



## Stop the Heroin Facts to Help with your Fundraising Efforts:

- Stop the Heroin seeks to change lives by helping people who are getting ready to graduate from inpatient rehab transition into a sober living home, but who lack the funds to do so.
- Stop the Heroin was founded in April 2016, and as of May 2019, has helped over 300 people into a sober living home.
- We focus on sober living because we feel it fills a gap in the recovery process, one that is not often recognized as a necessary and viable. Without sober living, most addicts will return to the living situation where they were using previously. Sober living offers a supportive peer environment that gives them an opportunity to integrate into productive society. In fact, according to a Johns Hopkins University School of Medicine report, those who attend day treatment and live in a sober living facility or drug-free housing were 10 times more likely to avoid relapse.
- We are an organization that is ran 100% by volunteers. No one makes a salary or receives any money for their work.
- 100% of funds donated go exclusively to the operation of Stop the Heroin and to place people into sober living.
- Stop the Heroin was formed after founders Bill & Tammy Schmincke's son, Steven James Schmincke, passed away after a heroin overdose the day before Easter 2016. As a means of therapy and healing for themselves, their continuing efforts focus on providing successful graduates of rehabilitation programs assistance for entry into a sober living home. Stop the Heroin's ongoing goal is to provide the means for survival and recovery for individuals who desperately want to escape the misery of addiction. Read the whole story as told by Bill & Tammy at: [www.stoptheheroin.org/our-story.html](http://www.stoptheheroin.org/our-story.html)
- Check out the press Stop the Heroin has received from the media at [www.stoptheheroin.org/news.html](http://www.stoptheheroin.org/news.html)
- Stop the Heroin has a sober living home called Steven's Place in Pleasantville, NJ. It houses 10 men plus a house manager and offers a structured program to help men transition into productive living. You can find out more info at [www.stoptheheroin.org/steven-s-place.html](http://www.stoptheheroin.org/steven-s-place.html)



## Third-Party Event for Stop the Heroin Information

Host Name & Organization \_\_\_\_\_

Full Address \_\_\_\_\_

Phone / Fax / Email \_\_\_\_\_

Why did you elect to raise funds for Stop the Heroin? \_\_\_\_\_

Have you participated in any of our events? \_\_\_\_\_

Event Date & Time \_\_\_\_\_

Venue \_\_\_\_\_

Venue Address \_\_\_\_\_

Name of Event \_\_\_\_\_

Details of your event (use another page if needed) \_\_\_\_\_

Est. # of attendees \_\_\_\_\_

Est. donation amount \_\_\_\_\_

Est. expenses expected \_\_\_\_\_ (not to exceed 25% of revenue)

How will you promote this?  invitations  brochures  posters  media  social media

other: \_\_\_\_\_

Do you need an electronic version of a logo to use on your promotional materials?  yes  no

Do you need educational materials about Stop the Heroin to have on display at your event?  yes  no

Would you like to have a Stop the Heroin representative attend your event?  yes  no

\_\_\_\_\_  
Responsible Party Signature

\_\_\_\_\_  
Date

Thank you on behalf of Stop the Heroin for your efforts to raise funds in support of our mission. Your time and commitment are deeply appreciated.

Please return the completed and signed forms with applicable permits and letters from event venues/hosts confirming the event time, date, and location to:

Scan/Email: [stoptheheroin@stoptheheroin.org](mailto:stoptheheroin@stoptheheroin.org)

Mail: P O BOX 296, Pleasantville, NJ 08232

Upon receipt of your completed forms, you will receive an official letter from Stop the Heroin signifying our receipt of your signed "Host an Event Agreement" Form, indicating approval of your third-party event. If Stop the Heroin has questions or needs clarification regarding your third-party event meeting Stop the Heroin guidelines, a representative will be in touch with you via telephone and/or email for further clarification.



## Third-Party Host Fundraising Event Agreement

Stop the Heroin thanks you for your interest in hosting an independent third-party fundraising event to benefit Stop the Heroin. Events such as yours are important in Stop the Heroin 's efforts to raise funds and awareness of our programs and services. The following fundraising activities are prohibited in conjunction with third-party events for the benefit of Stop the Heroin:

1. Programs that raise money on commission;
2. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity; and
3. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or Internet).

Stop the Heroin may direct you, and you agree to comply with the direction, to cancel your event and withdraw any and all use of Stop the Heroin 's name in association with your event. Such direction may occur for any reason, including Stop the Heroin's belief that an association with your event or any consequences that contribute to or result from your event may have a negative effect on the mission, credibility, or reputation of Stop the Heroin.

Stop the Heroin has no fiduciary responsibility for your event(s) and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds/donations.

### Third-Party Event Guidelines

#### 1. Promotion and Logo Usage

- a) You may request the use of an electronic-format logo which you may freely use in the promotion and carrying out of your event. You are strictly prohibited, however, from using any other trademark, service mark, logo or copyrighted materials of Stop the Heroin for your event(s) without the express written consent of Stop the Heroin.
- b) Stop the Heroin does not endorse products, firms, organizations, individuals, or services. Accordingly, your event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement of Stop the Heroin.
- c) Stop the Heroin staff role is to support approval of third-party events. Stop the Heroin can also provide logos, materials, and other supporting documents as appropriate.
- d) A Stop the Heroin representative can be on hand during your event; however, the request for attendance must be made 30 days prior to the event.
- e) Stop the Heroin will not solicit sponsors or auction items for your fundraising event—and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press contacts, press releases, or formal advertising.
- f) Please review and sign the Logo Usage Agreement

#### 2. Finance and Tax Rules

- a) Stop the Heroin will process only the final net proceeds of event(s). Under no circumstances will third-party event revenues and expenses flow through Stop the Heroin's accounts. Stop the Heroin must receive all net proceeds within (3) business days of the conclusion of each event and/or promotion. The event host will also provide Stop the Heroin a completed Host Report Form recording the net donation and individual contributions.
- b) Only your individual donors who have written checks directly to Stop the Heroin or who have donated directly from Stop the Heroin's website will receive an official acknowledgement from Stop the Heroin.
- c) You may not establish a bank or other deposit or transaction account in the name of Stop the Heroin. If payments are made to the organizer, and the event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to Stop the Heroin, donations to Stop the Heroin are typically tax deductible, though you should consult your tax advisor.
- d) Stop the Heroin's sales tax exemption(s) (on purchases) cannot be extended to any event or fundraising effort.
- e) → In keeping with fundraising standards, no more than 25% of gross revenue from the event may be spent on event expenses. At least 75% of gross revenue must go to Stop the Heroin, and all material publicizing the event must list the percentage that Stop the Heroin will receive. For example, promotional/marketing materials should state, "Stop the Heroin will receive at least 75% of the proceeds collected for this event."

**3. Collateral and Communications**

- a) Invites, press releases, brochures and all other written communication must be approved by Stop the Heroin before printing or going live via the internet.
- b) If there is an error in the print material(s), without approval from Stop the Heroin we have the full authority to request reprints and/or revisions, at the financial expense of the event host.

**4. Liability and Cancellation**

All third-party events must do the following:

- a) Comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations.
- b) Determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. Stop the Heroin will not provide our liability insurance for third-party events regardless of special circumstances that may arise. The third-party event organizer agrees to indemnify and hold Stop the Heroin harmless from and against any and all losses, damages, costs, attorney’s fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.
- c) Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur, the sale or service of liquor, and the hosting of raffles and/or games of chance.
- d) Stop the Heroin’s Event Manager must see all signed copies of permits and approve them prior to approval of the event.
- e) A letter from the main point of contact at the venue or host of the event [confirming agreement with the event date, time, and location of the event; as well as understanding that the event is third-party hosted by an independent event host] is required to be presented for Stop the Heroin’s Event Manager prior to approval of the event.
- f) Inform invitees and participants that the event is not produced, supervised or sponsored by Stop the Heroin and that Stop the Heroin is neither responsible nor liable for any acts or omissions related to the event.

**5. Media**

- a) Stop the Heroin must be informed of and approve all press and media coverage for third-party events. Media training may be required by Stop the Heroin’s Communications Manager.

**6. Miscellaneous**

- a) You, as the third-party independent event organizer, must register your event 30 business days in advance with Stop the Heroin by accepting this agreement.

I accept and agree to abide by the terms of these guidelines with respect to my Third-Party Event(s) to benefit Stop the Heroin. I hereby release and agree to indemnify and defend Stop the Heroin, its officers, directors, volunteers and agents, from and against any and all claims, loss, liability, damages and expenses (including reasonable attorney’s fees and other costs of litigation) imposed against or incurred by Stop the Heroin arising out of or related to any event I host or any violation by me of these Third-Party Host Fundraising Agreement guidelines.

Responsible Party Name	Date
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Responsible Party Signature	Phone #
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*This agreement is not valid until signed by an authorized Stop the Heroin representative.*

Stop the Heroin Founder or Event Manager Name	Date
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Stop the Heroin Founder or Event Manager Signature	Phone #
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## Logo Guidelines

From a design perspective, our logo is clean, sharp, and understood. It is a quick communicator of the harshness of addiction and urgency for a solution. In its simplicity, there's authority. In its understatement, a refusal to bow to passing design fads, which earns it one additional adjective: exceptional.

### The clear-space rule

Always position the logo for maximum impact and give it plenty of room to breathe by having white space surrounding the logo. This will help to ensure our logo's visibility and legibility. The clear space for the logo should be equal to 1/2 the width and 1/2 the length.

### Minimum size

When reproducing our logo, be conscious of its size and legibility. Use common sense — a signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 3/8" tall in printed materials, and no less than 48px tall in the digital realm.

### In text:

Our organization is Stop the Heroin, with "Stop" and "Heroin" always capitalized and "the" in lowercase. Fonts used must be easily readable. Stylized fonts are to be avoided.

### The logo:

The Stop the Heroin logo is our most valuable brand asset, and is a highly recognizable part of our organization. The logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

### Do not:

- alter the logo in any way
- use any part of the logo as part of another word
- redesign, redraw, animate, modify, distort, or alter the proportions of the logo
- surround the logo with — or place in the foreground over — a pattern or design
- rotate or render the logo three-dimensionally
- add words, images, or any other new elements to the logo
- replace the approved typeface with any other typeface
- enclose the logo in a shape or combine it with other design elements or effects
- modify the size or position relationship of any element within the log
- add additional copy to the logo
- our logo should never appear less than 3/8" tall in printed materials, and no less than 48px tall in the digital realm

I accept and agree to abide by the terms of these guidelines with respect to my Third-Party Event(s) to benefit Stop the Heroin. I hereby release and agree to indemnify and defend Stop the Heroin, its officers, directors, volunteers and agents, from and against any and all claims, loss, liability, damages and expenses (including reasonable attorney's fees and other costs of litigation) imposed against or incurred by Stop the Heroin arising out of or related to any event I host or any violation by me of these Third-Party Host Fundraising Agreement guidelines.

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Responsible Party Name

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Date

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## Stop the Heroin Host Post-Event Report Form

(Due within 3 days after the event, along with donations received)

Host Name \_\_\_\_\_

Organization \_\_\_\_\_

Full Address \_\_\_\_\_

Phone / Fax / Email \_\_\_\_\_

Event Name \_\_\_\_\_

Event Date & Time \_\_\_\_\_

Venue \_\_\_\_\_

Describe your event:

How many people attended?

How many people donated?

Do you have any tips that you would like to share with others who may be planning a similar event? What worked? What didn't? What will you do next time?

**I have enclosed the donations collected at my event, which total \$ \_\_\_\_\_**

\_\_\_\_\_  
Responsible Party Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Responsible Party Signature

\_\_\_\_\_  
Phone #

In order to send donors a written confirmation of their contributions, the Alzheimer's Association needs the names and addresses of guests who made donations. Please send all donations and donation forms, along with this report, to Stop the Heroin at

Stop the Heroin  
P O BOX 296  
Pleasantville, NJ 08232