



*Caring for the Families of Fallen and Wounded Special Operations Forces Since 1980*

November 1, 2014

**Subject: Special Operations Warrior Foundation Event Policy**

This policy identifies the process for organizations and individuals who wish to organize and execute an event on the behalf of the Foundation. The policy expands the event approval process, risk management, liabilities, the financial guidelines, sponsorship, event promotion, use of the Special Operations Warrior Foundation (SOWF) logo, written substantiation to donors, and cancellation.

We thank all organizations for their interest in raising funds for the Foundation. Your gift of both time and fundraising dollars are sincerely appreciated. We must also protect the Foundation's assets that are committed to supporting the Foundation's missions and programs. Below are specific guidelines and polices for hosting a fundraising event:

**Event Approval**

- There are many rules and regulations governing non-profit 501 (c) 3 organizations. The rules address soliciting funds, notifying donors if goods and services are received, and when and how written substantiation is required. Therefore volunteers planning a fundraising event intending to solicit funds using the Special Operations Warrior Foundation programs must submit a plan and budget that will be reviewed approved by the Foundation, in advance of the event. (See Event Proposal - Attachment A)
- Event organizers are responsible for the planning and execution of the event, including all set-up, promotion, staffing and/or volunteers, and liability.
- Fundraising events should fit the mission and promote the appropriate image for the Special Operations Warrior Foundation.
- The SOWF reserves the right to decline approval of an event if other non-profit organizations are beneficiaries and/or involved in the event without mutual compliance.
- An estimate of the projected donation amount should be provided to the Foundation prior to the event or fundraising project.



Mailing Address: P.O. Box 89367 • Tampa, Florida 33689  
Physical Address: 1137 Marbella Plaza Drive • Tampa, Florida 33619  
(813) 805-9400 • Fax: (813) 805-0567 • E-mail: [warrior@specialops.org](mailto:warrior@specialops.org) • Web Site: [www.specialops.org](http://www.specialops.org)

Tax Exempt ID# 52-1183585 ~ Combined Federal Campaign # 11455

*Please remember us in your estate plans.*



- Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The IRS requires that all tickets, invitations, entry forms, and web sites state which portion of the contribution is tax-deductible, if goods and services are provided and the value of the goods and services provided. The Foundation will assist with writing the goods and services statement for promotional materials.
- No fundraising event that involves agreement with any organization or individual to raise funds on a commission, bonus or percentage basis will be considered.
- The Foundation prohibits gambling activities of any kind. Gambling activities are defined as games of chance, such as bingo, raffles (such as selling raffle tickets for a motorcycle, boat, vehicle, etc), pull-tabs, etc. Due to state and federal regulations, extensive licensing, reporting, and recordkeeping requirement, the Foundation is not licensed to conduct gambling. This does not preclude selling raffle tickets for donated prizes at events like golf tournaments, runs, dinners, and other like events.
- The regulations for participating in raffles for cars, boats, motorcycles, houses, and like items differ from state to state. Most require the organizations to conduct the raffle under the same guidance and rules as a state lottery. Therefore, the Foundation does not participate in or approve raffles of cars, boats, motorcycles, houses, and other like items. Please contact the Foundation if you have any questions.
- Sales-driven fundraising projects offering to donate a percentage of sales or a specific donation amount for each sale require a written business agreement between the Foundation and the third party. Please contact the Foundation to obtain an SOWF business agreement. The Foundation does not sell or endorse products or services provided by other organizations. The foundation does not participate in the sale of telephone services, credit cards, and other services offered to the public.

### **Risk Management**

- Events organized by third parties vary in risk liability exposures to the Foundation. The Foundation must protect the funds committed to provide the core missions of the Foundation: Scholarships, supporting the special operations forces wounded, and the counseling provided to the families of special operations service members who have lost their lives in the line of duty.
- The Board of Directors, in order to mitigate the risk to the Foundation, requested legal opinion letters from the Foundation's insurance brokers and from the Foundation's legal counsel concerning high risk events.

- **The Board of Directors, Officers, and staff are advised to not participate in high risk events involving motorcycles and parachuting.**
  - The Foundation recognizes and appreciates the desire from motorcycle and parachute enthusiasts to support our cause and the families we serve. This policy is required to protect the Foundation's assets and ensure they are available to support the Foundation programs.
  - Third party organizations who wish to conduct events involving motorcycles or parachuting must plan and execute the event without the assistance of the Foundation. Additionally, the Foundation's logo and the Foundation's name may not be used or affiliated with the event.
  - *The Foundation will not participate in, attend, support, or publicize events involving motorcycles or parachuting.*
  
- **Third party event organizers** who wish to conduct events, *other than events involving motorcycles and parachuting*, may do so under the following conditions:
  - The event organizers must obtain event insurance and list the Foundation as an "also insured" on the certificate of liability. The Foundation can assist with finding insurance companies to provide the event insurance.
  - The event organizers should be prepared to pay for the event insurance out of the funds they raise for the event. The Foundation will not pay for the event insurance.
  - The event organizer must ensure all event participants sign a waiver (See Waiver Liability Statement - attachment B) This waiver protects both the event organizer, corporation, organization, and the Foundation.

### **Liability and Cancellation**

- The event organizer or host should obtain all necessary permits, licenses and insurance. *The Special Operations Warrior Foundation cannot be held responsible in any way for casualties, injuries, and/or situations that occur at your 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 above procedures. You hereby agree to cancel the event if so directed, and further agree to release the foundation from any and all liability from such action.

### **Financial Guidelines**

- Fundraising events must be financially self-sustaining without contribution or financial risk for the Special Operations Warrior Foundation. The foundation does not offer funding to assist with fundraising efforts, thus money needed for expenses (space rental, deposits, etc.) must be supplied by the party offering the fundraising activity.
- Event hosts will be liable for all event expenses. If the event expenses exceed revenue, the Special Operations Warrior Foundation will not be liable for the expenses.
- The Foundation must receive all net proceeds within thirty (30) working days of the conclusion of the event.
- Exceptions to the financial guidelines may be requested and must have written approval.

### **Sponsorship**

- The SOWF cannot solicit sponsors for your fundraising event and does not provide any donor or recipient contact information.
- Companies with public images that would have the potential to compromise the goodwill of the Special Operations Warrior Foundation or conflict with the Foundation's mission, vision or values may not be major or presenting sponsors and may not promote their products through advertising or other event exposure.

### **Promotion and Logo Usage**

- The SOWF must review and approve all promotional materials prior to production or distribution including, but not limited to, press releases, invitations, brochures, letters and flyers.
- The official logo of the Special Operations Warrior Foundation is a registered trademark and cannot be legally reproduced without written permission. Additionally, the SOWF logo must be used appropriately in conjunction with the event and must not be altered in any way. (See Logo Use Agreement Form - Attachment C)
- Any promotional materials must clearly state that your event is raising funds that will benefit the Special Operations Warrior Foundation. The SOWF may promote your event, when appropriate, on the SOWF website, with a link to your event or fundraising page.

## Tax Deduction / Donor Acknowledgement

- Event organizers are responsible for collecting the names and contact information of all attendees, participants, sponsors, donors and volunteers and forwarding the information to the Foundation within thirty (30) days of the conclusion of the event so the Foundation can send timely thank you letters and written substantiation to the donors. (see Post-event donation form – attachment D)
- The Special Operations Warrior Foundation is a 501(c)3 charitable organization, meaning contributions to the Warrior Foundation may qualify for charitable contribution deduction as applicable under the Internal Revenue Service rules and regulations. The event participants/guests should be fully informed regarding any net amounts that will actually be donated to the Foundation. Potential donors must be informed of the value of the goods services the participants will receive and that the remaining proceeds are to be donated to the Foundation.
  - If the amount gifted is \$75 or more and goods and services are received then the amount of goods and services must be disclosed to the donor.
    - Example: If a corporation pays \$1000 for a foursome to participate in a golf outing then the statement may read as follows:

“For tax records you gifted \$1,000 to the Foundation and will received goods and services (Green fees, cart, and Food, beverages) with a fair market value of (\$75 per person). The remainder of your contribution is tax deductible in accordance with Internal Revenue Service tax laws. The Foundation Tax ID is 52-1183585.
    - These statements must be on all advertisement/flyers for all events.
    - The Foundation will assist with the writing the statements.

There are many different fundraising events – some that require little planning and logistics – and others that require months of planning. Whether you are hosting a small party, a sporting event, or a barbecue the event host should keep in mind that while the ultimate goal is to raise funds we also want everyone to have fun and enjoy the event. The foundation staff is available for fundraising event advice and suggestions. For example, the foundation has a guide specifically for hosting golf tournaments. For additional information, please contact the foundation at (813) 805-9400. We thank all our event hosts and organizers for your tremendous efforts and support to the special operations community we serve.



Joseph Maguire  
Vice Admiral, United States Navy (Ret)  
President/CEO