



RE: Fundraising on behalf of Araminta Freedom Initiative

Dear Friend of Araminta,

Thank you for your desire to support the mission of Araminta Freedom Initiative through fundraising. The foundation of our mission is based on the awakening, equipping and mobilizing of the Church and community to end human trafficking. And mobilizing through fundraising is an essential part of ensuring our organization continues to pursue our vision of “Every Child Free from Human Trafficking”. Our organization would not exist to prevent trafficking and serve survivors of trafficking without the generous contributions from the community. We are very grateful for your desire to be a crucial part of our mission through fundraising.

At Araminta, we seek to uphold several values to protect the integrity of our mission and ask all board, staff and volunteers to operate under these values. To help us uphold these values, such as transparent accountability and professional standards, we ask that you review the attached guidelines, submit the request form, and once approved adhere to the policy.

Should you have any questions regarding the guidelines, feel free to contact our office at 443-934-0003 or contact@aramintafreedom.org

Thank you again for your desire to support Araminta. We are very grateful.

Until Every Child Is Free,

Alicia McDowell
Executive Director

Attachments: Araminta Policy and Procedures: Fundraising
Policy F-0001.v1.2017

Araminta Freedom Initiative Mission, Vision and Values

Araminta Freedom Initiative Gift Acceptance Policy
Policy F-0002.V1.2017

Fundraising Policy for Volunteers and Outside Groups on behalf of Araminta Freedom Initiative. Policy F-0001-2017

Purpose: To outline the approval process and expectations for fundraising on behalf of Araminta Freedom Initiative. Any individual or group wishing to raise funds on behalf of Araminta Freedom Initiative, to further the mission of Araminta, will agree to the terms outlined in the following policy and maintain written approval from Araminta staff prior to beginning any such activities or events.

I. Types of Fundraising

A. Fundraising through personal networks:

All members of the Araminta community are encouraged to identify and assist in soliciting gifts from prospective donors. Such activities include:

1. Providing Araminta brochures and donation cards to personal contacts:

Prior approval for handing out Araminta brochures and donations cards is not needed. However, pre-approved Araminta materials must be used and cannot be altered in any manner. Donations may be received through the donor filling out the Araminta donation card, checks made out to Araminta or through our online giving site. Cash donations are not to be accepted by the volunteer and a donor wishing to give by cash is to be directed to Araminta.

Prior to soliciting donations above \$1,000, please contact Araminta's Executive Director.

Araminta cannot accept donations restricted to one program area, unless in alignment with a specific campaign or previously discussed with Araminta staff.

2. Writing solicitation letters/email to personal networks

All guidelines for the above #1 solicitation apply. In addition, all emails or letters must use a pre-approved Araminta template to ensure the messaging aligns with our mission, vision and values. Contact Araminta for letter templates and materials.

3. Hosting a private fundraising dinner or gathering at your home

Gatherings must be pre-approved by Araminta and obtained at least (3) weeks prior to the event. Araminta will provide pre-approved materials and provide an Araminta speaker as requested. Araminta cannot guarantee the availability of staff and may substitute staff with a trained certified presenter.

4. Use of social media fundraising

This fundraising can be done in conjunction with personal athletic races, special occasions or a part of a preset Araminta peer-to-peer campaign. Fundraisers must use the Araminta peer-to-peer system or a pre-approved social media platform, pre-approved advertising language, and materials.

B. Events

1. For-Profit Events

For profit events wishing to gift a portion of their proceeds to Araminta is welcomed. To utilize the Araminta logo on promotional materials, gifted proceeds must exceed 10% of the net proceeds. Araminta will not approve events associated with the commercial sex industry.

All uses of Araminta's name and emblem must be consistent with the Corporate Identity Standards of Araminta. All promotional materials must include a disclaimer that reads as follows:

"Araminta's name and branding are used with its permission, which in no way constitutes an endorsement, expressed or implied, of this individual person or organization and/or product."

Only the organization or individual submitting the portion of the proceeds as a donation will receive a receipt for the tax-deductible amount of the donation. Participants in the event will not receive tax receipts.

2. Not-for-profit events

Individuals or groups wishing to plan events to raise money for the mission of Araminta (either solely or as one of multiple benefiting non-profits) must receive prior approval from Araminta. The percentage of the amount of the net proceeds being donated from the event must be disclosed during the Araminta approval process.

Due to Araminta's pre-existing event schedule, the organization cannot provide extensive staff support, organizing help, or guarantee attendance of staff or volunteers. The organization will do its best to participate as available but it is not guaranteed. All expectations for support from the staff or volunteers must be disclosed during the event approval process.

Araminta cannot administer event ticketing.

Araminta must review and approve all promotion materials, including but not limited to advertising, letters, emails, and solicitations of any sort, and press releases, that use the name and/or emblem of the Araminta, prior to production, printing and publication. Such approval will not be unreasonably withheld, however, Araminta must be allowed reasonable turn-around time for such approval. Advertisement may not begin prior to the event approval.

All uses of Araminta's name and emblem must be consistent with the Corporate Identity Standards of Araminta.

All promotional materials must include a disclaimer that reads as follows:

"Araminta's name and branding are used with its permission, which in no way constitutes an endorsement, expressed or implied, of this individual person or organization and/or product."

All promotion materials must fully and truthfully state the percentage of net proceeds that will be contributed to Araminta and, if applicable, the maximum amount that Araminta will receive.

Non-profit organizations collecting donations on behalf of the event and submitting a lump sum donation to Araminta will be responsible for receipting donors in accordance with federal tax standards. Otherwise, donations by event participants must be made directly to Araminta through check or online donations. Event organizers must work with the Araminta staff to ensure accurate collection of donations in order for Araminta to properly receipt donors.

All promotion materials will specify the full name of Araminta Freedom Initiative and an address or phone number to contact for additional information about the organization.

Araminta will advertise the event, only as space in pre-existing forms of communication is available. Advertising of the event by Araminta is not guaranteed.

The volunteer and/or organization raising funds on behalf of Araminta will maintain liability and/or event insurance sufficient to protect Araminta against any liability in the event of harm caused through volunteer and/or groups acts or omissions.

The volunteer and/or organization raising funds on behalf of Araminta agrees that it will comply with all state and/or municipal charitable solicitation statutes and/or ordinances which affect or apply to the event or special campaign.

C. Sale of goods/services

The sale of goods or services to benefit Araminta must receive approval prior to advertisement. To utilize the Araminta logo on promotional materials, gifted revenues must exceed 10% of the net revenue or a fixed amount per sale/transaction that exceeds 10% of net revenue.

If the seller through their business accounts receives revenue and the seller is donating the lump sum of the revenue, only the seller will receive a tax-deductible receipt. Receipting to buyers is not available.

Items/services for sale in which 100% of the net revenue is gifted to Araminta, the seller will work with Araminta to collect donations through pre-approved Araminta means in which Araminta can receipt the buyer. The seller will also provide a fair-market value of the item to Araminta in order to properly record and receipt donors.

Items/services cannot be sold through Araminta electronic communications. Items may only be sold at Araminta events when pre-approved by Araminta staff and cannot be guaranteed.

2. General Terms

Terms of fundraising agreement between the volunteer and/or group and Araminta will be from the date it is signed by both parties and for the duration of specific, agreed upon event or campaign, which will have a beginning and an end date.

Araminta will incur no financial liability for any events or special campaigns. The individual partner/group will assume all financial liabilities. Araminta will be indemnified and held harmless for any injury caused by volunteer and/or group's acts or omissions.

Cash donations are not to be accepted by the volunteers or groups on behalf of Araminta. A donor wishing to give by cash is to be directed to Araminta.

The volunteer and/or organization raising funds on behalf of Araminta will not promise that charitable donations will be used in a way that is counter to Araminta's mission, or knowingly assure that a contribution will be used for a specific program or individual served by Araminta. (See the Araminta Gift Acceptance Policy)

The volunteer and/or group will not issue receipts or promise tax deductibility on its own behalf (unless the organization is a federally registered non-profit receiving on behalf of Araminta and making a lump sum donation), and will refrain from providing advice about the tax or other treatment of gifts and will encourage donors to seek guidance from their own professional advisors.

Araminta reserves the right at its discretion to terminate the agreement at any time if it determined that such termination is in its best interests to Araminta, the volunteer and/or groups. Any default in, or breach of, the terms and conditions of said agreement by volunteer and/or organization will result in its immediate termination, upon written notification to that effect from Araminta to the individual or group.

Please complete the Fundraising Request Form and Agreement prior to beginning any fundraising.

Fundraising Request Form and Agreement

Please submit this form and signed agreement at least three (3) weeks prior to the start of any advertising, or fundraising activity.

This agreement is between Araminta Freedom Initiative [Araminta], a charitable and not for profit 501c3 organization and _____ (individual or group) for the purpose of raising funds for Araminta.

1. The terms of this agreement will be from the date it is signed by both parties until _____ {period may not exceed 6 months}. The parties may mutually agree in writing to extend the term of the agreement.
2. The partner hereby certifies that the (attached) advertising or promotional copy represents the final, agreed to language to be used in the promotion.
3. This agreement, and any of the obligations and responsibilities hereunder, may not be assigned or subcontracted by the partner without the prior written consent of Araminta.
4. Araminta will receive _____ percent of the net proceeds/ revenue or _____ fixed dollar amount per sale (defined as gross proceeds minus the cost of service/product) generated by this fundraising event.

I/we _____ (print) hereby certify that we have read and understood the policy for raising funds on behalf of Araminta, and agree to abide by said rules and guidelines outlined in that policy, when raising funds for Araminta.

Partner Signature

Araminta Freedom Initiative

Date

Date

Name of individual:
Affiliated group (if applicable):
Email Address:
Phone Number:
Will you need any representation from Araminta present at your event? <input type="checkbox"/> yes <input type="checkbox"/> no

Please select the type of fundraiser you are doing:

- Sale of goods or product (list goods or products) _____
- Concert
- Race
- For Profit Event
- Not For Profit Event
- Private Party/Gathering
- Social Media Fundraising
- Other (please explain)

Date of fundraiser/ event:	
Description of fundraiser or event:	
Estimated Fundraising Goal:	

How will funds be collected?

- Checks made payable to Araminta Freedom Initiative
- On-line (through the Araminta website)
- Checks made payable to host with host writing a check to Araminta
- Through another non-profit (name of Non-profit)
- Other, please explain (Additional approvals may be needed). _____

For sale of goods please complete the following section:

What is the cost for creation of item to be subtracted from sale (if applicable):	
What is the price (or range) that the item(s) will be sold for:	

For events please fill out the following section:

What are the expected expenses to host the event (list expense and price or attach detail):	
What percentage of the expenses (cost) will be reimbursed to the host?	
What will the price of admission/tickets be?	
What portion of the proceeds from this event will be donated to Araminta?	