



## **Meals on Wheels Western Michigan (MOWWM) Standards for Sanctioned Third-Party Fundraisers**

MOWWM depends on charitable support to provide professional and loving care to the people we serve. We welcome your help and support to further awareness and to provide financial resources to our agency. However, as a non-profit organization with limited staff, resources must be committed to only those activities which can be properly supported.

All groups and fundraising activities must be in line with the mission and values of MOWWM.

If the group organizing the third-party fundraiser is a 501(c)(3), documentation of your license to solicit (or exemption) must be provided. Games of chance (raffles, drawings) must be licensed by the Michigan Lottery Charitable Gaming Division.

MOWWM may be able to provide assistance, but cannot be relied upon to provide attendees or mail to donors to solicit attendance or support of a third-party event.

MOWWM logo and verbiage should be used on all materials where appropriate. All promotional materials should be submitted for approval before distribution. Materials must clearly disclose how the charity benefits (a percentage of ticket price, \$5 per attendee, etc.), the duration of the campaign, and any maximum or guaranteed minimum contribution amount. Promotional materials include media releases, fliers, invitations, posters, point-of-purchase stands, tickets, etc. A packet will be given to all sanctioned third-party fundraisers including sample verbiage and specifications for the logo.

MOWWM is only able to provide a tax-deduction receipt if ALL monies collected (cash/checks/credit card) are deposited directly into our account. If monies are deposited into an account affiliated with another 501(c)(3) organization, donations may still be tax deductible but we cannot receipt those gifts. Any monies deposited into an account affiliated with an individual, corporation, or group without 501(c)(3) status is not tax deductible per IRS regulations and cannot be legally receipted. It is important all promotional materials accurately reflect the ability of the donors to tax deduct or not.

MOWWM would like to receive contact information for all supporters/attendees of the third-party fundraiser.

MOWWM reserves the right to disassociate itself from any event if it is not in compliance with its policies, procedures or guidelines.

A confirmation letter and packet will be sent to all sanctioned third-party fundraisers after the "Third Party Questionnaire" is filled out and received by staff. No promotional activities linking our agency to the fundraiser may begin until this letter is received. Please allow 5-7 business days for a decision to be made and a letter sent.

**Signature and Date:** \_\_\_\_\_



**Meals on Wheels Western Michigan (MOWWM) Questionnaire for Third-Party Fundraisers**

Thank you for your interest in conducting a third-party fundraiser to benefit MOWWM! Please review the Standards for Sanctioned Third-Party Fundraisers document and then complete and submit the following information:

Sponsoring Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Name of event: \_\_\_\_\_

Date of event: \_\_\_\_\_ Time: \_\_\_\_\_

Location of event: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Estimated total revenue: \_\_\_\_\_ Estimated total expense: \_\_\_\_\_

Estimated total donation to organization: \_\_\_\_\_

Estimated date of payment of donation: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

Would you like anyone from MOWWM to attend the event? \_\_\_\_\_

If yes, what role would you like them to play? \_\_\_\_\_

\_\_\_\_\_



Will businesses or individuals be contacted for donations (goods/services/money)? \_\_\_\_\_

If yes, please list prospects for us to review (so multiple or conflicting requests do not occur):

---

---

Do you plan to use our logo on any printed materials? \_\_\_\_\_ If yes, please list prospective materials that will be created for us to review: \_\_\_\_\_

---

Would you like materials from MOWWM to be displayed at the event? \_\_\_\_\_

If yes, which materials would work best: (please circle)

-brochures -photo display board -giving envelopes -banner

Will you be able to provide contact information for attendees/supporters? \_\_\_\_\_

If yes, how many and what information are you gathering (address, phone, email, etc.)?

---

What other support or involvement will you need from us? \_\_\_\_\_

---

Additional comments/questions: \_\_\_\_\_

---

---

Please return this completed form to:

Meals on Wheels Western Michigan  
2900 Wilson Ave SW # 500, Grandville, MI 49418  
Email: [lvanderhill@mowwm.org](mailto:lvanderhill@mowwm.org)  
Phone: (616) 459-3111 x 139

**THANK YOU so much for your support! Together, we can ensure no senior is forgotten.**