



Charitable Special Events, Benefits & Promotions

Your spirit and unique contribution to The Trevor Project is greatly appreciated. The Trevor Project is accountable to the public and the youth we serve to maintain certain criteria in fundraising. To that end, the following guidelines have been developed to serve as standards for those who organize special events, benefits or promotions (“Host”), on behalf of The Trevor Project (“Organization”). Please take a moment to complete our application particular to the type of organization you represent:

1. Host must clearly state on all event publicity/promotion that the event is “A Benefit for The Trevor Project” and must not represent The Trevor Project to be an event sponsor or producer. Refer to Appendix A for more information.
 - a. Events held by minors must be co-signed by an advisor, teacher, or parent.
2. The Host agrees to submit their donation within 14 days from the event to The Trevor Project either online at thetrevorproject.org/fundraise or by mail to: THE TREVOR PROJECT, ATTN: Third Party Events, P.O. Box 69232, West Hollywood, CA 90069
 - a. All checks associated with the event must reference the event name in order for the event to receive proper credit.
 - b. All checks should be made payable to: THE TREVOR PROJECT.
 - c. Please include check form with your donation which can be found in the instructions for how to make a donation by mail at thetrevorproject.org/fundraise
3. The Host must request written permission to use The Trevor Project’s name and trademarks in conjunction with their event. Completion of the Application for Charitable Special Events, Benefits & Promotions may constitute such a request. No use of The Trevor Project’s name, trademarks, or mission will be allowed without a written agreement.
 - a. Approved graphic boxes and banners featuring The Trevor Project logo are available for use to registered third party events.
4. Host’s charitable special event, benefit or promotion should put forward a favorable community image. To that end, The Trevor Project must review and approve all promotional materials, press materials, marketing and collateral that mention The Trevor Project or Organization trademarks prior to production and distribution including digital assets and social media outreach. Review and approval generally can be done same day, but please allow up to one (1) week for this process.
5. Host’s charitable special event, benefit or promotion should be promoted and conducted in a manner that avoids the appearance of The Trevor Project endorsing any product, firm, organization, or service.



6. The Trevor Project does not brand, create, produce, sell, partner with or license any merchandise or media with individuals or organizations, regardless of whether there is a donation amount attached to the product that may benefit the organization.
 - a. No merchandise or media can be created using The Trevor Project's name, trademarks, mission and/or logo.
 - b. The Trevor Project's name, trademarks, mission and/or logo cannot be used or referenced in conjunction with the production of media including: music, films, web series, books or plays.
 - i. The Trevor Lifeline number and information about educational resources by The Trevor Project may be included as a reference for educational purposes.
7. Host agrees to inform The Trevor Project of any effort to recruit corporate sponsorship or other financial underwriters for any special event or promotion benefiting The Trevor Project. This will ensure our sponsorship and fundraising efforts do not overlap.
8. The Trevor Project is not responsible for ticket sales or other administrative aspects of the Host's events. The Host must have the means to sell tickets, send invitations, and/or publicize the event, if necessary. The Trevor Project is not financially liable for the promotion and/or staging of special events or promotions to benefit The Trevor Project.
9. Host is responsible for obtaining any necessary permits and clearances required by the government and compliance with all applicable laws.
10. If insurance is required for the event, Host must obtain appropriate insurance coverage and provide proof of insurance to The Trevor Project no less than two (2) weeks prior to the special event, benefit or promotion.
11. All references to The Trevor Project in publicity and promotional materials for the event or promotion should include the full name, The Trevor Project. Where appropriate, inclusion of the tag line, "Saving Young Lives," should also be used. Refer to Appendix A for more information.
12. The Trevor Project can provide tax acknowledgement letters for donations made by credit card via TheTrevorProject.org, or by personal check made out to The Trevor Project. Donations made in cash are ineligible for tax acknowledgement. Proof of non-profit status or appropriate tax forms can be provided by request.
13. The Trevor Project is available to discuss a gift restriction favored by the Host to the event or promotion. However, The Trevor Project reserves the right to use the funds generated as it sees fit without restriction by the Host.
14. Host's event, benefit or promotion should be consistent with the mission of The Trevor Project. (If unclear, please contact Trevor staff.)
15. Host's event, benefit or promotion cannot conflict with existing events of The Trevor Project or its affiliated groups.



APPENDIX A

I. Sharing the Trevor Project Mission

- a. In order to acquaint your participants with the Trevor Project, the following statement may be shared on e-communications or promotional materials:

“Founded in 1998 by the creators of the Academy Award®-winning short film TREVOR, The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to LGBTQ young people ages 13-24. Every day, The Trevor Project saves young lives through its accredited, free and confidential phone, instant message and text messaging crisis intervention services. A leader and innovator in suicide prevention, The Trevor Project offers the largest safe social networking community for LGBTQ youth, best practice suicide prevention educational trainings, resources for youth and adults, and advocacy initiatives. Learn more at TheTrevorProject.org.”

- b. Any requests for changes to the language above should be sent to: development@thetrevorproject.org.

Please do not include any alternative language until it has been approved.

II. Promotion by The Trevor Project – Social Networks

- a. At its discretion, The Trevor Project may also promote your activity via our social networks
- b. Due to the high volume of events, The Trevor Project is unable to promote events via email.

III. Organizational Materials, Appearances, Sponsors and Contacts

- a. Approved third party events may request our third party graphic elements and guidelines for use in promotional collateral. All collateral must be approved by The Trevor Project prior to any distribution.
- b. Approved third party events may reference The Trevor Project as such:
 - a. “Donations to benefit The Trevor Project.”
 - b. “A Portion of Proceeds will benefit The Trevor Project.”
 - c. “A Benefit/Fundraiser for The Trevor Project.”
- c. Requests for The Trevor Project organizational materials, including brochures, wallet cards, buttons, pens etc. will be evaluated on a case by case basis.
- d. In most instances, The Trevor Project is unable to send representation to attend, speak at or participate in third-party events. Representatives may be able to attend select events in Los Angeles, New York, or Ambassador Cities.
- e. The Organization is unable to provide financial support as a sponsor to third-party events. Additionally, the Organization does not solicit national corporate sponsors for participation at third-party events.



- f. The Trevor Project is unable to invite celebrities or other high-profile individuals tied to the Organization to participate in your event, benefit or activity.

IV. Merchandise or Media Requests:

- a. The Trevor Project does not brand, create, produce, sell, partner with or license any merchandise or media with individuals or organizations, regardless of whether there is a donation amount attached to the product or not that may benefit the organization.
- b. Individuals or organizations are not permitted to create any merchandise or media using The Trevor Project's name, trademarks or logo, or promoting The Trevor Project's mission or values.

After reviewing these guidelines, please complete and sign the application and return it via email to development@thetrevorproject.org or fax to 310-271-8846.