

SPONSORED PROJECTS INFORMATIONAL PACKET

Thank you for your interest in our organization. Your participation will be administered by GiveSendGo Charities, a 501(c)(3) public charity.

Please review the following form and proceed to our online application.



This packet contains: Overview Welcome Letter
 Guidelines & Policies
 Forms & Recommendations

Dear Potential Partner,

On behalf of GiveSendGo Charities, I extend a warm welcome to you. Thank you for considering us as a potential partner for your philanthropic endeavors. We are honored that you have chosen to explore the possibility of collaborating with our organization to positively impact the world.

At GiveSendGo Charities, our mission is to drive change and create a better future through charitable initiatives. We are dedicated to supporting projects and causes that align with our vision of making a difference in the lives of individuals and communities worldwide.

In this welcome packet, you will find valuable information and resources that provide a general overview of the potential ways we can collaborate. Our guidelines and policies are set up to help you navigate what is required to establish your project in our organization.

We believe in the power of collaboration and the importance of finding the right partners who share our passion for creating positive change. This packet aims to provide you with a comprehensive understanding of GiveSendGo Charities' goals, strategies, and areas of expertise in relation to this department. This material will give you insights into how partnering with us can help amplify your philanthropic efforts and drive meaningful outcomes.

Please take the time to review the contents of this packet thoroughly. Please contact our team with any questions, comments, or ideas. We value your input and are eager to explore how we can forge successful partnerships that create a lasting impact together.

Once again, we express our sincere appreciation for considering GiveSendGo Charities. We are excited about the prospect of working together to achieve shared goals and make a difference in the lives of those in need. Together, we can create a better tomorrow.

Thank you for your time and consideration. We look forward to embarking on this remarkable journey with you.

Shine Brightly,

Hudson T. Wells
Executive Director
GiveSendGo Charities

MISSION AND DONATION INFORMATION

Part 1: Mission Statement

Our mission is to provide rapid and transparent charitable avenues for generous giving and service within the corporate world. Our department offers corporations a unique opportunity to realize their charitable vision without establishing their own nonprofit organization. We strive to be the trusted partner for multiple corporations, enabling them to channel their philanthropic aspirations into impactful projects that align with their core values and mission.

Part 2: Vision Statement

Our vision for the Sponsored Project Department is to see corporate America empowered to create culture change by demonstrating generosity through their projects supported by our organization. By creating this opportunity, we aim to be the catalyst that enables companies to leverage their resources and charitable vision to impact society significantly. By offering a streamlined and efficient platform, we envision a future where corporations seamlessly collaborate with us to bring their charitable initiatives to life, driving positive change and inspiring others to join in the journey without the hassle of creating your own nonprofit.

Donations to Sponsored Projects:

All donations to a Sponsored Project campaign are tax-deductible to the law's full extent. Donors will promptly receive a tax receipt attached to a thank you email upon donating. All donations to a Sponsored Project Campaign are **NON-REFUNDABLE**. If, for any reason, the donation is no longer necessary or the project has become ineligible, it will be designated to our General Account to be used for internal projects that are similar in nature to the original project.

Offline Donations: Any received offline donations or donations made through a payment processor other than **GiveSendGo.com** are subject to a potential 3% administration fee in addition to any additional fees incurred. This includes all donations made from Donor Advised Funds.

Direct Funding: Direct Funding is for those interested in donating through a Donor Advised Fund. The DAF Advisor must ensure their institution has accepted our organization and indicate which campaigns on **GiveSendGo.org** they would like their donation to be directed to.

SPONSORED PROJECTS GUIDELINES

1. Eligibility Criteria

1. Purpose: Sponsored projects must meet two requirements:

1. Align with GiveSendGo Charities' charitable objectives and goals. These include any public interest work that aids in enabling communities to grow and flourish.
2. Needed charitable validation from a sponsoring 501(c)(3)

2. Project Establishment

1. Each project must already be established with enough content to be considered fully functional when the sponsorship begins. We always hope for growth, but the foundation must be set. This means they are registered within their state and already have publication examples available.
2. The work must be considered charitable and have a clear message indicating its charitable nature.
3. Applying projects must demonstrate their capabilities in serving the public's interest.

2. **Projects will be rejected if they:**
 1. Benefit the primary workers of the project beyond a fair and reasonable rate.
 2. Fail to establish clear and reasonable charitable goals.
 3. Assist in any political endorsements.
 4. Don't meet the credibility standards of GiveSendGo Charities.
3. **Credibility Standards:** To establish credibility, the project must meet specific criteria:
 1. **Visibility:** Have a properly functioning website and a presence on a social media platform.
 2. **Credibility:** Have an established history with the public before seeking sponsorship.
 3. **Public Following:** Have a general public following to secure a strong sponsorship. The organization is responsible for marketing the project to its audience.
4. **Selection Process**
 1. **Faith-Based:** We primarily focus on partnering with faith-based endeavors, though we are not limited to that. Projects that focus beyond an individual's material needs are at the top of our list.
 2. **Relational Reliability:** We focus on projects and project managers who are interested in more than a project but also appreciate the relationship built during the project's life cycle with us. We work through relationships, a crucial factor in our selection process.

Organizations must have a realistic understanding of their projects and set achievable goals and timelines. While we are eager to support your charitable purposes, it is crucial to approach the sponsorship process with a clear and informed mindset. Let's take a look at an example to illustrate this point:

For example, let's consider Frank, who is incredibly enthusiastic about a project that has been close to his heart for a long time. Encouraged by the positive responses from friends, relatives, and even potential investors, Frank dives headfirst into setting up his project. He believes that with the well-wishes and initial support he has received, the project will quickly generate substantial donations. However, as the sponsorship begins, Frank is faced with the reality that the project's progress is slower than expected, and it requires more resources and time to gain momentum. Sadly, without adequate planning and a realistic assessment of the project's potential risks and costs, the project falters before it even takes off. In hindsight, had Frank taken the time to evaluate his project's viability, collaborate with the sponsoring organization, and establish a well-thought-out plan with more achievable expectations, he would have been better equipped for success. This example serves as a reminder of the importance of balancing enthusiasm with careful evaluation and collaboration to ensure a solid foundation for the project.

By sharing this example, we emphasize the significance of realistic goal-setting, effective communication, and collaborative planning in the sponsorship process.

3. **Responsibilities:** Responsibilities (as listed below) are standard for any fiscal sponsorship. Our fundamental responsibility is communication between the Sponsor and the Project Manager to ensure the project's charitable capabilities.
 1. **Project Manager (PM):** The applying organization must select one individual to represent the project to the sponsoring organization. They are encouraged to set up a small committee within their project to delegate to when possible.
 2. **Project Committee:** A Project Committee models the nature of an actual nonprofit and can be a valuable asset to your project. It should comprise of two or more individuals, not including the project manager. These individuals do not need to be compensated or have previously been part of the project. The committee should approve decisions and reports before submission to the sponsor.

3. **Quarterly Commitments:** All reports and general communication will be done quarterly. If needs arise that require more attention, they should be communicated promptly so we can assess the project's current needs.
4. **Marketing:** All marketing efforts must begin through the project and its organization. Sometimes, GiveSendGo Charities will take extra measures to market to a generalized audience. Collaboration can happen at the request of the PM, but the sponsor has the right to decline all requests.
5. **Record Keeping:** You must estimate your quarterly budget and donations to fulfill your application process requirements. These are only used for reference. Following the initiation of the sponsorship, the PM must submit a simple and straightforward quarterly report of all project-related expenses. This helps the sponsor better assess the project's needs so we can be more effective with our resources. Failure to report correctly could result in the termination of the project.
6. **Reporting:** The Project Manager is responsible for providing regular reports on the project's progress. These may be done in several ways, including regular meetings. If meetings are used to provide updates, minutes for each session with essential content and requests must be noted.
7. **Liability and Insurance:** As a public charity, GiveSendGo Charities acts as the fiscal sponsor for Sponsored Projects. Please note the following regarding liability and insurance:
 1. **Responsibility and Liability:** While GiveSendGo Charities assumes fiscal sponsorship responsibilities, it does not assume liability for the actions, debts, or obligations of the Sponsored Projects. The ultimate responsibility and liability for the project reside with the project itself and its governing board.
 2. **Self-Sufficiency:** Sponsored Projects are expected to operate independently and be self-sufficient in their day-to-day operations. GiveSendGo Charities will not cover any expenses incurred by the project and will not assume any financial responsibility for its ongoing functions.
 3. **Deduction from Sponsored Projects Account:** If GiveSendGo Charities incurs any financial liability or expenses on behalf of the project, such costs will be deducted from the Sponsored Projects account. This deduction will be made to reimburse GiveSendGo Charities for any financial obligations it has incurred due to the project's activities.
 4. **Insurance Coverage:** The Sponsored Project is responsible for obtaining and maintaining any necessary insurance coverage to protect itself, its participants, and its stakeholders. GiveSendGo Charities does not provide insurance coverage for the Sponsored Projects and will not be held responsible for any damages, losses, or claims arising from the project's activities.

Sponsored Projects: Who Does What	
Project Sponsor	Sponsored Project
Lends credibility of 501(c)(3) status to project	Has an obligation to disclose to donors that it does not have tax-exempt status
Receives and acknowledges charitable contributions	Builds and maintains relationship with donors
Retains control and discretion over funds	Acknowledges administrative fees and receives flow-through funds from sponsor
Requests records and reports to fulfill oversight responsibilities	Complies with record keeping and reports requested by sponsor

Communicates regularly with project	Communicates regularly with sponsor
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4. **Termination or Transition:** The sponsorship may be terminated or transitioned under certain circumstances as outlined below:
1. **Project Completion:** The sponsorship may be dissolved upon successfully completing the project, fulfilling its initial mandate and mission.
 2. **Account Inactivity:** In the event of 12 consecutive months of account inactivity, where there is no progress or engagement in the project, the sponsorship may be terminated or transitioned.
 3. **Non-Compliance with Sponsorship Standards:** If the project no longer meets the sponsorship standards, fails to adhere to the agreed-upon guidelines, or deviates significantly from its original mission, the sponsorship may be terminated or transitioned.
 4. **Non-Compliance with Reporting Deadlines:** Failure to comply with quarterly reporting deadlines may lead to termination or transition of the sponsorship. Extensions for reporting deadlines may be requested but must be communicated in advance.
 1. **Reasonability Clause:** The termination of sponsorship for unreasonable purposes is highly unlikely and will be assessed on a case-by-case basis, considering all parties' circumstances and best interests.
 2. **For Example:**
 1. If a Project Manager (PM) fails to submit their report on time, the sponsor will remind the PM to fulfill their reporting obligation. If the PM neglects their reporting duties for two consecutive quarters, the sponsor will contact the organization to rectify the situation.
 2. Should it be determined that the lack of communication arises from negligence or disregard for the sponsorship requirements, the sponsor reserves the right to withhold further donations from the project until the issue is rectified or until an alternative purpose for the funds is provided.
 3. Please note that a sponsorship's termination or transition will be approached carefully and openly to ensure fairness and accountability to all parties involved.
5. **“Shared Cost” Fees:** “Shared Cost” fees are established on a sliding scale based on all incoming donations within our fiscal year (see chart below). After the first full year (starting at the establishment of the sponsorship), there will be an assessment of the health and needs of the project. A standard rate will be applied at the beginning of the project's second year. Fees may be adjusted anytime if unique circumstances or special partnerships arise. These adjustments will be made after the first quarterly report with reasonable cause.
1. **“Shared Cost”:** “Shared Cost Fees” is the most appropriate way to define our fee structure. These fees are described as “shared” due to the nature of the relationship between the project and the sponsor. Where there is no project, there is no excess cost for operation.
 2. **Insight:** According to PropelNonProfits.org, the average fee a sponsor places upon the project ranger is from 5%-10%. Our model seeks to benefit the project beyond what is standard in nonprofit practice.
 3. **Breakdown of Fees:** The fees received help to cover several current and potential expenses.
 1. Accounting and Bookkeeping
 2. State and federal compliance and filings and independent audits
 3. Insurance
 4. Donation portals and account management
 5. Shared Resources (see #10)

Total Donations within a fiscal year	< \$10,000	\$10,001 - \$500,000	> \$500,000
Rates	6%	4%	2%

Example:

In the 1st quarter, \$18,000 is raised. **6%** was taken out for the first \$10,000, and a **4%** fee was taken out on \$8,000.

In the 2nd quarter, \$7000 was raised. A **4%** fee is taken off this amount.

In the 3rd quarter, \$800,000 is raised. A **4%** fee is taken off \$475,000, and a **2%** fee is taken off \$300,000.

In the 4th quarter, \$80 is raised. A **2%** fee is taken off of this amount.

Administrative fees are used exclusively to support our mission-based operations. These fees are your investment in a 501(c)(3) public charity dedicated to increasing charitable giving, educating and connecting donors to community needs they care about, and leading on critical community issues.

6. Contributions: The sponsor will receive and hold all contributions in an individual account. Any payment or donation directly to the project will not incur a tax-deductible receipt. To be tax-deductible, every gift must come through our system.

- 1. Donor Confidentiality:** As donations are received, our reports to the PM will indicate the email address, name, and amount each donor made. If the donor requests to remain anonymous, we will honor their wishes. It would breach our privacy policy for your project or any team member to share this information with any group, business, or persons outside the project. Please visit our website's Privacy Policy page for more details.

7. Fundraising Guidelines: All fundraising will be done through the created campaign on GiveSendGo.com. This campaign will be created and established through the charity; all funds must come through the charity to receive a tax receipt. Offline donations may be made, and donations through Donor Advised Funds are acceptable. Please review our donation portion at the top of this document.

8. Distributions of the Fund: Distributions of the funds will be handled monthly. The first distribution will be made one month after the official starting date of the sponsorship. Please comply with specific policies and guidelines in this document to avoid pausing all distributions until resolutions can be made.

9. Confidentiality and Privacy Policy: The Sponsor holds all information concerning our donors in strict confidence. The Sponsor will only release information about a donor if the donor has given permission or if a government agency or court has the legal authority to request the information. All personal data collected on this form is subject to the Sponsor's privacy policy, which can be found on our website. Donor data may be shared with the Project Manager, who is held to the same standards.

10. Honoring Donor Intent/Variance Power: The Sponsor carries out a project's charitable intent through a marketed sponsored project. In rare circumstances, the Sponsor may determine that the project's charitable purposes may have become unnecessary, obsolete, incapable of fulfillment, impractical, or inconsistent with the community's charitable needs. In that case, the Sponsor may need to exercise its variance power to change the fund's charitable purpose. In doing so, the Sponsor will strive to make distributions consistent with the donor's charitable interests.

11. Shared Resources: Due to the nature of a nonprofit, a project may have access to several resources to benefit the sponsored project. This may include specific software, grant writing, or discounts on hardware. The PM may request access to a discovered discounted or free resource aimed to benefit a nonprofit. Upon evaluating the project, the sponsor may also offer certain services already in use based on the apparent or potential needs of the project. Depending on the nature and cost of potentially shared resources, it is under the sponsor's discretion after an evaluation of the resource to apply the charge towards the already established fee, a determined split between the project accessible funds and fees, or rest it solely on the project's accessible funds. Our goal is to help equip you and your project for success. These resources can be requested during meetings or reporting. After assessing the needs of your project, we may be able to offer you ideas or solutions through the resources we receive as a charity.

12. Preparation for Application: Here is a checklist of all matters that should be completed before applying for sponsorship.

- Established name of Project
- Selected Project Manager
- Guidelines and Policies read through
- Desired Start Date of Sponsorship
- Clear Project Mission Statement
- Estimated Quarterly Financial Goal
- Estimated Quarterly Budget - Forwarded to info@GiveSendGo.org
- All potential media for marketing - Forwarded to info@GiveSendGo.org

Once you've completed this list, you can complete the application at:

<https://forms.office.com/r/26CujA2GYb>

You should receive a determination email within a week after completing your online application. If your application is accepted, your determination email will be delivered with the Sponsor's logos and typical marketing brands with an official start date for your sponsorship.

Thank you for considering us as your sponsor, as we both seek to change the world for its good!