



# LIFTING FOR A CAUSE

*Third Party Fund-raising Toolkit*



1415 Cass Ave ~ St. Louis, MO 63106  
(314) 588-1186 ~ [www.liftforlifegym.org](http://www.liftforlifegym.org)



Dear Friends,

Thank you for your interest in supporting Lift For Life Gym (LFLG) with a third party event or promotion. Friends like you make it possible for Lift For Life Gym to make a difference in the lives of St. Louis inner city youth. By partnering with us, you are supporting an organization that enables young people to reach their full potential each and every day.

Lift For Life Gym receives many requests throughout the year from individuals, organizations and businesses volunteering to host third party fundraisers with proceeds and donations benefiting our program. Due to our limited resources, we must carefully consider our level of involvement with these events. We ask for and appreciate at least 30 days advance notice for any event so that we may give you proper recognition, make sure your expectations are met and so we can provide additional promotional support.

Enclosed, you will find an event planning form, answers to frequently asked questions as well as ideas for hosting third party events. A Third Party Event or Promotion is defined as any fundraising activity by a non-affiliated group or individual where Lift For Life Gym has no financial responsibility and little or no staff involvement. Examples include donation drives, in-store promotions, and fundraising events. Once you have your idea in mind, fill out the event planning form and Lift For Life Gym will review your request and contact you and your organization with confirmation. Please be as specific as possible when filling out the forms regarding your event.

Thank you for your commitment to improving the lives of youth in our community. With your help, Lift For Life Gym is having a positive impact on hundreds of kids and teens in the St. Louis community. At Lift For Life Gym, our members have a safe place to come with positive role models, tutoring and mentoring, programs to help them make healthier life choices and opportunities to develop their character and leadership skills. Together we are truly "lifting up our youth"!

If you have additional questions, please contact Lauren Sauer at [lsauer@liftforlifegym.org](mailto:lsauer@liftforlifegym.org) or (314) 616-7205

Best,

Lauren Sauer  
Development Manager



## Getting Started- Guidelines & Policies

Thank you for contacting Lift For Life Gym regarding your upcoming event. Your efforts to make a difference in the lives of St. Louis inner city youth are greatly appreciated. Please take a moment to read the guidelines below and fill out the application so that we may better assist you with:

- Advice on event planning
- Help validate authenticity of event and its organizers
- Assist in designating your contribution to specific areas of Lift For Life Gym
- Provide tax receipts to donors who make checks payable to "Lift For Life Gym"
- Additional advertising and promotional support

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**Please review the following fundraising guidelines and policies prior to submitting your event application:**

- You must complete and submit your Third Party Fundraising application to Lift For Life Gym no less than 4 weeks prior to the activity. Approval must be received before advertising is permitted.
- Applications are one time only. If this is a recurring annual event, each year a new application will need to be submitted and approved.
- Lift For Life Gym reserves the right to deny any application for a fundraising activity that doesn't comply with the mission or create a positive image for LFLG.
- On application approval, permission will be granted for the use of Lift For Life Gym's logo, however, promotional materials will need to be preapproved and the logo cannot be used for any other purpose other than what is described in the 3<sup>rd</sup> Party Fundraising Application.
- It must be clearly stated on and in all promotional materials that the event is "In support of Lift For Life Gym" or "Proceeds benefit Lift For Life Gym" followed by the LFLG logo. Nowhere can it state that LFLG is a sponsor or co-sponsor.
- When referencing Lift For Life Gym in promotional materials, please reference us by our full name and not the abbreviation LFLG. Also, we are not affiliated with Lift For Life Academy so referencing that organization with us or instead of us is incorrect.
- You must notify LFLG if another organization will benefit from this event/promotion.
- All sponsors need to be disclosed to LFLG. If your event includes soliciting local businesses for cash or in-kind support, please include your prospect list to ensure solicitations do not conflict with existing relationships or development plans
- Lift For Life Gym, employees, volunteers and members are not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for third party events and fundraisers.
- Reasons for denial of application include but are not limited to: 1) Doesn't support the LFLG mission 2) no system to ensure the accountability of funds raised 3) the proposal would conflict with existing

philanthropic relationships 4) the project would conflict with a marketing or public relations campaign 5) the proposal is considered unethical or inappropriate.



## Frequently Asked Questions

**Q: Why do I need to complete the agreement form?**

A: This agreement form outlines all expectations of Lift For Life Gym for your fundraising event or promotion, as well as making you aware of what to expect from us. The brand image of Lift For Life Gym is important to us and we want to maintain its integrity by ensuring that all community and corporate fundraisers are successful and have the correct materials. If you choose not to complete the agreement, Lift For Life Gym name and logo may not be used.

**Q: Who should sign this agreement form?**

A: Whoever is going to be the main contact for the fundraising event or promotion should sign the agreement.

**Q: After I submit my application form, how long is the approval process?**

A: You will hear back regarding your application within 5 business days.

**Q: How long with this agreement last?**

A: Most third party agreements will be limited to a one-month time frame. At the completion of the one-month time period, the donor is requested to submit all funds to Lift For Life Gym.

**Q: Who do I make checks payable to after the fundraiser?**

A: Please make checks payable to Lift For Life Gym and mail within 30 days to:

Lift For Life Gym  
Attn: Lauren Sauer, Development Manager  
1415 Cass Ave.  
St. Louis, MO 63106

**Q: Can I use the organization's sales tax exemption number?**

A: Unfortunately, sales tax laws do not allow third party event coordinators to use our tax exempt status for purchases. Please contact Lift For Life Gym for any questions regarding this or special circumstances where this may not apply.

**Q: Can I use Lift For Life Gym logo to help promote my event or in marketing materials?**

A: Yes. Once your event application is approved, you will receive the organization's brand guidelines and logo. All event material containing our name or logo must be sent to Lift For Life Gym for approval prior to distribution. Logo use approval takes approximately 3 business days.

**Q: Can someone from Lift For Life Gym attend or speak at my event?**

A: Because of the large demand on staff time, we can't guarantee attendance at your fundraiser. We can also not guarantee the attendance of any of our youth members.

**Q: How do donors receive a charitable gift receipt?**

A: Lift For Life Gym can issue gift receipts to substantiate donations only if they are made directly to the organization.

In order to provide tax deduction acknowledgement letters, the following information will need to be provided for each donor:

- First and last name
- Full mailing address
- Donation amount (made directly to Lift For Life Gym, not the third party)

**Q: Can funds raised be used for expenses?**

A: We recognize that some third party coordinators may need funds to run an event and pay reasonable expenses. However, Lift For Life Gym cannot fund or financially support community fundraisers. Third party coordinators are responsible for covering all expenses and will not be reimbursed by Lift For Life Gym. For these reasons, as you start to collect money, you will want to keep some funds on hand to help pay your expenses. In your planning process, make sure to develop a budget reflecting the type of event you are having and the costs related to the event.

If you are deducting expenses before sending net profits to Lift For Life Gym, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word "donation" because it implies that they are tax deductible. We recommend using the phrase "Proceeds will benefit Lift For Life Gym."

**Q: Can I have a silent auction at my event to raise more funds?**

A: Yes, however, Lift For Life Gym is unable to procure silent auction items for your event and cannot facilitate your auction.

**Q: Can I have a raffle or drawing at my event to raise additional funds?**

A: The State of Missouri has specific laws about raffles, and in many cases, raffles are illegal without a license or permit. Lift For Life Gym will not apply for raffle licenses on behalf of Third Party Events.

**Q: Can Lift For Life Gym provide volunteers for my event?**

A: We recommend that you recruit volunteers for your event and suggest you reach out to friends, family and those in your community to volunteer. Lift For Life Gym can put out a request for volunteers but cannot guaranteed any will be provided.

**Q: Does Lift For Life Gym provide event insurance?**

A: Third party event coordinators agree to obtain all required permits or licenses for the event. Because Lift For Life Gym is the ultimate beneficiary of your event and had no direct involvement with running the fundraiser, we cannot provide event insurance.

**Q: Can Lift For Life Gym provide publicity or contacts with the media?**

A: Our staff is unable to provide media contacts or publicity for individual events to outside media sources. We recommend that you put together your own media plan.



# Fundraising Application

## Section 1: Organization Information

Name of Organization or Event Host: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City / State / Zip: \_\_\_\_\_

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

Website: \_\_\_\_\_

Phone # (work): \_\_\_\_\_ Phone # (cell): \_\_\_\_\_

## Section 2: Event Information

Name of Event: \_\_\_\_\_

Event Type:  Community Event       Fundraiser       Supply Drive       Other

If other, please describe: \_\_\_\_\_

Description /Event Summary: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of Event: \_\_\_\_\_ Time of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Expected Number of Participants: \_\_\_\_\_

Fundraising Goal (after expenses): \_\_\_\_\_

How will you promote the event?: \_\_\_\_\_

Who is your target audience?: \_\_\_\_\_

If you are selling goods and/or services, please indicate what will be sold and what portion (if any) of the proceeds will benefit Lift For Life Gym?: \_\_\_\_\_

### Section 3: Financial Information

How will funds be raised?: \_\_\_\_\_

- Auction    Ticket Sales    Raffle    Donation    Sales (liquor, merchandise, etc.)  
 Other (Please explain): \_\_\_\_\_

Are you approaching sponsors?:  Yes       No    If yes, please list organizations/vendors

Will the proceeds of your event/activity be donated ONLY to LFLG?:  Yes    No (if no, please list who else will be benefiting and what percentage LFLG will receive):

Will you require tax receipts?    Yes       No      (If yes, please see page

### Section 4: Lift For Life Gym Participation

What assistance would you like to see Lift For Life Gym to consider? ( We will do our best to support you): \_\_\_\_\_

Would you like a Lift For Life Gym representative at your event?  Yes       No

Would you like materials and information from LFLG at the event?  Yes       No

Brochures       Volunteer Information       Other

Will there be a table available for LFLG information?  Yes       No

\*\* Are you requesting that we bring any of our youth members to the event?  Yes    No

Will you require LFLG logo and name for promotional use?  Yes       No (If yes, please indicate what type of promotional materials you will be producing): \_\_\_\_\_

\*\* Please note, in order for us to bring any youth members to your event, we need to have an available LFLG staff member present and this may not always be possible. As well as the event time may conflict with other obligations the youth members already have in place.



## Fundraising Agreement

Please review and sign a copy of this form and return it with the fundraising application.

This form is due four (4) weeks prior to the proposed event. Completion of this form doesn't guarantee approval. Upon approval, you will receive an approved signed copy of the application for your records.

By signing this document, I/we acknowledge receipt of Lift For Life Gym's Policies and Procedures for Third Party Fundraisers and agree to comply with all provision in organizing and holding our fundraising event. I/we also agree with the collection of any and all information Lift For Life Gym deems necessary to evaluate the event. I/we further attest that all of the information provided on this form is correct and accurately describes the proposed event.

I/we also agree that Lift For Life Gym is not responsible for any expenses, losses, claims or damages resulting from the fundraising event or the noncompliance with any term or provisions of Lift For Life Gym Policies and Procedures for Third Party Fundraisers.

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Signature

Date

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Printed Name

Title

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LFLG Representative Signature

Date

**Please return this form and application by mail or email to:**

Lift For Life Gym  
Attention: Lauren Sauer, Development Manager  
1415 Cass Ave.  
St. Louis, MO 63106  
Phone: 314-616-7205  
Email: [lsauer@liftforlifegym.org](mailto:lsauer@liftforlifegym.org)