



Expectations for Beneficiaries

Financial Management

Beneficiaries should expect to:

- Implement sound accounting practices.
- Record, manage and report on all financial transactions, using The Clothes Exchange event management system.
- Set up and use a merchant service account to process credit card transactions or use designated credit card processing service and pay costs associated with credit card transactions.
- Work collaboratively with The Clothes Exchange to manage all cash transactions.
- Produce tax receipts for apparel donors and shoppers.
- Pay event related expenses as requested.

Fundraising

Beneficiaries should expect to:

- Tap into relationships they have with business partners (printers, rental companies, catering companies) to secure pro-bono goods and services whenever appropriate
- Together with The Clothes Exchange's fundraising team, develop a strategy to leverage key relationships with their donors to raise money for this event.
- Send joint thank you letters to all donors making cash contributions.
- Hold off on other major fundraising events for at least 5 months prior to the May event.
- Manage the raffle.

Marketing and PR

Beneficiary organizations should expect to:

- Use their donor and volunteer contacts to support The Clothes Exchange event.
- Provide email contacts to The Clothes Exchange.
- Promote The Clothes Exchange on their website and in printed materials (newsletters, annual reports etc.) when appropriate.
- Collaborate on media outreach and leverage media contacts, when appropriate.
- Designate a spokesperson for media related events.
- Use Clothes Exchange proprietary marks and materials in approved ways.
- Engage in pre-event promotional activities.

Volunteers

- Beneficiaries are expected to call upon their volunteer base to support the Clothes Exchange for two consecutive years.
- Beneficiaries are expected to have a significant presence (board members and staff) at The Clothes Exchange event.
- Once selected, a representative from the beneficiary organization will serve as a member of the Clothes Exchange Advisory Board and will be expected to attend planning meetings and to work collaboratively with Clothes Exchange staff and volunteers.
- Have volunteers sign waiver and photo release.