

Running to Places Event Fundraising Policy

There are two distinct types of fundraising events associated with Running to Places, events run by the company in an “official” capacity (R2P Fundraisers) and those put up by others to benefit the company (“Booster” fundraisers).

R2P Fundraising Events:

1. These fundraisers are designed to be supported company-wide and are run through the official financial records of the company.
2. These fundraisers will be identified by the artistic leadership, board, and/or fundraising committee. The final decision/approval on holding the fundraiser and an official R2P fundraiser will be made by the artistic leadership.
3. We will endeavor to limit such fundraisers to six per season, with one being the annual appeal drive to donors mailed out in September. Another will be designed to support family obligations and will commence each October.
4. The annual appeal drive shall credit all donations made by families towards their annual obligation first and then be pooled to support the company as a whole, thus helping allow the company to continue establishing a family obligation amount that is less than the actual cost of participation. Donations made by “others” shall be applied towards a family’s obligation if so requested, but otherwise automatically goes to support the company as a whole.
5. Fundraisers which involve sales or other activities that can easily be tracked individually shall credit a family’s obligation directly in the amount of profit realized. Fundraisers which are more collaborative in nature shall credit family obligations by pro-rating the profit according to the percentage of time a family contributed to the event. (For example, if a fundraiser raises \$5,000 and there were a total of 500 hours of labor, each hour a family worked will credit them \$10. If a family member worked 8 hours, they would receive a credit of \$80 for the event.)
6. All publicity for a R2P fundraising event must first be approved by the Co-Artistic Directors.
7. All R2P fundraising chairs must adhere to all record keeping and related policies and turn in a full accounting of the fundraiser to the Finance Manager or Gail Belokur no later than five business days after the conclusion of the event. This shall include receipts for expenses and all monies collected.

“Booster” fundraising events:

1. Individual families, groups of families, or other persons (ie Alumni) who would like to hold a fundraising event and donate the proceeds by Running to Places may, of course, do so. However, in order to attach the Running to Places name to publicity, the event must be passed through the Fundraising Committee for approval using the “Booster Fundraiser Proposal” form available at www.runningtoplaces.org or by contacting the artistic

- leadership, a member of the fundraising committee, or Finance Manager.
2. The fundraiser and group running the same shall not be considered an official Running to Places event or program, and at no time shall represent themselves as such.
 3. Disclosure as to how much of the event's receipts will go to R2P must be stated on all publicity. If 100% of funds collected will be turned over to R2P as a donation, all publicity for the event shall include the language "all proceeds to benefit Running to Places Theatre Company." If only a percentage of the proceeds will come to R2P, the language shall be adapted accordingly. (Such as, "100% of the profit shall benefit Running to Places Theatre Company" or "10% of all receipts shall benefit Running to Places Theatre Company.")
 4. The use of the R2P logo and company title graphic art shall not be used on any posters, flyers, tickets or publicity unless expressly approved by the Co-Artistic Directors. To receive such permission, details of the event will need to be disclosed in full and must meet a higher level of standards, due to the likelihood that patrons of the event will more closely associate it as an official event and, therefore, hold the company responsible for content and outcomes. (See also "R2P2" event approval information, as these types of events might actually wish to be considered an "R2P2" event.)
 5. As an "outside" fundraiser resulting in a donation to R2P, the accounting of the fundraiser does not have to pass through the Running to Places financial record. However, we strongly encourage each booster fundraising event to submit a summary of the donation source with the donation and make it available to anyone who asks for one after the event.
 6. All booster fundraiser donations may directly support the financial obligation of families to the company. If this is the case, the person submitting the donation should designate in writing how much is to be credited to each company member supported by the donation. A receipt shall be forwarded to the event chair listing the amount donating and indicating this breakdown; it will be up to the event chair to share this information with all families involved.
 7. Similarly, booster fundraising donation may be designated to serve as a show sponsorship or support a particular project within the company, and may be made in honor or memory of an individual, group, business or organization. In these cases, the donation shall not support the obligation of any particular company members but support the company as a whole. (Remember, these donations do help reduce the family obligation required each season.)
 8. Anyone who holds a Running to Places "booster fundraising event" and does not adhere to policies and procedures shall most likely be prevented from doing so in the future, and recognizes that Running to Places may need to communicate to others any concerns about how the event was handled. This would be limited to protecting the reputation of Running to Places and helping families and event patrons/vendors understand the circumstances involved.