



Third-Party Fundraising Guidelines

Thank you for volunteering to “**Be The Good**” by raising funds for the Liv Like A Unicorn Foundation. We are so appreciative for your desire to making a difference in the pediatric cancer community. To help with the fundraising planning process, we have created these Third-Party Fundraising Guideline.

By taking on a third-party project, one assumes the responsibility of creating a successful event without a significant level of assistance from Liv Like A Unicorn. Our foundation supports over 225 families, runs an office with weekly volunteers, as well as plans multiple events throughout the year. On top of this many of our board members work full time jobs, therefore, our time and help is limited. We cannot schedule said events, budget for them, market, advertise or predict a reliable source of revenue from them. We will however make sure at least 1 of our Board Members or some of our junior board members will be at all third-party events to represent the foundation.

General Guidelines

1. The third-party fundraiser is responsible for all vendor agreements, contracts, insurance and any necessary permits for the event. Liv Like A Unicorn will not assume any legal or financial liability for a third-party event.
2. Liv Like A Unicorn will not provide funding or reimbursement for your expenses.
3. We will provide you with our logo for your marketing materials, printed literature for distribution, tax receipts to donors who make checks payable to Liv Like A Unicorn.
4. All event request submissions must be made at least 30 days prior to fundraiser date.
5. Third-Party fundraisers must fully state the portions of the proceeds which will be donated to Liv Like A Unicorn in all advertising, promotions and in all contact with donors, sponsors and participants. i.e.: “50% of all proceeds will be donated to the foundation.”
6. All marketing materials and text about Liv Like A Unicorn must first be approved by a Board Member prior to being posted or printed anywhere.
7. Liv Like A Unicorn is not a sponsor of third party fundraising events and should be listed as a “beneficiary” on all promotional materials.
8. Any contact with press or other social media outlets must be coordinated with a Board Member.



Third-Party Application

Organization/ Company: _____

Contact Name(s): _____

Address: _____

Phone: _____ Email: _____

Social Media (Facebook, Instagram, TikTok) : _____

Website: _____

Date(s) of Event: _____ Time: _____

Location: _____

Event Description:

Please include any ticket prices or entrance fee information, if applicable.

What percentage of proceeds (after expenses) will Liv Like A Unicorn receive? _____

Please name any other charitable organizations that will benefit from this event:

How will Liv Like A Unicorn receive proceeds from this event? Please include the time frame after the event that the foundation should expect the contribution:

Do you need any materials to display at your event? Yes or No

If yes, what types of materials would you prefer?

Briefly describe what additional involvement you would like from us for your event.

Please return this form to Liv Like A Unicorn

Email to, emma@livlikeaunicorn.org

**Thank you for supporting
Liv Like A Unicorn!**