



**2010**  
**RULES & PROCEDURES FOR**  
**PARTICIPATING ORGANIZATIONS**

**THIRD ANNUAL TIN CUP CHALLENGE—SATURDAY, JULY 17, 2010**  
MARATHON/MARATHON RELAY 6:30 A.M.      HALF MARATHON 8 A.M.  
10K RUN/5K RUN-WALK 9 A.M.  
**DRIGGS CITY PARK**  
**DRIGGS, ID**  
*[www.tincupchallenge.org](http://www.tincupchallenge.org)*

### **ABOUT THE TIN CUP CHALLENGE**

In July the people of Teton Valley will show their generosity of spirit through the Tin Cup Challenge. In the months leading up to the event, local philanthropists make gifts—from 50 cents to \$50,000—to their favorite causes. Participating is fun because the Tin Cup Challenge makes giving easy—donors need only fill out one form and write one check to give to as many local organizations as they like. Then, on the third Saturday in July, our valley will come together for a celebration of community spirit and support. The day is filled with a Fun Run/Walk, entertainment, food and informational booths. The magic of a community celebration combined with ease of giving will increase awareness about the work of local organizations.

The Tin Cup Challenge, produced by the Community Foundation of Teton Valley, is a unique challenge grant opportunity that benefits the entire community on a grand scale. In its first two years, the Tin Cup Challenge has raised over \$1.7 million for the benefit of forty nonprofit organizations. We expect dozens of Community Challengers, Friends of the Match and Community Ambassadors to contribute to the matching grant pool.

The 3rd Annual Tin Cup Challenge will be held Saturday, July 17, 2010. There are several divisions including a competitive marathon, a marathon relay, a half-marathon, a 10K run and a recreational 5K fun run/walk. Rather than receiving prize money, winners recommend grants to their favorite charity or charities. While participants do not need to donate to join the run, philanthropy—at any level—is encouraged. Further, donors can give without participating in the run. Of course, those who do both benefit the most!

### **ABOUT THE COMMUNITY FOUNDATION OF TETON VALLEY**

Founded in 2007, the Community Foundation of Teton Valley seeks to improve the quality of life in Teton Valley by bringing people together through philanthropic leadership. The Foundation's goals are to make nonprofits stronger through grants and programs, to serve as a resource for local donors in establishing charitable funds and to plan and execute the Tin Cup Challenge, an annual fundraiser for Teton Valley nonprofits.



## ELIGIBILITY REQUIREMENTS

### ELIGIBILITY

*To be eligible to participate in the Tin Cup Challenge:*

**Organizations must be based in Teton County, Idaho or Alta, Wyoming (collectively, the “Teton Valley”) by meeting at least one of the following criteria:**

- 50% or more of the Board Members reside in Teton Valley; or
- Organization has at least one paid program employee dedicated to serving Teton Valley; or
- Organization is headquartered in Teton Valley (as listed on IRS 501c3 determination letter or most recent Form 990).

Organizations that meet the eligibility requirements for both the Tin Cup Challenge and Old Bill’s Fun Run may participate in either the Tin Cup Challenge or Old Bill’s Fun Run but not both.

Further, the organization must be one of the following:

- **501(c)(3) Public Nonprofit Organization.**
- **Government Entity.** Must submit a separate Organization Application with a Town or County Resolution.
- **Faith-Based Organization.** All funds raised (both donations and match) must be used entirely for non-religious public outreach programming such as emergency assistance, youth outreach, public health programs or cultural programs. Building funds are not an eligible use.
- **Service Club.** All funds raised (both donations and match) must be used for charitable purposes such as public outreach in the form of emergency assistance, youth outreach, scholarships, public health programs or cultural programs.
- Related entities may be eligible for only one match.

An organization or group that is not listed above may be fiscally sponsored by a qualifying organization. Written approval from the sponsoring organization must be submitted with the application.

*Organizational participation in the Tin Cup Challenge is contingent upon the following requirements:*

- Submission of a completed Organization Application (by deadlines below) that is subsequently approved by the Community Foundation;
- If the organization participated in a prior Tin Cup Challenge, submission of the corresponding Grant Report is due by March 19, 2010. Organizations that participated in a prior Tin Cup Challenge and do not submit a grant report will not be eligible to participate in this year’s event;
- The organization’s designated contact person must have an active email account. Email is the only way that the Community Foundation can guarantee contact with organizations; and
- Compliance with the rules and procedures on pages 4-7 of this document.
- Programs that involve public schools must be approved by the school board. Where applicable, school board approval must be submitted with the Organization Application. For more information contact school administration.

### DEADLINES

Completed applications must be submitted to the Community Foundation by the deadlines listed below.

- ❑ **March 19, 2010**—To be included in Tin Cup Challenge marketing materials.
- ❑ **June 25, 2010**—Final deadline for organizational participation in the Tin Cup Challenge (will not be included in marketing materials).

## RULES

### RULES VS. PROCEDURES

Important rules and procedures govern participation in the event. The Community Foundation of Teton Valley reserves the right to verify compliance with all rules and procedures.

- **Rules** make the Tin Cup Challenge accessible and fair for all nonprofit organizations. Failure to follow any of the rules will result in an organization's disqualification from the Tin Cup Challenge and may affect future participation in the event.
- **Procedures** guide organizations through the logistics of preparing for the Tin Cup Challenge. Failure to comply with the procedures will result in penalties up to and including disqualification from the Tin Cup Challenge and may affect future participation in the event.

## RULES

**Failure to follow any of the rules listed below will result in an organization's disqualification from the Tin Cup Challenge and may affect future participation in the event.**

1. All organizations are to operate within the spirit of the Tin Cup Challenge to function ethically and honestly with mutual respect in order to promote community harmony.
2. Faith-based organizations and service clubs may use funds raised in the Tin Cup Challenge only for non-religious public outreach programming.
3. All funds raised in the Tin Cup Challenge may only be used to benefit the Teton Valley. All programs funded with donations to the Tin Cup Challenge must take place in the Teton Valley.
4. No event entry fees, organizational fees, memberships, tuitions, or other non tax-deductible expenditures may be channeled through the Tin Cup Challenge.
5. If an organization participated in a prior Tin Cup Challenge, a corresponding Grant Report must be submitted with the application. Organizations failing to submit a Grant Report will not be eligible to participate in this year's Tin Cup Challenge. Note: to the extent applicable, organizations participating in the Tin Cup Challenge for the first time will be required to complete a grant report on funds received through their last Old Bill's Fun Run event.
6. Organizations participating in this year's Tin Cup Challenge must submit a Grant Report by March 18, 2011 in order to be eligible for subsequent Tin Cup Challenge events.
7. Organizations participating in the Tin Cup Challenge must commit twenty volunteer hours to the organization of the event. Organizations must communicate to the Volunteer Coordinator how their volunteer hours have been/will be spent by June 25, 2010.
8. Organizations participating in the Tin Cup Challenge are required to set up an informational booth on race day. To the extent an organization also incorporates a family friendly, interactive activity in their booth, the Community Foundation will reduce the organization's volunteer requirement by eight hours. In order to receive credit, the activity must be approved in advance by the Volunteer Coordinator.
9. Organizations may not send a boxholder or postal patron mailing. The Community Foundation will send all boxholder/postal patron mailings prior to the event providing residents with entry forms, donor forms and a listing of eligible organizations (registered by March 19, 2010). Organizations may conduct targeted mailings related to the Tin Cup Challenge.
10. In compliance with the grant guidelines of our affiliate, the Community Foundation of Jackson Hole, funds may not be used for religious activities, debt retirement, political activity or campaigns, telephone solicitations or lobbying.

## PROCEDURES

**Failure to comply with the procedures may result in penalties up to and including disqualification from the Tin Cup Challenge and may affect future participation in the event.**

### *GENERAL*

- All contributions received as part of Tin Cup Challenge are subject to the variance power of the Community Foundation of Teton Valley, an affiliate of the Community Foundation of Jackson Hole.\*
- Organizations must not provide a tax receipt for contributions made through the Tin Cup Challenge. As donations are made to the Community Foundation of Teton Valley, it is the Community Foundation's legal responsibility to provide tax receipts to donors. Organizations are encouraged to acknowledge contributions made on behalf of their organization with thank you letters.
- Organizations must not provide any goods or services in exchange for a donor's contribution through the Tin Cup Challenge.
- Organizations must not collect contributions to be pooled and delivered or mailed to the Community Foundation. Donors should mail or deliver their contributions directly to the Community Foundation.
- Only official donor forms and/or entry forms are allowed. An official electronic version of the form can be found on our website.
- Door-to-door solicitations as well as "cold-calling" telephone solicitations are prohibited.
- In response to donor concerns, organizations are discouraged from mailing entry or donor forms. The Community Foundation will mail one entry and donor form to every boxholder in Teton Valley. Official entry and donor forms will be available at local banks, businesses, participating nonprofits, the Community Foundation of Teton Valley and at the Community Foundation of Jackson Hole.
- Selling products, goods or services at the Tin Cup Challenge is prohibited.
- To establish a connection with the event, nonprofits are encouraged to use the Tin Cup Challenge logo in advertising during the giving period (see Logo Usage on page 8).
- Participation does not guarantee that organizations will receive funds from the event. Organizations receive 100% of the money donated on their behalf plus the match percentage.
- The match percentage will be announced and final award checks given at the August 23, 2010 Awards Party.

### *CHALLENGE GRANT STRUCTURE*

The Tin Cup's Challenge Grant structure was developed to allow all organizations to benefit fairly.

The Cap:

- All eligible organizations receive a match on the first \$25,000 raised in their name;
- Fiscally Sponsored organizations participate under the same, single \$25,000 cap of their sponsor;
- Above the cap, eligible organizations receive 100% of all donor contributions unmatched, subject to the Community Foundation's variance power.\*

The Match Percentage:

- The match percentage, which will be announced at the Awards Party on August 23, 2010, depends on the ratio of the total amount raised in match money (from Community Challengers and Friends of the Match) compared to the amount of eligible donor contributions.

Use of Funds:

- Use of donor contributions and matching funds are restricted for local, non-religious programming.
- Matching funds are restricted for current use and may not be placed in an endowment account.
- Matching funds cannot be subsequently granted to another participating organization.
- Funds are restricted to the use described by the organization in the 2010 Tin Cup Challenge Application.

*\*Variance power: The Board of Directors of the Community Foundation of Jackson Hole shall have the power to modify or eliminate any restriction, condition, limitation or trust imposed with respect to any funds or property the title to which has become vested in this corporation if, in the sole judgment of the Board of Directors, such restriction, condition, limitation or trust becomes unnecessary, incapable of fulfillment or inconsistent with the charitable needs of the community or area served.*

### CONTRIBUTIONS

Organizations are responsible for soliciting donations on their behalf. The unique aspect of the Tin Cup Challenge is that donors can make contributions on behalf of several organizations with only one check and thus receive a single tax receipt. Further, contributions made to the Tin Cup Challenge qualify for a match percentage, making a greater impact. Due to the number of contributions received, the following guidelines apply:

- **Contributions for the Tin Cup Challenge will be accepted May 15 through July 26, 2010.** Contributions received before or after those dates will be returned to the donor.

Eligible contributions include:

- *Checks:* Must be made out to the Community Foundation of Teton Valley and accompanied by a donor form. Cash gifts are discouraged.
- *Online Credit Card Gifts:* Visit [www.cftetonvalley.org](http://www.cftetonvalley.org).
- *Gifts of Stock:* Donors wishing to give stock gifts should contact the Community Foundation directly.
- *Payroll Deduction:* Contact the Community Foundation directly.
- *Corporate Matching Gift Programs:* Matching portions must be received by the contribution deadline in order to qualify for matching funds.

Ineligible contributions include:

- *Event Proceeds:* Funds raised through raffles, collections, drawings, auctions, dinners or other events.
- *Fees:* Participation, team, gallery, event, uniform or any other type of non tax-deductible fee.
- *Membership Dues*
- *Tuition*
- *Pledge Payments:* Gifts given to the Community Foundation of Teton Valley on behalf of an organization cannot be made in fulfillment of a pledge agreement with an organization.
- *Gifts Made Outside of Eligible Timeline*

### GIFT REPORTS

The Community Foundation will provide Gift Reports to organizations through the web-based Donor Central. Upon Community Foundation acceptance of the Organization Application, the contact person for an organization will be given instructions and a username and password for Donor Central. The Gift Report includes donor names, donor addresses and gift amounts given and any designation or special recognition requests to the Community Foundation of Teton Valley on behalf of an organization.

- Organizations are given free, unlimited online access to gift reports from May 15 through December 31, 2010. After December 31, 2010 accounts will be closed and will not be available until the following May.
- The Community Foundation will only provide password information and assistance to the designated contact person.
- Gift information can be accessed as often as needed 24 hours a day from any computer with Internet access.
- The contact person is responsible for distributing the password as appropriate.
- Reports will be available only via the Internet. Print, phone or e-mail versions cannot be produced by the Community Foundation.
- Gift entry and adjustments may continue through August 23, 2010.
- The Community Foundation is not able to provide Gift Reports before May 15, 2010 or after December 31, 2010.

### ***GRANT REPORT-TIN CUP CHALLENGE***

The Grant Report for the 3rd Annual Tin Cup Challenge is due March 18, 2011. Organizations that fail to submit a Grant Report for the 3rd Annual Tin Cup Challenge will not be eligible for the following year's Tin Cup Challenge. Funds must be expended within 19 months from the issuance of the grant check. The Grant Report is used to ensure that organizations use the grant from 3rd Tin Cup Challenge in accordance with their Use of Funds Statement. The Grant Report is also used to show the community impact of Tin Cup Challenge to the public, donors and the media.

### ***LOGO USAGE & MARKETING TIPS***

In an effort to promote cohesion around the marketing of Tin Cup Challenge and in order to help donors associate organizations with the challenge grant opportunity, the Community Foundation provides the following:

#### **Tin Cup Challenge Logo Conventions & Availability**

The Tin Cup Challenge logo may be used in black & white or color. If used in color, original colors must be preserved. No color substitutions are allowed. The logo may not be altered in any fashion and must always appear upright. The logo will be emailed to the contact person for each participating organization as well as be available on line at [www.cftetonvalley.org](http://www.cftetonvalley.org).

#### **Logo Usage**

The Tin Cup Challenge logo can be used in a variety of applications, including, but not limited to:

- Newspaper and Periodical Advertisements;
- TV Advertisements;
- Newsletters, Postcards, Brochures and Solicitation Letters.

#### **Tin Cup Challenge Conventions**

**Acceptable** references to the Tin Cup Challenge include:

- Third Annual Tin Cup Challenge
- Tin Cup Challenge #3
- Tin Cup Challenge
- Tin Cup

**Unacceptable** references to Tin Cup Challenge include, but are not limited to:

- TCC
- New Bills
- Teton Valley Fun Run
- Fun Run

#### **Informational Reminders**

In promotional and solicitation materials, organizations are encouraged to include the following:

- The Tin Cup Challenge will be held on Saturday, July 17, 2010;
- Organizations receive the match percentage on the first \$25,000 raised on their behalf. The match percentage, which will be announced at the Awards Party on August 23, 2010, depends on the ratio of the total amount raised in match money (from Community Challengers, Friends of the Match and Community Ambassadors) compared to the amount of eligible donor contributions;
- Contributions on behalf of participating organizations are to be made directly to the Community Foundation of Teton Valley and must be accompanied by an official donor form;
- Donors are encouraged to donate on behalf of more than one organization with a single gift.

## ADMINISTRATION

The staff support, marketing, event management, and administration of the Tin Cup Challenge cost the Community Foundation a significant amount of money each year. The good news is that by having one entity responsible for the administration of the Tin Cup Challenge, everyone benefits from lower fund raising costs. In order to ensure that the Tin Cup Challenge continues in perpetuity, a resounding request from the nonprofit community, the Community Foundation assesses an administrative fee to cover the costs of producing the event. This amount is taken from the match pool.

The Community Foundation has set its matching pool fundraising target to provide a match percentage that is in the range of the percentage historically paid out to Tin Cup/Old Bill's participants and an allocation to the Community Foundation's competitive grants program for the coming year. The grants program provides a year-long opportunity for organizations to apply for grants funding.

## COMMUNITY FOUNDATION STAFF

The Community Foundation of Teton Valley is available to answer your questions with the support of the Community Foundation of Jackson Hole staff.

- Cathy O'Connor, Executive Director; [coconnor@cftetonvalley.org](mailto:coconnor@cftetonvalley.org)
- Katharine Conover, President, [kconover@cfjacksonhole.org](mailto:kconover@cfjacksonhole.org)
- Karen Coleman, Vice President, Finance and Operations, [kcoleman@cfjacksonhole.org](mailto:kcoleman@cfjacksonhole.org)
- Amy Rojo, Senior Philanthropic Services Officer, [arojo@cfjacksonhole.org](mailto:arojo@cfjacksonhole.org)
- Pam Sather, Finance and Operations Officer, [psather@cfjacksonhole.org](mailto:psather@cfjacksonhole.org)

## CAN'T FIND IT? LOOK ONLINE!

[WWW.CFTETONVALLEY.ORG](http://WWW.CFTETONVALLEY.ORG)

The Community Foundation of Teton Valley's website will include comprehensive information for both donors and nonprofits. There is a special section for organizations to access updated information about the Tin Cup Challenge. Under the *Tin Cup Challenge* tab go to *Info for Nonprofits*. The page will include important announcements about Tin Cup Challenge, upcoming events and deadlines, Tin Cup Challenge logo information and copies of forms.

*Tin Cup Challenge is supported by the generosity of the local community and administered by:*



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