

## FUNDRAISING GUIDELINES

As a social responsible citizen, corporation, entity or community leader please review our fundraising guidelines and join us as an advocate of children's rights. We are very grateful to all who sincerely wish to organize special events or raise funds on behalf of the most vulnerable population, an in accordance to our mission.

However, only those proposals, which meet the following guidelines, will be considered by the RMF. Prior to beginning any fund-raising efforts, the proposal must be approved by us. Please be so kind to contact the Ricky Martin Foundation at [management@rickymartinfoundation.org](mailto:management@rickymartinfoundation.org)

### **Fundraising Guidelines for Sponsorships, Silent Auctions, Raffles, and Donations (where goods and/or services are received)**

#### **USE OF THE RICKY MARTIN FOUNDATION LOGO AND/OR NAME**

The name Ricky Martin Foundation may only be reproduced on signs, banners, publications, literature, or other printed materials after consulting our office.

All written material about the event or project including, but not limited to letters requesting contributions, promotions, ads, tickets, programs, brochures, flyers, and press releases, are to be reviewed and approved by the Ricky Martin Foundation prior to printing any of the aforementioned, including use of the foundation's logo.

The Ricky Martin Foundation may only be identified as the beneficiary of the event or project. For instance, the organizers cannot dub an event or project, "The RMF Walk-a-thon" or "The Ricky Martin Wristbands". The event should be promoted as the "XYZ Walk-a-thon" for the benefit of the Ricky Martin Foundation.

#### **LIABILITY**

- The Ricky Martin Foundation is not financially or otherwise liable for the promotion or staging of special events or projects.
- The total cost to produce the event or project should not exceed 20% of gross receipts. If possible, the organizer or an identified sponsor or sponsors should underwrite the event or project. If this cannot be done then:
  - i) An itemized expense budget with projected revenue, identifying the specific percentage of the profit that will be donated to the RMF must be submitted to the RMF in advance (two months prior to the event) of fundraising for the Board's review and approval.
  - ii) When the event or project is approved, all printed materials and promotions must clearly state the percentage of the ticket price that is being donated to the RMF (Example: 100% of your donation will go to RMF.)
- The Foundation should be informed, in advance, of any companies who are approached

for underwriting or contributions for the event or project, so as not to overlap with existing RMF supporters.

- All money raised on RMF's behalf must be obtained through legal means.
- Event or project organizers accept all liabilities incurred from the event.
- Event or project organizer is responsible for filing any necessary fundraising permits, and providing insurance coverage. Organizers must provide copies of insurance certificates and permits. The RMF cannot be held responsible in any way for casualties and/or situations that occur at your special event.

## RECEIPTING AND TAX-DEDUCTIBILITY OF CHARITABLE DONATIONS TO 501© (3) ORGANIZATIONS

All donation are payable by checks and are to be made payable directly to The Ricky Martin Foundation. No cash or money orders will be accepted.

If goods and/or services are received in return for charitable donations (i.e. auction purchases, tokens of appreciation, "give-aways", meals, beverages, etc.) the fair market value of those goods and/or services should be determined and communicated to individuals prior to their making a donation. The value of goods and/or services will be deducted from the total donation amount to determine the tax-deductible portion of the donation.

All donations made payable to and received by the RMF will receive an official receipt for tax purposes outlining the tax-deductible portion of their donation. Whereas, the name appearing on the check received by the RMF will be used for receipting purposes and that individual, corporation, foundation, etc. will be the eligible party for tax benefits received as a result of the donation.

If donations are deposited to a separate account outside the RMF and subsequently donated in a single sum to the RMF, only the individual, organization, etc. whose name appears on the check will receive tax benefits for the donation. Donors contributing in this circumstance should be made aware that their gift will not be acknowledged as a tax-deductible donation to the RMF.

To effectively pursue his humanitarian principles, the Goodwill Ambassador to UNICEF and twice Grammy Winner, established the Ricky Martin Foundation in Puerto Rico, to advocate for the welfare of children globally in such critical areas as education, health and social justice.

From the outset, Martin and his staff decided to support both global and local educational and health programs that enhance the well being of a child. As facilitators and strong believers in partnerships with international organizations, the private sector, local non-profits, and individuals the Ricky Martin Foundation continues to evolve. Our voice in alliance with other sectors is committed to defend the most fragile population against modern forms of slavery and to provide them a safer world through wellness initiatives.

# Ricky Martin Foundation

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To further uphold our principle of social justice, last year the Ricky Martin Foundation launched People for Children, a global initiative to educate, denunciate, and support the international framework for the elimination of human trafficking, especially minors. This unscrupulous market annually generates \$10 billion dollars, and it's only preceded by the trafficking of drugs and arms. UNICEF estimates that 1.2 children are victims of this global nightmare every year.

We welcome you to join our crusade as an advocate of children's rights.

## HOW CAN THE RICKY MARTIN FOUNDATION HELP

- We can offer general advice on event or project planning.
- We can provide brochures and/or publications for distribution at the event.
- Provide volunteers, if possible.

## WHAT THE RICKY MARTIN FOUNDATION CANNOT DO

- Provide any sponsors, celebrities or speakers for the event or project
- Provide insurance and/or liability coverage
- Provide funding for expenses and /or sponsorship
- Provide Ricky Martin Foundation stationery
- Provide staff support

## CHARITABLE LAWS

- Events must comply with all federal, state and local laws governing charitable fund raising, gift reporting and special events.

## SPONSORSHIPS

- Sponsorships with no goods and/or services may be fully tax-deductible. This includes sponsorships that receive advertisement space in a booklet for the event. (These are not considered advertising so long as there is no commercial content such as, "Come in and Buy" or "Our product is the best"). Name, slogan and logo of the sponsor can be used.

## TAX DEDUCTIBILITY OF EVENT TICKET PRICE

- The IRS requires that all tickets, invitations or entry forms state what portion of the ticket price is tax-deductible if the price is beyond the fair market value of the event itself. For example: A cocktail dinner costs \$100 per person for the entertainment, food and

drink; the cost of the ticket to attend the gala is \$250; only \$150 of each ticket sold is tax deductible.

Tickets and/or promotional flyers, which invite people to sign-up or purchase tickets, must state the portion, which may be tax deductible. (In the case above, it would say, "\$150 of the ticket price may be tax deductible.") The Development Office can assist in proper wording.

## SILENT & LIVE AUCTIONS

- a. Each item of a Silent Auction should be valued at the Fair Market Value. This value must be listed on the Bid Sheet at the auction table, as well as in any printed list of the auction items.
- b. Each item of a Live Auction should be valued at the Fair Market Value and that value must be listed on a printed list of the auction items.
- c. Donors of the items for Silent and Live Auctions should provide the Fair Market Value of their item/service. If the item is a 'collectible' reasonable efforts should be made to assess the value (e.g. contact an antique or collectible dealer who has some knowledge of similar items).
- d. Only winning bids that are over the stated Fair Market Value will receive receipt information on their charitable gift.
- e. If an item is not valued, or valued as priceless, the final auction bid then establishes the item's fair market value, therefore no portion is tax-deductible. • Sponsorships with no goods and/or services may be fully tax-deductible. This includes sponsorships that receive advertisement space in a booklet for the event. (These are not considered advertising so long as there is no commercial content such as, "Come in and Buy" or "Our product is the best"). Name, slogan and logo of the sponsor can be used.

## RAFFLES, LOTTERIES, GAMES OF CHANCE

- There is no charitable gift for a raffle ticket, lottery or any game of chance. No receipt will be issued for money collected through these means.