



Hosting Your Own Event Guidelines

The Center for the Visually Impaired (CVI) appreciates the efforts of community members who help support our work on behalf of our clients. The following guidelines are designed to uphold the integrity of the CVI brand and provide guidelines on communication to your sponsors and donors.

Host Your Own Events are events and promotions conducted by an individual, corporation, club or group sponsor not affiliated with CVI. The net proceeds or a percentage of the net proceeds (stated clearly on invitation or promotions) of a Host Your Own Event must directly benefit CVI. Any Host Your Own Event to benefit CVI should be aligned with the mission of CVI.

Event Guidelines:

1. Community events and projects must be pre-approved by CVI and be re-approved every year thereafter if an event is repeated in a succeeding year.
2. If circumstances warrant, CVI may opt out as a beneficiary of the event/promotion at any time with no obligation.
3. Community events and projects must be financially self-sustaining without contribution from or financial risk for CVI.
4. CVI reserves the right to request and review financial records from events or projects that benefit CVI.
5. CVI does not allow "road blocking" (solicitation of funds via vehicles on city streets and intersections) as a method of fundraising.
6. All federal, state and local tax laws must be followed when coordinating events and projects to benefit CVI.
7. In accordance with Georgia law, you may not conduct a raffle drawing as part of your event without obtaining a raffle license.
8. If an event organizer manages a fundraiser to benefit CVI and provides a single check from event proceeds, then CVI is not able to acknowledge and provide a tax receipt for the individual donors. In this case, a single tax letter acknowledgement will be sent to the event organizer.
9. If an event organizer manages a fundraiser to benefit CVI and provides individual checks made out to CVI with the name and address of each donor, then CVI will send a tax letter acknowledgment to the individual donors. CVI is required to provide a good faith estimate of goods and services provided to the donor by the organizer. An example is the cost of food and beverage.

10. All corporate and prospective sponsors for the proposed fundraiser benefiting CVI must be pre-approved by CVI to ensure there are no conflicts with other CVI signature event sponsors or donors currently supporting CVI in other areas.
11. All promotional materials (brochures, invites, etc.) must have approval by CVI before using CVI's name and/or logo.
12. In most cases, one hundred percent of the net proceeds must be donated to CVI in order for CVI's name to be used in promotion. However, CVI considers exceptions to this policy, depending upon the proposed charity to share proceeds and the proposed allocation of the donated proceeds.

Unfortunately, CVI cannot:

- Guarantee staff, volunteer or CVI donor attendance at the event
- Offer funding or reimbursement for expenses
- Guarantee promotion of your event through CVI publications and media outlets
- Release donor, client, volunteer or other mailing lists for the purpose of additional solicitation of funds by outside groups
- Be responsible for selling tickets to your event or acquiring sponsors, silent auction items or the in-kind donation of alcohol or other event needs