

Grassroots Fundraising Guidelines

The Partnership at Drugfree.org's grassroots fundraising program exists for volunteers that want to stage fundraising events in support of our mission. These events are run independently from the national office by interested volunteers.

The path to launching a grassroots event typically begins with an idea. The volunteer should read through our materials to determine if it is a responsibility they can take on, and if so, complete an application and a staff member will be in touch.

Not only are the funds raised from these events used to support programs and services that The Partnership at Drugfree.org offer to children and families, grassroots events help to increase awareness of drug and alcohol related issues and drugfree.org, a critical component in the fight to help young people live their lives free of alcohol and drug use.

Please review our guidelines for creating and staging a grassroots event on behalf of The Partnership at Drugfree.org. You will also be required to fill out an event application.

For more information please contact the Special Events Team at (212) 973-3504 or events@drugfree.org

When considering a fundraising activity that benefits The Partnership at Drugfree.org, please adhere to the following guidelines:

1. Grassroots events are not coordinated by or the responsibility of The Partnership at Drugfree.org. Do not state or imply that The Partnership at Drugfree.org sponsors the event. Because The Partnership at Drugfree.org is not in a position to supervise the event, it cannot take responsibility or assume liability for the event.
2. Any expenses incurred through grassroots events are the sole responsibility of the individuals contracting to raise funds for donation of goods and services. The Partnership at Drugfree.org cannot be liable or responsible for any costs or expenses in connection with the event.
3. No bank accounts can be opened under The Partnership at Drugfree.org's name. Nor may bank accounts contain the name "The Partnership at Drugfree.org."
4. If your grassroots event is conducted and promoted to benefit The Partnership at Drugfree.org, all proceeds, after reimbursement of out-of-pocket expenses, must go to The Partnership at Drugfree.org. The sponsor or any individuals involved with the event may not take any fees, commissions, or salary.
5. Grassroots events are not allowed to use The Partnership at Drugfree.org's sales tax-exempt or federal employer identification numbers when directly purchasing materials or supplies.

6. The use of The Partnership at Drugfree.org name and/or logo is only allowed through prior approval by a staff person of The Partnership at Drugfree.org. The Partnership at Drugfree.org name and logo may not be used in any way that may appear as a trademark or endorsement of the event. All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit The Partnership at Drugfree.org.
7. The Partnership at Drugfree.org reserves the right to request you not approach a particular donor, business, or organization for the purpose of underwriting or contributing to your project due to potential conflicts of interest (for example, pharmaceutical companies) that may arise among other income development initiatives and your plans.
8. The Partnership at Drugfree.org cannot be responsible for insurance coverage liability or liquor licensing for any grassroots event. This will be the responsibility of the fundraiser.
9. The Partnership at Drugfree.org is a public charity that cannot support or oppose political candidates or parties. However, you should emphasize to the legislator in writing that The Partnership at Drugfree.org is a non-profit, charitable organization that may not engage in political activity and request that they refrain from doing any campaigning at the event. Any involvement of political figures should be discussed with a staff person from The Partnership at Drugfree.org.
10. The Partnership at Drugfree.org reserves the right to decline use of The Partnership at Drugfree.org name as beneficiary of your grassroots project at will. Additionally, The Partnership at Drugfree.org reserves the right to terminate relationship with your business/organization and/or you at will.