

Third Party Event Guidelines

The Agent Charitable Fund (ACF) is grateful to the people and organizations that wish to organize third-party events to support our mission of ending hunger in Michigan. To ensure your event is successful, the following guidelines have been developed.

Definition:

Third-party event – a fundraising activity facilitated by a group or individual, where the ACF has no fiduciary responsibilities and little or no staff involvement.

General Guidelines

- Approval by the ACF must be obtained before you advertise or hold your event.
- Annual events should be registered every year with the ACF.
- The ACF reserves the right to refuse funds raised at unapproved events and activities.
- Third party event organizers take on all staffing, logistics, planning and execution workload.
- The ACF Manager must be provided with the date(s) of an approved event ahead of time. The ACF Manager and/or a member of the ACF Committee reserve the right to attend the event to ensure compliance with these guidelines as well as accounting policies.

Promoting your event and using the ACF logo

- **ACF should never be listed as an event host or sponsor for a third-party fundraising event.**
 - All event promotions should reflect ACF as an event beneficiary (i.e., proceeds from the golf outing will support the Farm Bureau Insurance of Michigan Agent Charitable Fund)
- All requests for use of the ACF logo, name and images must be approved by the ACF Manager. The ACF Manager reserves the right to review all promotional materials containing the ACF logo prior to distribution (ex – flyers, tickets, brochures, posters, etc.)
- All references to the ACF in promotional materials for the event or promotion should refer to the Farm Bureau Insurance of Michigan Agent Charitable Fund.
- The third-party event organizer is responsible for coordinating all event marketing, including but not limited to the following:
 - Registration
 - Flyer, brochure or invitation design
 - Press releases
 - Social media posts
 - External ads

Event insurance and third-party organizer liability

- The event organizers are responsible for obtaining any necessary permits and clearances required by local and state government, complying with all applicable laws, and obtaining appropriate insurance coverage as necessary.

- ACF cannot be held liable for details associated directly or indirectly with the event, including but not limited to - expenses, purchased insurance or liability coverage. The Michigan Foundation for Agriculture Agent Charitable Fund must be added as additional insured to any policy for the event.

Managing event expenses and accounting

- The third-party event organizers are responsible for maintaining all accounting for the event.
- All expenses incurred for conducting the event must be paid by the third-party fundraiser and/or hosting volunteers. The ACF will not be liable for any costs or expenses that exceed event revenue.
- Third-party event organizers are encouraged to create an event budget and set a goal for net proceeds. A good rule of thumb is to try and raise three times the expense amount to donate to the ACF. Suggestions include:
 - Reach out to your networks to secure donated goods and/or services.
 - Solicit external sponsorships
 - Please inform the ACF of any efforts to recruit major financial underwriters or sponsors (over \$500) to ensure there is no duplication or efforts already underway.
 - Negotiate reduced or waived costs for facilities.

Donating net proceeds to the Agent Charitable Fund

- All net proceeds from the event should be compiled by the third-party event organizer and mailed to the address below. **Check or money order payments must be made to the Michigan Foundation for Agriculture with ACF in the memo line.**

Michigan Foundation for Agriculture

Attn: ACF

7373 W. Saginaw Hwy

PO Box 30960

Lansing MI 48909

- If an individual would like to make a personal tax-deductible contribution directly to the Agent Charitable Fund, please encourage them to make their donation via check, money order or online so they receive the appropriate tax credit.
 - *Please do not collect cash contributions at your event unless you have clear supporting documentation with names, mailing addresses, and contributed amounts. ACF cannot provide appropriate tax recognition for cash contributions without that information.*

How can ACF help with your event?

- Advice and suggestions on event planning and/or review of event materials, as time allows.
- Approval of the ACF name, logo, and images.
- Providing ACF swag or promotion items as available (i.e., ACF Impact Reports, ACF pens, etc.).
- Promotion of your event, when appropriate, to the ACF community.

- Acknowledgment and tax receipts for contributions made payable and submitted to the Michigan Foundation for Agriculture.

ACF is unable to provide the following:

- Assistance in soliciting donations or registrations, coordinating design materials, sending out mailings, attending committee meetings, recruiting attendees, and collecting monies.
- ACF's tax-exemption number for making any purchases related to your event.
- Guaranteed volunteer, committee member or staff attendance at your event.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with your event, including but not limited to, expenses, purchases, insurance, or liability coverage.

Talking points and key messages:

About the Farm Bureau Insurance of Michigan Agent Charitable Fund

The Farm Bureau Insurance of Michigan Agent Charitable Fund (ACF) is a donor-advised fund within the Michigan Foundation for Agriculture. It serves as a fund for Farm Bureau Insurance agents, clients, and partners to contribute to charitable causes throughout Michigan. Following the mission and vision of the Michigan Foundation for Agriculture, the fund grants monies to provide food, build agriculture awareness, educate, and help citizens throughout the state.

- **Mission** – end hunger in Michigan
- **Vision** – to be a charitable funding source providing food and educational programs to residents throughout Michigan in an effort to end hunger.
- **Purpose** – unleashing the power of Farm Bureau agents, clients, and partners to end hunger in Michigan through education, financial support and community engagement.

Customizing your third-party event description (sample)

[Event name] is a *[type of event]* benefitting the Farm Bureau Insurance of Michigan Agent Charitable Fund.

If applicable, add a short, personal story about your connection to the Agent Charitable Fund and ending hunger in Michigan.

Include a call to action (purchase tickets, donate, sign up, form a team, collect food, etc.)

Provide a website or phone number where people can reach you to learn more about the event.

Who do I contact if I have questions?

Please contact ACF Manager Persis Sopariwala at psopari@michfb.com.