



Dear Golden Heart Fund Supporter,

Fundraisers play an important role in philanthropy at The Golden Heart Fund. They support and build awareness about The Golden Heart Fund. Your involvement and the collaboration of your friends will allow us to better serve our 49ers alumni and their families. Thank you for your recent inquiry regarding hosting an event to benefit The Golden Heart Fund.

The Golden Heart Fund is accountable to the public and to the IRS for fundraising activities containing our name; therefore, we ask that interested supporters complete the attached Third-Party Fundraiser application. These documents were created to educate supporters on the general steps and criteria required when coordinating a third-party event. Only third-party events that complete and submit the enclosed documents and meet the specified requirements will be considered for approval. Events are reviewed on a case-by-case basis.

After reviewing and completing the Third-Party Fundraiser application please submit to:

The Golden Heart Fund
4949 Marie P. DeBartolo Way
Santa Clara, CA 95054
E-mail: kimberly.pickup@goldenheartfund.org

On behalf of The Golden Heart Fund and our alumni and their families whose lives are impacted by the generosity of our friends, we appreciate your interest in hosting an event. Please visit www.goldenheartfund.org to learn more about us and to stay up to date on Foundation news and events.

Planning a fundraiser should be fun! When hosting a third-party event benefitting The Golden Heart Fund, our staff is here to offer you support and available to make sure that your fundraiser is a success.

Here's what we can do for you:

- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide our tax ID number for donation purposes only
- Provide and approve use of our logo, when appropriate
- Provide our Boilerplate how, when appropriate
- Social Media (Twitter & Facebook) promotion
- Attend check presentations, when feasible
- Provide consultation on fundraisers and events (e.g. timeline, raffle items)

There are some things we can't provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- The Golden Heart Fund stationery
- Funding or reimbursement for your expenses
- Celebrities or professional athletes for your event
- Publicity (newspaper, radio, television, etc.)



Third-Party Event Application

EVENT ORGANIZER

Contact Name: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

GENERAL INFORMATION

Who is organizing the event? Company Organization Individual

When was the company/organization founded? _____

What is the nature of your business/organization? _____

How many employees/members in your group? _____

Website: _____

Reason for selecting The Golden Heart Fund as beneficiary of the event? _____

EVENT INFORMATION

Name of Event: _____

Type of Event: _____

Brief description of event: _____

Date(s) and time(s): _____

Event location/address: _____

Target audience: _____ Expected # attendees/participants: _____

One time event Annual event - Previous beneficiary: _____

How many employees/members in your group? No Yes (liquor license)

Do you have insurance or liability coverage? _____

How will you be promoting your event? _____

Will you be looking for social media from TGHF and if so, how often? _____

FINANCIAL INFORMATION

How will funds be raised? Pledges Silent/Live Auction Ticket Sales Donations Gaming Other

Projected Financial Information: Total Revenue: \$ _____ Total Expenses: \$ _____

Anticipated donation to The Golden Heart Fund: \$ _____

Will the proceeds be share to additional charities? If so, please list: _____