



Third Party Event Guidelines

VIA supporters frequently spend their own time and money to host a fundraiser on behalf of the organization. Events include give back nights at restaurants, cocktail parties at supporters' homes, lemonade stands, bake sales, and more! If you are interested in hosting an event on VIA's behalf, please read the following information.

In this guide, you will find the following information:

- Steps to organizing a successful event
- Frequently asked questions
- Financial information
- Event proposal form

Steps to Organizing a Successful Event

1. Decide what type of event you will host and think through the details. Theme, location, food and beverages, fundraising goal, programming, etc.
2. Review VIA's Third Party Event Guide and complete the event proposal form linked at the bottom of this form.
3. Prepare a budget. Establish a fundraising goal and identify potential sources of income and expenses.
4. Develop a timeline to keep yourself organized and on track to have all the details figured out prior to the event.
5. Invite people to your event and make the fundraising goal clear to those attending. People are more likely to donate when we are transparent about the goals we are trying to accomplish.
6. Host your event and take pictures to share with VIA.
7. Let the advancement team know how your event went and when/how to expect to receive the proceeds from the event.

Frequently Asked Questions

1. *How should I collect donations at the event?*

The easiest way for individuals to support VIA at an event is to donate online. We can give you a QR code that links to our online giving form. VIA is also able to accept cash and checks, however, depending on the donor information received, we may or may not be able to provide acknowledgments and tax receipts for donations made offline.

2. *Can I use the VIA name and logo to promote my event?*
Of course! We do ask that you submit all materials to the advancement team for approval before publishing when using our name and logo.
3. *Can VIA help spread the word about my event?*
Yes! We are happy to promote the event on our social media pages.
4. *Can VIA provide me with a list of supporters, staff, or clients?*
We value the confidentiality of our supporters, staff, and clients, so we are unable to provide you with a list.
5. *Can I use VIA's tax-exempt number to buy supplies related to my event?*
VIA cannot provide our tax-exempt number to event organizers to make purchases. However, if a business makes a donation to the event and would like our number for tax purposes or to verify our status as tax-exempt, we will provide the number to the business upon request.
6. *Who will pay for the event expenses?*
The event organizer is responsible for covering all expenses related to their event and will not be reimbursed by VIA.
7. *What should I do with the money collected from my event?*
Within 60 days of the event, please deliver all net proceeds to VIA at 491 Hillside Drive, Charlottesville, VA 22901.
8. *Who should I contact with additional questions?*
Please contact the advancement team at advancement@viacenters.org.

Financial Information:

1. *Tax Information*
Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting, and special events.
2. *Liability Information*
VIA is not financially or otherwise liable for the promotion and/or staging of fundraising events by any third party organizer/individual. The sponsoring organizer/individual may not incur any financial or other obligations on behalf of VIA. Third-party fundraising organizers/individuals must provide insurance certificates as required by local, state, and federal laws. VIA cannot be held responsible in any way for casualties and/or situations that occur at your fundraising event.
3. *Financial accounting*
VIA cannot pay expenses in anticipation of funds raised from a third party event.

Agreement to Promote Evidence-Based Practices:

VIA is committed to promoting the use of evidence-based practice for our clients and families to help people with autism. We do this because we believe our respect for evidence-based measurable outcomes supported by scientific methods will significantly benefit those we serve and instill confidence in them and their families.

Additionally, we employ these practices to make the most of our limited resources and ensure we are genuinely and demonstrably teaching the people we serve. This is a central tenet of our mission that has a profound effect on the lives of people with autism, and everything we do at VIA revolves around it.

VIA asks that you only promote evidence-based practices while engaging with the community at VIA sponsored events, sessions or gatherings or on behalf of VIA.

VIA reserves the right to end collaborative efforts if partners cannot abide by this agreement.

Event Proposal Form:

As a first step for your event, please complete [this form](#). Someone from our team will contact you to discuss your ideas and the best way to move forward with your event to benefit VIA. Thank you again for your interest in partnering with us!