



Open
the door to
hope

CAMILLUS HOUSE, INC. - POLICY AND PROCEDURES

TITLE: SPECIAL EVENTS

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I. POLICY

Camillus House, Inc. recognizes the benefits provided by special events. Camillus House itself or co-sponsoring organizations may conduct events through many different formats and for a variety of reasons. Events are held to the same policies, procedures and standards of integrity and ethical actions as other methods of fundraising for Camillus House.

II. PROCEDURES

A. Special Event Definitions:

1. *Fundraising Event:* an activity sponsored by Camillus House or a co-sponsoring entity for the purpose of raising funds to benefit Camillus House (not all special events are fund-raising events).
2. *Annual Event:* an event which takes place every year at approximately the same time for the same purpose.
3. *Co-Sponsored Event:* an event which is coordinated by an outside organization for the benefit of Camillus House; such events may benefit Camillus House to different degrees and the level of involvement of Camillus staff varies.
4. *Camillus Event:* an event which is coordinated and controlled entirely by Camillus House staff and volunteers, with Camillus retaining 100% of the profits and paying 100% of any expenses due.



B. Event Criteria

1. Events conducted by the Advancement Department must serve one of the following purposes:
 - a. To raise money for Camillus House;
 - b. To recognize Camillus House donors;
 - c. To cultivate Camillus House's current or prospect donors .
 - d. To raise awareness of homelessness in Miami

2. The event and sponsors should reflect appropriate standards in keeping with the mission of Camillus House. Some types of events are prohibited based on the fundraising methods used. (See Solicitation Policy Section Part B for a partial list of unacceptable forms of solicitation.)

3. The time and work required of staff should reflect the worthiness and potential value of the event.

4. The Board of Directors must approve events that will entail expenditures greater than \$50,000.

5. Events requiring the use of Camillus House's permit to sell alcoholic beverages require the approval of management. Careful consideration is given to the controls and logistics of the event, the image portrayed, the benefit to Camillus House, and the issues of liability and insurance. The State of Florida prohibits any nonprofit from obtaining more than three (3) permits per year.

C. Co-Sponsored Events - Co-sponsored events must meet the same criteria and aesthetic standards as regular Camillus House events. In addition, the following conditions must be met:

1. Camillus House should receive a reasonable and equitable percentage of the total proceeds.



2. The percentage or amount of proceeds to be donated must be noted on press materials, invitations, and tickets.
3. All printed materials must include the words "Camillus House" and the Camillus House logo.
4. The public relations and advertising plans to promote the event must be reviewed by Camillus staff, which holds the authority to give final approval or request changes prior to production. All promotional materials should be targeted to generating ticket sales.
5. No event may be undertaken before it has been reviewed and approved by Advancement. For the purposes of evaluating a potential co-sponsored event, the "Special Event Proposal Evaluation Form" (attached) must be completed. This form is to be used for any ideas proposed to Camillus House, from staff members, volunteers or other entities. The forms are reviewed by the Advancement Department staff, which may deny the event, approve the event, or recommend that management review the proposal. If approved, a Letter of Agreement granting permission for the event to refer to Camillus House and outlining the required conditions and standards is sent to the co-sponsoring entity. Copies of all proposals, approved and denied, are kept in a binder for future reference.
6. Camillus House reserves the right to withdraw sponsorship of an event at any time if the required conditions and standards outlined in the letter of agreement are not being met.

D. Ticket Pricing

1. Ticket prices and sponsorship levels should reflect the quality and goals of the event. If a donation of canned goods is the price of admission, participants should be asked to bring an



amount of groceries or donated items with a value equal to a comparable ticket value.

2. Special guests may be offered complimentary or discounted tickets in recognition for special donations or honors. Camillus House staff members may be offered discounted tickets at the discretion of management.
3. Camillus House must note requirements set forth in Internal Revenue Service Code section 170 (f) (8), which delineates circumstances under which a donor may take a charitable deduction for a contribution to a charity:
 - a. Invitations, tickets, and receipts must clearly state the cost of the ticket and the benefit provided to the donor. The benefit is the fair market value of any goods or services provided, including, but not limited to, the meal or other food and beverage service, entertainment, performance or sporting event. The fair market value of tickets should be determined in relation to the value or cost of comparable events or services, and has no relation to the cost to Camillus House or the amount of underwriting obtained for the goods or services.
 - b. The donor must be provided with a receipt which informs the donor that the amount of the contribution that is deductible for income tax purposes is limited to the excess of the amount of any money and other property contributed by the donor over the value of the goods or services provided by the charity and provides the donor with a good faith estimate of the value of such goods or services. This receipt may take the form of a regular receipt or an acknowledgment letter.

E. Financial Controls - Ticket and donation processing is conducted in a controlled manner such that tickets, payments and other donations are always accounted for:

1. In-kind items received for use at an event, including auction items, prize drawing awards or in-kind sponsorship goods, are stored in a secure and locked area and are under the control of the Advancement Department. The Advancement Department maintains a record of which items are donated and where they are stored.
2. Tickets are pre-numbered in consecutive, numerical order. The Finance Department reviews the tickets prior to any sales or distribution to verify the amount and numbering of tickets. The reviewer records the first ticket number, last ticket number and total number of tickets on the Ticket Verification Form and signs off on it.
3. Tickets are stored in a closed, safe area. Only staff members authorized by the Advancement Department may have access to the tickets.
4. Ticket orders and sales are processed by a gift processing staff member (GPS). The GPS is responsible for receiving payments, distributing tickets, generating receipts and maintaining all related record keeping and reporting.
5. Ticket orders may be placed by mail, in person, or at the event itself. All processing information is recorded on the ticket card, which in most cases is the ticket ordering card the donor completes and mails in with their ticket order. If the donor provides no completed card, a blank card is completed by the GPS. The additional information recorded by the GPS includes the payment verification, ticket numbers distributed, and method and date of distribution.
7. Payments are processed according to the same policies and procedures as all other donations. All ticket processing information is entered into the Raiser's Edge database when the payment is entered. The GPS generates a daily report of ticket



sales and event-related donations, which is reviewed by the Vice President of Institutional Advancement.

8. Tickets ordered within one week of the event are held at will-call. All others are mailed within 24 hours of receipt of payment. Tickets purchased in person are distributed immediately.
9. Tickets are not distributed until payment is made, unless Management grants special authorization. Credit card orders must be processed and verified before distribution of the tickets. Guests may request that tickets with payment due be held at will-call, although the tickets may not be picked up without payment being made.
10. Complimentary tickets are distributed at the discretion of the Advancement Department. Distribution of complimentary tickets is recorded in the same manner as regular tickets.
11. If volunteers are utilized in the sale of tickets, the GPS records the ticket numbers signed out by each volunteer. Volunteers are responsible for returning the same amount of tickets or cash equivalent prior to the event. Only volunteers authorized by the Advancement Department may sign out tickets.
12. Money collected at an event, including that for ticket sales, donations, auction payments, and prize drawing ticket sales, is kept in a cash box under the supervision of a designated staff member. The designated staff member and one additional staff member each make separate, independent counts of the money before it is stored in the Camillus House safe until it is processed according to normal gift processing procedures. At an event where money cannot be counted at the event itself, such as those events where large crowds are asked to make donations, the money is deposited into a sealed container with a small slot which allows money to be put in but not taken out. A



designated staff member returns the full container to Camillus House and the seal is not broken until two staff members are present to make independent counts of the amount.

13. The Finance Department reconciles the event income with the total number of tickets sold and donations received at the completion of the event. The Finance Department reviews the number of tickets remaining, the amounts deposited into the bank, and the reports detailing the tickets sold and other event related donations received. The reviewer records the verified information on the Ticket Verification Form and signs off on it.

F. Volunteer Participation

1. The participation of volunteer chairperson and committee members in the planning and coordination of the event is encouraged. Volunteer chairperson and committee members may be responsible for: selling tickets; soliciting in-kind donations of goods or services to lower event costs; soliciting in-kind donations for a raffle or auction; and soliciting sponsorships.
2. Volunteer chairperson and committee members may not sign contracts on behalf of Camillus House or make executive decisions regarding the logistics of the event without consulting Advancement Department staff.
3. The Advancement Department may restrict certain volunteers from participation in some event activities at its own discretion.

Camillus House staff members are given priority in obtaining volunteer positions at events. Staff volunteers participate purely on a volunteer basis and therefore do not receive overtime pay or compensatory time unless so designated by their department director. If the Advancement Department

requires the services of a staff person in their Camillus House job description, it will request the assistance from the Department Director who will make the appropriate arrangements with their staff for the services and any related compensation. For example, a truck driver needed to pick up materials would be treated as a staff member doing their job, not as a volunteer.

Event volunteers receive complimentary admission to the event when they are not on their shift. The Advancement Department will attempt to ensure that shifts are set up to allow volunteers time before or after the shift to attend the event; however, no guarantees are made. The complimentary admission is restricted solely to the volunteer. Complimentary guest admission is at the discretion of the Advancement Department depending on the type of event and staffing needs.

G. Event Evaluation

1. Annually, all fundraising events will be evaluated by staff, applicable volunteers and the Institutional Advancement Committee. The evaluation results will be presented to the Board of Directors. The evaluation takes into consideration:
 - Profitability
 - Demands on staff time
 - Availability of volunteers
 - Public relations value
 - Fixed costs
 - Conflicts with existing events
2. The national guidelines of 40-70% of revenues used for expenses will be followed in determining the success factor. The ideal will be 50% or more of the gross proceeds of the event will be net profit.
3. New or proposed fundraising special events will be evaluated using the same guidelines as listed in Section G-1.



H. Cultivation Special Events:

1. When an event exists to acquire new donors or to thank current/previous donors, it is understood that no profit shall occur.
2. Annually, cultivation events will be evaluated using the guidelines in Section G-1.
3. A tracking record of participants in cultivation events will be maintained. If no anticipated increase in gifts or activity of appreciation by participants is realized, the event will be terminated.