



**2025**  
**PARTICIPATION GUIDELINES,  
LIABILITY DISCLAIMER & ROLES**

**In order to participate in *Give Where You Live*, organizations must agree to the following information set forth by the Kearney Area Community Foundation:**

- 1) Participating organizations must meet and agree to the eligibility guidelines.
  - Participating organization confirms that their organization is not a corporate or private foundation, political, organization, or a place of worship (unless it is running a community benefit program).
  - 100% of funds raised through *Give Where You Live* must be used for programs and services in the Kearney Area.
  - Organizations may be excluded if they lack an established physical presence in the Kearney area, primarily Buffalo County.
  - Organizations who are fiscally sponsored by another community foundation are not eligible to participate.
  - Organizations that fail to raise a minimum of \$400 during *Give Where You Live* will be ineligible for participation in *Give Where You Live* for one year. Match and prizes are excluded from calculations to determine return eligibility.
- 2) The Kearney Area Community Foundation will be using Neon One as its technology partner for the *Give Where You Live* campaign. Neon One is a recognized leader for fundraising programs. Online credit card transactions are secure, backed by a PCI Level 1 secure service provider certification. There is a processing fee of 3% for all donations. This is one of the lowest platform fees in the country.
- 3) Approved organizations will receive a proportional share of the *Challenge Match Pool* of funds granted by the Kearney Area Community Foundation. The proportional share will be based on the total dollars raised by the individual participating organization in relation to total dollars raised by all participating organizations. Example: If the participating organization raises 5% of total funds raised by all participating organizations during *Give Where You Live*, it will earn 5% of the match pool.
- 4) *Give Where You Live* is a 24-hour giving day fundraising campaign. In order for donations to be counted for the program, donations MUST be made through [GiveWhereYouLive.net](https://GiveWhereYouLive.net) (November 6 – December 4) or delivered in person to the Kearney Area Community Foundation office on December 4 before 7:00 p.m. Checks need to be made payable to the Kearney Area Community Foundation. Donations made at any other time and/or by any other method may not be counted for the match pool and other prizes.
- 5) Participating organizations should promote the event to their own donors through methods of their choosing and may take advantage of the Kearney Area Community Foundation's promotional and marketing materials that are made available. Any paid promotional methods utilized by the participating organization are solely at

that organization's discretion and expense.

- 6) The Kearney Area Community Foundation will promote *Give Where You Live* through its media partners and various websites and provide social media marketing kits and training to participating organizations. Participating organizations will each get a customized organization donation page and link to the page. Participating organizations are responsible for providing organizational information and a logo for use on their personal donation page.
  - 7) By January 15, 2026, the Kearney Area Community Foundation will issue payment to participating organizations in the amount of total donations received on behalf of the participating organization less Neon One transaction fees, plus the organization's share of the prorated *Challenge Match Pool* and any other prizes. Participating organizations with fiscal sponsorship by the Kearney Area Community Foundation will have their GWYL distributions transferred directly into their fund.
  - 8) Matching funds will be distributed for all donations up to \$20,000 per household per nonprofit organization. If a donor household gives more than one donation totaling \$20,000 to the same nonprofit, only \$20,000 will be matched.
  - 9) If a participating organization does not cash their checks within 90 days of distribution, the check will be voided, may not be reissued and the participating organization may not be eligible to participate in subsequent *Give Where You Live* events.
  - 10) Each gift processed through *Give Where You Live* must be 100% tax-deductible. No goods or services may be exchanged for donations or as payment for items such as:
    - Memberships, dinners, or any other activity that provides a benefit to the donor
    - Tickets to events
    - Charitable auction purchases, raffle tickets, and gift items
- Participating organizations found to have solicited or received funds during *Give Where You Live* that are not 100% tax-deductible will be ineligible to participate in *Give Where You Live* in subsequent years.
- 11) The Kearney Area Community Foundation is responsible for sending out tax receipts. We encourage all participating organizations to send thank you notes to their *Give Where You Live* donors once donations are verified; however, organizations should omit all tax acknowledgment language from their communication to donors. Failure to do so may result in the organization being ineligible to participate in *Give Where You Live* in subsequent years.
  - 12) Each participating organization will have access to their donor list, including the contact and donation information for their specific donors, except those who wish to be anonymous. Donor information will never be sold to a third party. The Kearney Area Community Foundation reserves the right to communicate with donors for thank yous, surveys, newsletters, philanthropic education, information about future GWYL activities, and more.
  - 13) Participating organizations certify that all information entered on their Give Where You Live profile on [GiveWhereYouLive.net](https://GiveWhereYouLive.net) is accurate and up to date to the best of their knowledge.

- 14) Participating organizations agree to notify the Kearney Area Community Foundation as soon as possible, should the organization cease or substantially reduce its operations, or should the Internal Revenue Service revoke its charitable status.
- 15) **Exclusive Rights:** Each organization has exclusive rights to fundraise for a specific cause or project. No two organizations may raise funds for the same cause or project.
- **Application Process:**
    - When applying to participate, organizations must submit detailed information outlining their cause or project.
    - The KACF Give Where You Live staff/committee will review applications to prevent overlap and will request revisions if necessary. For example, the ABC Nonprofit and the XYZ Chapter of Buffalo County cannot both raise funds for the same teen summer camp.
    - An organization can only have one cause or project per giving day. For example, the ABC Nonprofit cannot have a fundraising GWYL page for youth gardens and another fundraising page for Noah's Dog Shelter.
  - **Collaboration Encouraged:** Organizations with similar goals are encouraged to define distinct aspects of their projects to avoid overlap.
  - **Enforcement:** The staff/committee will monitor activities and enforce this policy. Violations will result in a cease of fundraising for the overlapping cause or project, and possibly not be eligible for match money or prizes.
  - **Dispute Resolution:** Disputes should be submitted to the staff/committee in writing for review and resolution.

#### **Liability Disclaimer:**

As the appointed representative, I hereby release the Kearney Area Community Foundation, *Give Where You Live*, and its affiliates, officers, board and employees, jointly and severally, from any claims for any loss or damage sustained while participating in *Give Where You Live*.

This disclaimer extends, applies to, and also covers and includes all unknown, unforeseen, unanticipated and unsuspected injuries, damages, losses and liability and the consequences thereof, as well as those now disclosed and known to exist. The provisions of any state, federal, local or territorial law that release such party from liability shall not extend or apply to claims, demands or damages which are unknown or unsuspected to exist at this time to the person executing such release.

This authority also extends to coordination of participation efforts and use of public content from this organization's websites for marketing purposes. It is further understood and agreed that said participation in *Give Where You Live* is not to be construed as an admission of any liability and/or acceptance of assumption of responsibility by the Kearney Area Community Foundation and its affiliates, officers, board and employees, jointly and severally, or for any damages and expenses for which the Kearney Area Community Foundation and its affiliates, officers, board and employees become liable as a result of any alleged act of a *Give Where You Live* participant.

The Kearney Area Community Foundation reserves the right to disqualify any community benefit organization from participating in the event and/or receiving *Challenge Match Pool* dollars and prizes at any time before, during or after the event if, in its sole discretion, it believes that there has been a breach of these rules and/or deception on the part of the organization.

The Kearney Area Community Foundation can modify any restrictions or conditions if, in the sole judgment of the Board of Directors, such restriction or condition becomes unnecessary, incapable of fulfillment or inconsistent with charitable

needs of the community. As such, the Kearney Area Community Foundation reserves the right to deny or condition the distribution of prizes and grants if, in the judgment of its Board of Directors, such restriction or condition becomes necessary.

The Foundation makes no warranties or representations as to the success of *Give Where You Live* or of any individual participant and in no way, directly or indirectly, guarantees any results or the amount of donations.

### **Roles and Guidelines:**

#### **Kearney Area Community Foundation's Role:**

- Fund, create, maintain and oversee the [GiveWhereYouLive.net](https://www.givewhereyoulive.net) online giving platform.
- Manage and oversee all aspects of the campaign.
- Serve as a liaison between organizations and Neon One.
- Seek sponsors for grants and prizes.
- Offer prize money to nonprofits to encourage participation.
- Create a common message and brand for the campaign.
- Provide training/information sessions to prepare nonprofits for *Give Where You Live*.
- Offer ongoing support to nonprofits through open office hours.
- Provide resources for nonprofits to strengthen their campaigns.
- Raise awareness in the community and generate media buzz about the event.
- Work with the local media and social media to get the word out.
- Use [www.kearneyfoundation.org](https://www.kearneyfoundation.org) to spread the word about *Give Where You Live*.

#### **Nonprofit Organization's Role:**

- Register for *Give Where You Live 2024* by **October 1, 2025**.
- Attend or watch information/training webinar before working on your Neon One page and prepare to actively participate in *Give Where You Live*.
- Create or update the fundraising page for your organization using the Neon One platform by November 6.
- Use the [Nonprofit Resources](#) provided by the Kearney Area Community Foundation to strengthen your campaign.
- Broadcast the campaign's message using your existing communication networks.
- Utilize the campaign's logo and message consistent with brand guidelines.
- Market this unique giving day to your existing donor list, as well as new prospects.
- Contribute to outreach events as necessary. Contribute to the campaign's success by committing staff and/or volunteer time for outreach, especially on December 4.
- Be committed to learning new online communication technologies for your nonprofit.
- Send thank you notes/emails to your *Give Where You Live* donors. Note: We will confirm all gifts and amounts by January 15, 2026.
- Use at least 90% of the proceeds to benefit the Kearney area.

If you have any questions regarding these guidelines and disclaimers, please contact  
Ashley Weets at [ashley@kearneyfoundation.org](mailto:ashley@kearneyfoundation.org) or (308) 237-3114