



## THIRD-PARTY BRA DRIVE & FUNDRAISING EVENT GUIDELINES

Thank you for your interest in hosting a third-party Bra Drive Fundraiser or Fundraising Ambassador event to benefit Free The Girls (FTG)! It's such a fun way to bring new people to the cause. And since Free The Girls is a small, grass-roots organization, it's a real blessing for us to have passionate volunteers like you to help us spread the word. We could not provide job opportunities to survivors of human trafficking without the support of generous individuals, groups and organizations. For you, we are truly grateful.

We love to let our supporters use their own creativity to create inspiring events that celebrate and honor women. It can be something small like collecting bras and donations from your friends or co-workers at a happy hour or in-home gathering, or a larger church/ community drive or benefit concert. We believe today's generation of students is the one that will finally see slavery eradicated once and for all, so we especially encourage high schools and universities to take action and host events! And while there aren't too many "official" rules or procedures for Bra Drive Fundraisers, we do have some important information that we ask you review and adhere to.

A "third-party Bra Drive Fundraiser" or "third-party Fundraising Ambassador event" is any Bra Drive Fundraiser or fundraising activity organized by a non-affiliated group or an individual where FTG has no financial responsibility (in other words, volunteers and people like YOU!). We reserve the right to review, request alterations, and, if necessary, change the promoted concept of all events. This is an important safeguard to preserving the integrity of FTG, our trademark, and our commitment to gather bras and raise the funds necessary to fulfill our mission. This isn't just for our own safety - it's for yours as well!

To ensure a positive, successful event for everyone involved, we ask that you adopt the following guidelines as you plan your event. This may seem like a lot of information all at once—we hope you will find it clear and helpful, but encourage you to contact your personal event concierge or [events@freethegirls.org](mailto:events@freethegirls.org) with any questions. Don't feel badly if you have dozens of questions - that's what we're here for!

### Registration of Events:

We'd love to stay personally connected with you as you plan and roll out your event. **Once you create your event online, you will receive a confirmation email with an event concierge who will be your personal contact at Free The Girls, available to answer any questions that arise.** She is here to help ensure the success of your event!

### Use of Free The Girls (FTG) Name, Logo, and Promotional Materials:

FTG gladly provides marketing materials about our organization in an electronic or print format. One great resource available to you are our Bra Drive Packets which you will find and can order on our website. We offer them in two sizes—regular (25 handouts) and large (50 handouts)—these packets include useful information, handouts, and resources that you can use to explain to those who may not be well acquainted with Free The Girls or knowledgeable about human trafficking! They were created specifically for Bra Drive Fundraisers in mind and certainly add something special to your event! All items in the packets are professionally printed on heavy cover stock paper.

FTG is committed to representing the women we serve in a positive, hopeful manner. Therefore, in promoting your event, we ask that women not be exploited, sexualized, or objectified in connection with your third-party event. We know that collecting bras can be silly, sexy, and fun—and we encourage you to have fun!—just be mindful of not crossing the line into behaviors, language and actions that perpetuate the exploitation of women and children. Under no circumstances will acts or images of violence or those of a sexual, tawdry, or inappropriate nature be permitted. Additionally, the event must be respectful to all ethnic groups, religious groups, and sexual orientations.



Because of liability and budgetary restrictions upon FTG, the event organizer must obtain all required permits or licenses to ensure all activities taking place during your event are legal, according to local, state, and federal regulations. We also ask that event organizers discourage drinking and driving.

Finally, FTG cannot be associated with any Bra Drive Fundraiser or event using the words “for a cause” or “for the cause.” Much like our own name “Free The Girls,” the phrase “bras for a cause” is protected by a trademark and may not be used without the permission of the trademark holder. Rather than getting involved with trademark permissions, and to avoid confusion with another great cause, we simply choose to not use this language.

For ideas on naming your event, check out past events, or shoot us an email. We’re sure you’ll come up with something clever and cute.

### Promotion of your Event:

Once you create your Event Page through our website, it will be live and promoted until your event is finished. From our site, you are welcome and encouraged to share your Event Page on your social media sites, emails, and any other way you can think of. To respect the privacy of our supporters, we cannot provide the use of our mailing list or email list for the promotion of third-party events, but we encourage you to send it to all the people in your personal mailing list!

*All printed promotional materials such as invitations, press releases, fliers, email messages, posters and so forth should be submitted to your assigned event concierge before they are printed, distributed or publicized in any way.*

*Please submit materials to FTG at least one week in advance of printing, publishing and/or distributing, to ensure enough time for feedback and any necessary revisions.*

FTG places a high value on donor ethics, and we therefore request that any promotional materials clearly state the percentage of proceeds that will be donated to FTG. For example, \$1 of every item sold, or 50% of ticket sales will be donated to Free The Girls. If you collect donations to help cover the cost of shipping bras to FTG, we request that you clearly state that any excess amount collected will be donated to FTG.

FTG is the beneficiary—not the sponsor/host—of your fundraising event. Publicity should list the sponsor/host and the name of the event followed by “...benefiting Free The Girls.”

### Accounting/Financial:

Only donations made directly to FTG are eligible to be tax-deductible. It is illegal for the event organizers to state in any promotional materials that donations made to the event organizers are tax-deductible by utilizing FTG’s IRS 501(c)(3) status. FTG cannot acknowledge bra donations or other in-kind donations for your event as charitable gifts made to the organization. In-kind donors will not be formally acknowledged by FTG without prior approval. To request a stewardship acknowledgement letter be sent to an in-kind donor (the letter has no significance for tax-deduction purposes), your request must be submitted at least two weeks prior to the start of your bra drive event or fundraiser.

When cash donations are made to the event organizers, who then forward the donation to FTG, the organizers will receive acknowledgement and the entire amount of the donation will be credited to the organizers for tax purposes. Donors who wish to be given credit for their individual donation must make it directly to FTG either online at [www.freethegirls.org](http://www.freethegirls.org) or by writing a check paid to the order of Free The Girls.

Acknowledging monetary donors in a timely manner is a high priority for FTG, so we ask that proceeds from your event be sent to FTG no later than 2 weeks after the event.

We cannot provide tax advice, so always consult your tax advisor regarding donations.



### After Your Event:

Once your event is complete, please go to the Bra Donation page on our website to submit the bra donation that you collected. *As the bra drive/event organizer, you are responsible for shipping the bras to us directly--do not take them to a drop-off location as these are meant for individuals to drop off small quantities of bras. Because we receive hundreds of boxes of bras each week, we cannot acknowledge receipt of specific bra donations at our inventory facility in Indiana.* We encourage you to request tracking from the shipping carrier (USPS, FedEx, UPS, etc.) if you need proof of delivery. Otherwise, we encourage you to save money by shipping Parcel Post.

Bras and checks should be mailed to:

Free The Girls  
1552 Pioneer Trail  
Chesterton, IN 46304

### In closing - THANK YOU!!

We understand that every event is unique, and if you feel unable to fully abide by the above guidelines please contact your assigned event concierge with your concerns. We value our relationship with you, and will do everything we can to make your event successful!



From:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To:

**Free The Girls**  
**1552 Pioneer Trail**  
**Chesterton, IN 46304**



Thanks for your donation! These bras will help women rescued from sex trafficking build a new life.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Do you want to receive our periodic emails? We will never send you more than one email a month and we will never share your information with other organizations.

Yes \_\_\_\_\_ No \_\_\_\_\_

Bras Enclosed: \_\_\_\_\_

Donation Enclosed: \_\_\_\_\_ Cash or Check (circle one)