



Community Fundraising Event Application

Thank you for hosting a Community Fundraising Event to benefit the youth and families in our community! Your generous support provides vital financial resources needed to give our children the loving care and attention they need to grow and thrive. You can find the Community Fundraising Toolkit on our website at attentionhome.org/fundraise. This easy-to-use toolkit will guide you on how you can raise awareness and support for the Home! Thank you from the bottom of our hearts for your time and effort!

If you have any questions, please let us know (development@attentionhome.org, 803-372-6843).

Community Fundraiser Event Application

Thank you for your interest in fundraising for Children's Attention Home! Please complete the form below to let us know about your fundraiser. This form must be completed before we can provide any support and ensure that your event aligns with the Home's mission, vision, or ongoing efforts. **Complete this online at:** bit.ly/community-fundraising-app.

Organizer and Fundraising Information

Name of Individual/Organization/Business:

Address/City/State/Zip:

Phone:

Email:

Name of Event:

Event Location (if physical; include links if online):

Date(s)/time of Fundraiser:

Expected Attendance:

Can you describe your event and how you plan to raise support (donations, sponsors, tickets, etc.)?

Is Children Attention Home the sole beneficiary? Yes ☐ No ☐ If no, list other beneficiaries:

Fundraising Goal: \$

What amount or percentage of the proceeds will be donated to Children's Attention Home?

Do you want/need?

- ☐ Social media posts promoting your event
- ☐ Children's Attention Home informational materials
- ☐ Children's Attention Home staff or volunteer to attend *(based on schedule and availability)*
- ☐ Children's Attention Home to speak at fundraiser *(based on schedule and availability)*

By signing this agreement and being approved by Children's Attention Home, you agree to:

- Follow the brand guidelines included in this packet for all event promotional materials (flyers, invitations, etc.) and submit them to the Children's Attention Home (development@attentionhome.org) for approval prior to publishing.
- Coordinate any sponsor solicitations with the Children's Attention Home.
- Pay any costs associated with the fundraiser. Children's Attention Home is not able to financially support fundraisers.
- Organizers are responsible for meeting all local, state, and federal regulations and attaining the proper authorization(s), permit(s), and /or general liability insurance.
- Provide all proceeds to Children's Attention Home within 30 days of event completion, along with a completed event follow-up form (included in this toolkit) and a list of supporters to be thanked. *(See FAQ's for donations and tax rules)*
- Not taking commission, for any purpose, on funds raised as part of a community event.
- Read and abide by the full set of guidelines included in the appendix.

Signatures

I agree to follow all the guidelines and requirements presented in this packet. The information in this event proposal is accurate to the best of my knowledge.

Organizer

Printed Name:

Signature:

Date:

CAH Representative

Printed Name:

Signature:

Date:

Questions? Contact Denise McNeill, Development Support Specialist (dmcneill@attentionhome.org, 803-372-6843)



Learn more at attentionhome.org, find us on socials @childrensattentionhome, or call 803-328-8871.
The Children's Attention Home is a 501(c)3, tax exempt organization; Federal ID: 57-0527092.

Community Fundraising Event Follow-up Form

Let us know how your fundraising efforts went! Thank you for supporting Children's Attention Home by hosting a community fundraising event to benefit the children and families in our community! **You can also complete this online at bit.ly/community-event-follow-up.**

Event Information

Name of Event:

Estimated Attendance:

Are there any specific follow-up actions requested of the Home?

How was your experience hosting a fundraiser to support the Home? Please share any feedback in regards that you found helpful or what may be helpful in the future.

Fundraising Information

Total Support Raised: \$

Total Donation to Children's Attention Home: \$

Are there any outstanding contributions not included in this total? *(Please list in table below)*

Supporter Name	Expected Contribution

Appendix

Community Fundraiser Requirements

- A. Community Fundraiser Requirements: To increase the success of community fundraising events and to avoid conflicts with Children's Attention Home donors, sponsors, and/or other events already planned, the following guidelines must be observed:
- a. General Guidelines
 - i. Events/fundraisers must reflect positively and maintain the integrity of the Children's Attention Home brand and mission. Children's Attention Home will not approve a community event if it requires the sale or endorsement of a product or service, promotes a political party, candidate or potential candidate, or conflicts with Children's Attention Home fundraising efforts, event calendar, mission, values, or ethics.
 - ii. The community fundraiser must submit a "Community Fundraising Event Application" to the Children's Attention Home's Development Department 30 days in advance of the proposed promotion or event start date before approval can be granted.
 - iii. Current residents of the Children's Attention Home are not permitted to be present at fundraising activities and events.
 - iv. Community fundraisers must be financially self-sustaining without contribution from or financial risk to the Children's Attention Home. All community expenses are the responsibility of the event organizer and must be paid before net proceeds are given to the Children's Attention Home. Refunds or reimbursements will not be available after the net proceeds are given to the Children's Attention Home.
 - v. The 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 community event, including liability for any injuries sustained by event volunteers or participants related to an event benefiting (but not hosted by) the Children's Attention Home.
 - b. Marketing & Promotion Guidelines
 - i. The event host is responsible for its own marketing, including writing and distributing press releases, PSA's, social media postings, invitations, ads, etc. The event organizer must submit all publicity and promotional material containing the Children's Attention Home name and/or logo to the Development Department for review and approval **prior to** publication and distribution of these materials. After submitting materials for approval, the event organizer must allow a minimum of 5 business days for review by the Development Director or Executive Director of the Children's Attention Home.
 - ii. The Children's Attention Home reserves the right to approve or not approve any co-beneficiaries of a fundraising activity.
 - iii. 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.
 - iv. All sponsor solicitations for the event must be coordinated with the Children's Attention Home Development Department prior to approaching any individual, corporation, or foundation.
 - v. The Children's Attention Home is the beneficiary - not a sponsor - of community events. Promotional materials that use the Children's Attention Home name and/or logo should incorporate one of the following statements: "Proceeds to benefit the Children's Attention Home" or "Benefitting the Children's Attention Home." The name "Children's Attention Home" may not be used as part of the event title.
 - vi. Community fundraisers must fully and truthfully state the portion of the proceeds which will be donated to the Children's Attention Home in all advertising, promotions, and in all contact with donors, sponsors, and participants. If less than 100% of net proceeds will be donated, the "portion of the proceeds benefiting the Children's Attention Home" may be stated as:
 1. a percentage of net proceeds
 2. a portion of a product price or a fixed amount per sale/transaction
 - c. Financial & Charitable Giving Guidelines
 - i. The event organizer 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 be donated to the Children's Attention Home.
 - ii. No bank accounts or holding accounts may be established under the Children's Attention Home name.
 - iii. Event organizers shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions, or salaries may be retained from event proceeds by your organization or its members.
 - iv. The organizer agrees to minimize expenses related to the event and to provide Children's Attention Home with an event plan and budget if requested.

- v. Event organizers should not provide tax advice to event contributors. Organizers should refer individuals to tax or legal counsel for information.
 - vi. Unless the event organizer is registered as a 501(c)3 organization, the donations collected during the course of the event and not directly payable to the Children's Attention Home will not be tax-deductible.
 - vii. 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 receipt. If the event organizer deposits the donor or sponsor's check into their account and writes a check to the Children's Attention Home from the event organizer's account, the event organizer will receive the tax receipt. The IRS only recognizes the last form of payment.
 - viii. The Children's Attention Home will not collect any funds on the date of the event unless previously agreed upon by the event organizer and the Children's Attention Home. Once the funds have been processed by the event organizer, the net proceeds must be sent or presented in person to the Children's Attention Home within 30 days of the event's conclusion. 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.
- B. The Children's Attention Home Involvement in Community Fundraisers
- Due to existing commitments and finite resources of the Children's Attention Home, teammates and volunteers cannot guarantee support to plan or promote community 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, such as brochures, business cards, and flyers, as they are available
 - 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
- C. Event Request Submission & Approval Process
- a. The community fundraiser must submit a "Fundraising Event Application" to the Children's Attention Home's Development Department 30 days ahead of the proposed promotional date or event start date.
 - b. The request form can be completed online using the form located on the Children's Attention Home website or by filling out the Community Fundraising Event Packet and returning by email (development@attentionhome.org) or mail (P.O. Box 2912, Rock Hill, SC 29732) to the Children's Attention Home for review. The average processing time is 10 business days. If the form is incomplete or requires further review, additional time will be needed.
 - c. Once approved, a copy of the approval letter will be sent to the community fundraiser via email.