

GUIDELINES

FOR THIRD-PARTY BENEFITS

These guidelines apply to charitable special events, benefits, and promotions (“benefit”) hosted or conducted by a third-party company, organization, or individual (“host”) with the intent to raise funds for the SF LGBT Center.

After reviewing these guidelines, please [submit a short application here](#).

Referencing the SF LGBT Center

1. References to the SF LGBT Center should list the name exactly as “SF LGBT Center” or “San Francisco LGBT Center.” Please do not use any other variations.
2. The host should state that the benefit is a fundraiser for the SF LGBT Center (or other wording below) but not represent the SF LGBT Center as an event sponsor or producer.
 - a. Benefits may describe the SF LGBT Center’s beneficiary involvement as “a benefit/fundraiser for the SF LGBT Center,” “proceeds/a portion of proceeds will benefit the SF LGBT Center,” “donations to benefit the SF LGBT Center,” or similar.

Approvals

3. The host must request permission to use SF LGBT Center’s name and logo for their benefit via a completed application. No use of the SF LGBT Center’s name or logo are allowed without consent from the SF LGBT Center.
4. The benefit should be aligned with the SF LGBT Center’s mission. To ensure alignment, the SF LGBT Center must review and approve all promotional, press, and marketing materials and collateral that use the SF LGBT Center’s logo or name prior to production and distribution (including digital and social media outreach). Please allow 3 business days for this process.

Promotion

5. The SF LGBT Center is not responsible for ticket sales, promotion, or other organizing aspects of the benefit. The host is responsible for selling tickets and publicizing the event, if necessary. At its discretion, the SF LGBT Center may promote the benefit via social media.
 - a. Due to the high volume of benefits, the SF LGBT Center is generally unable to promote benefits via email. Occasional exceptions may be made, e.g. certain Pride month benefits. If there is an opportunity for email inclusion, the SF LGBT Center will communicate this during the agreement process.

Donation

6. The host agrees to submit their donation within two months following the conclusion of the benefit. Donations can be made by credit card online or by mailed check.
 - a. Online donations should be made using [this link](#).
 - b. Mailed check donations should be made payable to “SF LGBT Center.” Please reference the event/promotion name in the memo line. Checks should be mailed to: SF LGBT Center, Attn: Development Department, 1800 Market St., San Francisco, CA 94102.

Additional Considerations

7. Following the host's donation, the SF LGBT Center will issue a letter or email of acknowledgement. The acknowledgement will include the donation amount and date and will include the SF LGBT Center's nonprofit tax ID number.
 - a. If further documentation is required relating to tax status (W9, 501(c)3 determination letter, etc.), please email the request to donations@sfcenter.org.
8. Requests for SF LGBT Center representatives to attend benefit events will be reviewed on a case-by-case basis. Attendance will depend on staff availability, amount of notice, and type of event.
9. The SF LGBT Center recommends that donations be made unrestricted. This allows the funds to be used where they are most needed and supports all the Center's vital programs. However, if you wish for your donation to be restricted to a specific program, please make a note in your application.