



Third Party Events & Cause-Related Marketing Guidelines

Thank you for your interest in supporting Tender Mercies by helping raise funds to transform the lives of homeless adults with mental illness. Individuals can host special events/promotions and contribute a portion of revenues (“percentage of net proceeds”). We welcome these third-party fundraising efforts following requirements to protect both the organization/individuals hosting the event and Tender Mercies.

What are third-party events?

Third-party events and or cause-related marketing (promotions) are implemented by outside organizations or individuals for the benefit of Tender Mercies, with **minimal or no assistance** from the Tender Mercies staff/volunteers.

Giving Criteria

1. Staff and/or volunteers’ presence at the event is never guaranteed, is determined on a case-by-case basis.
2. Tender Mercies will provide sufficient marketing and promotions to engage with attendees; however, we do not provide or sell private donor information.
3. If only a portion of the proceeds go directly to Tender Mercies, the sponsoring organization must clearly disclose to purchasers, participants, etc. the approximated amount of dollars and/or percent of the proceeds that will go to Tender Mercies.
4. Promotional materials will be provided to upon request but must be picked up at Tender Mercies. Any unused marketing materials are requested they be returned.
5. The third-party sponsor is requested to send their donation to Tender Mercies within 45 days of the event.

6. Third-Party sponsors agree to adhere to all local, state and Federal guidelines. If conducting a raffle, Tender Mercies requires Third-Party sponsors to share a list of all raffle items as soon as they are finalized. The sponsoring organization must also adhere to legal raffle guidelines. A raffle is defined as a scheme for distribution of prized by chance among persons who have paid money for paper tickets that provide an opportunity to wine these prizes.

7. If sponsoring organization is conducting an event, Tender Mercies required verification that the sponsoring organization has adequate insurance coverage and must receive a certificate of insurance that names Tender Mercies as an additional insured no later than 15 days prior to the scheduled event.

Next Steps

Submit online form on website. For any additional questions email Development Director Deanna Hengge at DHengge@TenderMerciesInc.org or call 513-639-7056.

To get started, please create a brief description of your event and contact Development Director Deanna Hengge at Events@TenderMerciesInc.org.

Disclaimer: *Sponsoring organizations must be respected in the community and be one whose reputation retains or enhances Tender Mercies' public image. The organization or individual must ensure neither they nor the sponsor will use Tender Mercies' name to offset bad publicity or improve an unfavorable public image. Tender Mercies retains the right to deny attachment to or sever ties from any event before or during an event. Tender Mercies retains the right to refuse a donation.*