on hand for the event
- A representative from the SEAL Family Foundation or a member of the Board of Directors to speak at your event

- A video detailing the Foundation's programs and services
- Underwriting a portion of the costs for your event
- Underwriting registration costs when applicable
- Gift acknowledgement letters for donations for tax purposes
- Gifts for large donations using the following guidelines:
 - \$1,000-\$2,499: SEAL Family Foundation Coin
 - \$2,500-\$4,999: Engraved Knife
 - \$5,000-\$9,999: Engraved Wooden Fin
 - \$10,000-\$19,999: Engraved Wooden Paddle
 - \$20,000+ Specialized gifts TBD

Resources the Foundation will not offer include:

- Working the actual event (i.e. event set-up/tear down)
- Gifts for donations under \$1,000
- Creating specialized flyers or invitations to promote the event
- Underwriting costs for alcohol, unless special authorization is received from the foundation in advance of the event

Third Party Fundraising General Guidelines

1. Event organizers must sign a Third Party Fundraising Agreement.
2. Any promotion of the event must avoid statement or appearance of the SEAL Family Foundation endorsing any product, firm, organization, individual or service.
3. The SEAL Family Foundation must approve all promotional materials including but not limited to advertising, letters, brochures, flyers, and press releases prior to production or distribution.
4. All promotional materials must clearly state the percentage of the proceeds that will benefit the SEAL Family Foundation.
5. The SEAL Family Foundation must receive a list of targeted sponsors for the event before they are approached in order to minimize overlap with other Foundation events and/or fundraising campaigns that may be underway.
6. Event organizers are responsible for obtaining all permits especially those for raffles.
7. Event organizers must obtain their own liability insurance to cover the event when applicable.
8. Under no circumstances should third party event revenue flow through the Foundation's books. Only the final net proceeds from the event are to be processed by the Foundation.
9. The SEAL Family Foundation should receive a complete accounting of all funds collected and expenses related to the event. The Foundation reserves the right to inspect all event financial records.



Third Party Fundraising Proposal Form

This form serves as an agreement between the fundraiser and the SEAL Family Foundation for the purpose of setting forth the terms and conditions of our relationship in respect to the fundraising program described below. Please remit this form to the SEAL Family Foundation for event approval.

Sponsor Information
Name of sponsoring person(s) and/or organization(s):
Sponsor Primary Contact Information: Primary Contact Name- Address - City- State- Zip- Phone Number- Email Address- Web Address (if applicable)-
Event Information
Name of event:
Location of Event:
Description of Event:
Date/Time/Duration of Event:
Anticipated Number of Attendees (if applicable):
Requested Foundation Support for Event:

