



# SUPPORTER-LED FUNDRAISING PACKET

Thank you for considering hosting a fundraiser to support our mission! The Children's Attention Home encourages individuals and organizations to host fundraising events and other support-raising activities to benefit our mission and ultimately the children we serve. We rely heavily on the generous support of our community to provide the financial resources we need to give our children the loving care and attention they need to grow and thrive.

Any individual or organization outside of the Children's Attention Home is defined as a "supporter-led fundraiser". Fundraisers estimated to raise \$25,000 or more must contact Katy Motsinger ([kmotsinger@attentionhome.org](mailto:kmotsinger@attentionhome.org), 803-372-6841) for additional policies and guidelines.

Please review all contents in this packet, and reach out to us with any questions you may have. Items that must be returned for review are:

- ☐ Event Application (complete to the best of your ability & mark any areas where you have questions)
- ☐ Signed copy of "Supporter-Led Fundraiser Requirements"

**Event information must be submitted 30 days in advance of the event for approval.** You can return these documents via mail or email to the contact information below:

<b>Mailing Address:</b> Children's Attention Home Attention: Katy Motsinger P.O. Box 2912 Rock Hill, SC 29732	<b>Email:</b> Submit to Katy Motsinger <a href="mailto:kmotsinger@attentionhome.org">kmotsinger@attentionhome.org</a> (to scan and email from your smartphone, check out the app, Tiny Scanner!)
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Thank you from the bottom of our hearts for your time and effort, and for joining us in the pursuit of our mission to provide a nurturing care and life-changing services for the children we serve! If you have any questions, please contact our Development Support Specialist, Denise McNeill ([dmcneill@attentionhome.org](mailto:dmcneill@attentionhome.org), 803-372,6843).

Received by: \_\_\_\_\_

Received on: \_\_\_\_\_

## Event Information

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

Event Host:  
*(list individual or  
organization)*

Event Date: \_\_\_\_\_

Event Time: \_\_\_\_\_

Event Location &  
Address: \_\_\_\_\_

Event Description:

Cost to Attend: \_\_\_\_\_

Ticket Info: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_

Estimated Amount  
to be raised: \_\_\_\_\_

% of net proceeds  
to benefit the  
Home: \_\_\_\_\_

Form of donation to  
be made:

☐ Check

☐ Cash

☐ In-kind

☐ Other \_\_\_\_\_

Expected date for  
the Home to  
receive proceeds: \_\_\_\_\_

Description of donations to be collected:

Do you have any materials or resources you will be requesting from the Children's Attention Home? (brochures, homeless teen information, connection cards, information table, speaker, etc.)

## Primary Event Contact

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

# Supporter-led Fundraiser Requirements

To increase the success of supporter-led fundraising events and to avoid conflicts with Children's Attention Home donors, sponsors, and/or other events already planned, the following requirements should be observed:

## General Guidelines

1. Events/fundraisers must reflect positively and maintain the integrity of the Children's Attention Home brand and mission. The Children's Attention Home retains the right to decline any event if it conflicts with the mission, fundraising efforts, or event calendar, or is deemed incongruent with the values and ethics of the Children's Attention Home. This would include events where the primary activity promoted is a contributing factor to child abuse and neglect, such as alcohol or narcotic consumption, reckless behavior or events hosted in association with disreputable establishments.
2. The supporter-led fundraiser must submit the attached application to the Children's Attention Home's Community Resource Department 45 days in advance of the proposed event date.
3. The Children's Attention Home will not approve supporter-led event requests that promote a political party, candidate or potential candidate.
4. Current residents of the Children's Attention Home are not permitted to be present at fundraising activities and events.
5. The Children's Attention Home will not approve a supporter-led event that requires a sale or endorsement of a product or service.
6. Supporter-led fundraisers must be financially self-sustaining without contribution from or financial risk to the Children's Attention Home. The Children's Attention Home will only accept the net proceeds of a supporter-led event. All supporter-led expenses are the responsibility of the supporter-led event organizer and must be paid before net proceeds are given to the Children's Attention Home. Refunds or reimbursements of supporter-led event expenses will not be available after the net proceeds are given to the Children's Attention Home.
7. The supporter-led event organizer is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. The Children's Attention Home will not assume any type of liability for a supporter-led event, including liability for any injuries sustained by supporter-led event volunteers or participants related to an event benefiting the Children's Attention Home.

## Marketing & Promotion Guidelines

1. The supporter-led fundraiser is responsible for its own marketing, including writing and distributing press releases, PSA's, social media postings, invitations, ads, etc. The supporter-led fundraiser must submit all publicity and promotional material containing the Children's Attention Home name and/or logo to the Community Resource Department for review and approval **prior to** publication and distribution of these materials. After submitting materials for approval, the supporter-led fundraiser must allow a minimum of 5 business days for review by the necessary parties within the Children's Attention Home.
2. The Children's Attention Home reserves the right to approve or not approve any co-beneficiaries of a fundraising activity.
3. The Children's Attention Home reserves the right to cancel or disassociate the organization from the event at any time. The Children's Attention Home will incur no liability for any such cancellation.
4. All sponsor solicitations for the event must be coordinated with the Children's Attention Home Community Resource Department prior to approaching any individual, corporation or foundation.
5. The Children's Attention Home is the beneficiary - not a sponsor - of supporter-led fundraising events. Promotional materials that use the Children's Attention Home name and/or logo should incorporate one of the following statement: "Proceeds to benefit the Children's Attention Home" or "Benefitting the Children's Attention Home".

## Financial & Charitable Giving Guidelines

1. The supporter-led fundraiser must prominently disclose to donors the exact dollar amount or percentage of gross proceeds that will be donated to the Children's Attention Home. Potential donors must be informed whenever less than 100 percent of the net proceeds will be donated to the Children's Attention Home. The percentage of gross proceeds to be received must be agreed upon by Children's Attention Home in advance of the fundraiser and its promotion. The public should be fully informed regarding any net amounts that will actually be donated to the Children's Attention Home.
2. Supporter-led event organizers should not provide tax advice to supporter-led event contributors. Organizers should refer individuals to tax or legal counsel for information.
3. Unless the supporter-led fundraiser is registered as a 501(c)3 organization, the donations collected during the course of the event will not be tax-deductible.
4. If a donor or sponsor wishes for their donation to be tax-deductible, their donation must be made directly to the Children's Attention Home, and any checks must be made payable to the Children's Attention Home. Their donation will be processed and they will be sent a tax deductible receipt. If the supporter-led fundraiser deposits the donor or sponsor's check into the supporter-led fundraiser's account and writes a check to the Children's Attention Home from the supporter-led fundraiser's account, the supporter-led fundraiser will receive the tax receipt. The IRS only recognizes the last form of payment.
5. The Children's Attention Home will not collect any funds on the date of the event unless previously agreed upon by the supporter-led fundraiser and the Children's Attention Home. Once the funds have been processed by the supporter-led fundraiser, the net proceeds may be transferred to the Children's Attention Home. If multiple payments or methods of payment will be received, a detailed record of the funds including amounts in each form of payment must be included when submitting to the Children's Attention Home.

## The Children's Attention Home Involvement in Supporter-led Fundraisers

Due to existing commitments and finite resources of the Children's Attention Home, teammates and volunteers cannot provide support to plan or promote supporter-led fundraisers.

- a. The Children's Attention Home will provide:
  - i. Feedback on ideas and give as much information as possible
  - ii. Acknowledgment of direct contributions to the Children's Attention Home.
  - iii. Facilitate approval of the event and the use of the Children's Attention Home name and logo
  - iv. A campus tour for fundraiser volunteers and event staff to show how the event will benefit the mission and children served at the Children's Attention Home
  - v. Children's Attention Home marketing materials, as available, such as brochures, business cards, and flyers.
- b. The Children's Attention Home cannot provide:
  - i. Funding or reimbursement for expenses
  - ii. Mailing list of donors
  - iii. A guarantee of staff or volunteers at the event
  - iv. Event insurance
  - v. Signature of vendor contracts
  - vi. Solicitation for cash or in-kind donations

*I/My organization, \_\_\_\_\_, agree(s) to adhere to the guidelines and requirements listed above, and that the application information is true and correct to best of my knowledge.*

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Printed name of supporter-led fundraiser  
representative

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Signature

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Date

