



Community Fundraising Toolkit

Thank You

Thank you for your interest in supporting the Children’s Attention Home by hosting a Community Fundraising Event to benefit the children and families in our community!

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. **This easy-to use toolkit will guide you on how you can raise awareness and support for the Children’s Attention Home.**

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 let us know (development@attentionhome.org, 803-372-6843).

Gratefully,

Katy Motsinger

Director, Development and Marketing

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About the Home

The Children's Attention Home provides nurturing care and life-changing services for youth and families in need. The Home provides a safe and nurturing home for abused and neglected children. Located in York County, we serve children in foster care ages birth to 21 throughout South Carolina and homeless youth ages 17-21, offering temporary shelter, compassionate support, and individualized care for every child.

Daily Cost per Child

Based on allocations in the FY2021 Financial Audit



Programs

24/7 direct care, program staff to provide educational, vocational, and developmental support

Shelter	\$158.75
Supplies (food, clothing, etc.)	\$10.47
Transportation	\$10.99
Misc. - minor furnishings, technology, insurance, etc.	\$2.53
Total programs	\$18.98
	\$201.72

Support Services (G&A)

Staff, supplies, technology, and insurance for facilities, volunteer services, finance, marketing, etc.

	\$48.58
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Fundraising

Fundraising & grants staff, supplies, technology, insurance, etc.

	\$25.90
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TOTAL Daily Cost\$276.20

Mission: Provide nurturing care life-changing services to youth and families in need.

Vision: To be a community leader that exceeds industry standards of care, pursues innovative practices, and equips youth and families to achieve healthy independence and sustainable success.

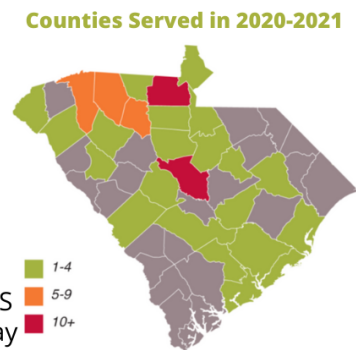
Location: Rock Hill, SC

Date Established: September, 1970

Capacity: 36 children, boys and girls ages birth to 21

Who We Serve: The Home serves youth experiencing...

- Foster care up to age 21, removed from their homes by the South Carolina Department of Social Services (DSS) because of abuse or neglect.
- Homelessness or unreliable shelter, ages 17-21, who are not in DSS custody. These youth may come from NC & SC.



Total Served: 8,500 (average 115 residents annually)

Average Stay: 2-3 months (ranges weeks to over a year)

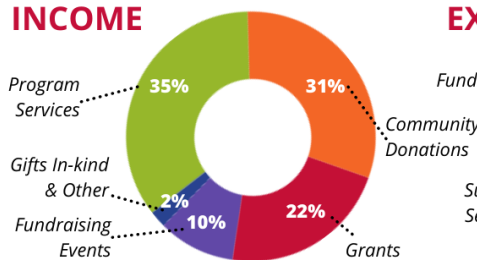
Individualized Care: Each child has a care plan that identify their strengths, areas where they need help, such as self-care, social development, education, and independent living, and set goals.

Services: Residential Foster Care, Crossroads, Education, Independent Living & Life Skills, Health & Wellness

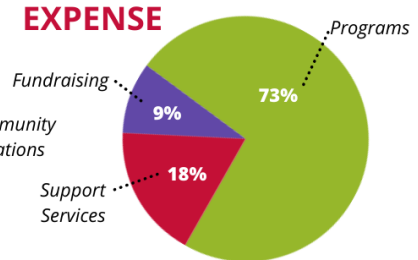
Annual Budget: \$2.5 million

Almost half of the Home's financial support comes from private donations and grants. Your support is a lifeline for the youth in the Home's care.

INCOME



EXPENSE



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.

Stories of Impact

Tim's Story

Before coming to the Children's Attention Home, Tim was homeless bouncing around Georgia and the Carolinas, and doing what he had to do to survive. After four months, Tim decided to return to foster care to pursue something his parents never achieved – a high school diploma. A victim of rough circumstances, Tim struggled with peer-to-peer contact but connected well with staff. With education-focus support, he began to apply himself in the classroom, becoming an honor roll student, and excelled in his construction class. He recently completed his official OSHA certification, was selected to join an internship program with the city's construction department and was honored as student-of-the-month out of all high school students in technical classes.



"I want to have a steady job and stable housing cause I've never had that. Not once in my life. College really isn't for me, but I would go to trade school. I'm always making new things."



At 16, raising my siblings in a hotel, I was not capable of going to school for a few months. Since living at the Home, I have gotten back into school and working towards graduating. But my ultimate goal is to be the best mother I can be."

Mya's Story

When Mya and her siblings entered foster care, she was seven months pregnant and had seen a doctor once in her pregnancy, The Home's team sprang into action, connecting her with a local doctor willing to take her high-risk case, parenting classes, and the state health department to receive support. To prepare for her son's arrival, the Home hosted a small baby shower for Mya. When she delivered her son, Corey, the Home was by her side through it all. Her siblings were thrilled with the family's new addition and were a loving support for Mya. Adjusting to life as a teen mom was tough, but Mya remained in school and got her first job to provide for her son's needs. With the Home's support, Mya was able to meet several milestones

Jay Story

Before coming into foster care, Jay moved frequently between different members of his family. The stress of moving from place to place was taking its toll, and Jay entered foster care because of neglect. When Jay first arrived at the Home, he was relieved to not have to move anymore. Jay soon found pleasure in helping around campus, especially in the kitchen. Since moving into the independent living cottage, Jay has enjoyed cooking breakfast for his whole cottage. After many months, Jay was able to get his documents from the court and pursue employment. After a few tries, Jay found a supportive employer with the city and can work at a job he loves. Jay is learning to manage his money, save, and stay in his budget while grocery shopping.



"I really love to cook. To me, cooking means family. At the Home I had the opportunity of going to the local Mexican grocery store with my house parent. There I can get things that remind me of my home."

About Community Fundraising

Community fundraising events are planned and executed by individuals, churches, businesses, or other groups to raise valuable support for the Children's Attention Home. This toolkit is meant to be a helpful guide as you plan and execute a successful fundraiser!

We rely on you to plan and coordinate all details of the fundraiser, including:

- Planning the agenda and securing the location
- Promoting the fundraiser
- Create your own mailing list of donors, vendors, and sponsors
- Insurance, permits, and liability coverage related to the fundraiser
- Working and managing the actual fundraiser or event

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.

For all approved fundraisers, Children's Attention Home...

We CAN:

- ✓ Provide feedback on ideas and give as much information as possible
- ✓ Facilitate approval of the event and the use of the Home's name and logo.
- ✓ A campus tour for your group to show how the event will benefit the mission and children served at the Home
- ✓ Informational materials (brochures, business cards, flyers, etc.)
- ✓ Provide IRS compliant tax receipts to donors and sponsors for donations and payments made directly to the Home, in response to your event.
- ✓ Post your event on our website and share on social media pages
- ✓ Promote your event in monthly e-newsletter
- ✓ Provide logos for use on your event materials
- ✓ Provide photos, videos, or other materials to share the Home's mission with your supporters
- ✓ Custom online donation page for credit card processing

We MAY be able to provide:

- Representative to speak at your event
- Representative to host a table at your event
- Volunteers

We CANNOT provide:

- ✗ Funding and reimbursement for any fundraiser expenses
- ✗ Mailing list of donors; we CAN provide a list of current sponsors to eliminate double asking
- ✗ A guarantee of staff or volunteers at the event
- ✗ Signature of vendor contracts
- ✗ Solicitation for cash or in-kind donations
- ✗ Provide insurance or liability coverage

If you have any questions or special requests for support, please let us know. We appreciate your efforts, and we want to help make your fundraiser a success!

CONTACT INFORMATION

Denise McNeill
Development Support Specialist
803-328-8871 ext. 6843
dmcneill@attentionhome.org



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

Getting Started: Steps to Success

STEP #1: Choose your event idea.

Who do you want to invite to your event and what kind of event would excite them? What kind of event do you have the time, energy, and resources to plan? [We have a lengthy list of ideas for inspiration!](#) (See page 7).

STEP #2: Pick a day and time.

STEP #3: Connect with Children's Attention Home and submit your proposal.

Get in touch so we can address all your questions about hosting a fundraiser and provide the most up-to-date information about our programs, current efforts, and goals! We will get back to you with your proposal within 10 business days.

STEP #4: Create a budget.

Set a target fundraising goal, donors like to help meet goals! Determine what you are comfortable spending and carefully keep track of your expenses. Think about a strategy for raising funds. Will you sell tickets? Ask local businesses to sponsor the event? Hold an auction?

STEP #5: Create a timeline.

Create a detailed to-do list for planning a successful event and set target dates to make sure you are staying on track.

STEP #6: Recruit help.

Planning an event can be a lot of work, and it is more fun with a team! Recruit some friends, family members, neighbors, coworkers, and/or others to help you plan. You will also want some help on the day of the event.

STEP #7: Confirm venue, date, and other vendors.

It is important to reserve a venue and secure the proper insurance several months before your event. Consider asking the venue to cover the cost of the rental as an in-kind donation.

STEP #8: Invite guests and plan promotion efforts.

Make sure you get the word out! Let others know who the event is benefiting, how they can participate, and how they can invite others to be part of it! Send hard copy invitations, an invite service, share the event on social media, and the tried-and-true word of mouth! Submitting a press release to local news agencies is another great way to draw attention to your event and raise awareness for the Children's Attention Home.

STEP #9: Hold your event!

Make sure you set aside some time to thank guests for participating and to share about the cause! If you would like a representative from the Home to join you, let us know as early as possible so we can work to find a representative who would be available. Do not forget to take lots of pictures! Guests will love seeing the photos after the event and the Home would like to see and share them too!

STEP #10: Wrap up the event and celebrate!

After the event, send a thank you letter/email to participants, sponsors, and volunteers who helped make the event a success. If you send us their emails/addresses, we are happy to thank them as well! It is also good to share photos and some information about your fundraiser on social media afterwards – those who could not make it will still get to learn about the cause and may come next year if you make it an annual event. Finally, send any photos, donations, and the follow up-form (page 12) to the Children's Attention Home within 30 days of the event. We hope you will stay connected; we would love to work with you again in the future.

Thank you so much for the generosity and support of ambassadors like you!



Learn more at attentionhome.org, find us on socials @[childrensattentionhome](https://www.instagram.com/childrensattentionhome), or call 803-328-8871.
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Fundraising Ideas

The following are some ideas for your community fundraiser. Think of something you enjoy doing (e.g., book club, cooking) and make it a fundraiser! This way, you are giving back to a great cause and doing something you love.

Golf Outing: Whether planning a small golf outing with friends and family or an outing for your business, think about making your swing really count and partnering with us to give back to the children of the Home.

Independent Business Gives Back: Are you a local independent business owner, restaurant or retail owner who is looking to align with a great cause? Whether it is a percentage of proceeds for a week or simply collecting change, you can make a difference while you work.

SELL, SELL, SELL: Many marketing/promotional item companies offer a lot of discounted items. Create t-shirts, bracelets, key chains, etc., and sell them above your cost to create revenue.

Chili Cook-off: Everyone loves chili, but everybody does it a little differently. Some make it spicy; some make it meaty, some make it, well white! Gather your friends, family, church and/or work for a great fun competition to help the Children's Attention Home.

Craft Fair Fundraiser: Tapping the creative crowd with a craft marketplace/showcase is a fun and creative way to fundraise and creative community outreach event to raise awareness and reach out to the community.

Dodgeball Tournament: This timeless game is the perfect way to spin up competition at a local school, church, or university. Ask each team to fundraise a certain amount to participate or give donors the option to join for a set registration fee. Whichever they choose, encourage attendees to spread the word and recruit their friends to come watch for some serious laughs.

Date Night Childcare: This event works best when hosted by a church or other group, but an individual with some volunteers can totally pull it off. Invite couples to drop off their kids and enjoy some precious alone time. Plan fun activities for the kids like games, crafts, and movies, and suggest that parents donate what they would have paid a babysitter.

Theme Party/Dinner: Sell tickets for a special party/dinner.

Dress down Day at Work: Let employees who donate come to work in casual apparel the next day.

Snack Bar at Work: Set up a snack bar and ask people to make a donation if they want anything. List a suggested donation on each snack/drink.

BINGO Night: A classic fundraiser! Get some great prizes from local businesses (try to get them donated) and invite everyone you know to play! You can sell bingo cards and/or sell entry tickets.

Chores for Charity: Gather a group of people or businesses willing to donate their time and skills in exchange for donations. Advertise your services and make sure to emphasize that all proceeds will be donated to a local organization!

Store Front Collections: Ask your local grocery store, retailer, or bank if you can spend a day asking patrons to support your efforts. They might even match the funds raised!

Company Grants: Find out if your company offers grants to employees who volunteer their time for charitable causes!

Brown Bag Lunch Day: Ask your coworkers to bring lunch from home and donate the money they would have spent on eating out.

Fraternities & Sororities: Contact the national chapter of your college fraternity or sorority and ask them to make a donation and/or partner with you on an event.

Tailgate Party: This is the type of fundraiser that sells itself in more ways than one. With easy ticket sales and delicious food on the line, a tailgate football fundraiser is a perfect way to raise money for the Home.



Youth-friendly Fundraiser ideas

Get the kids involved in the fun(draising)! Here are some ideas that we have found to work well for youth looking to support the Home through fundraising:

Create a Change Jar or a Bucket Drive: Create your very own change jar and drop in your spare change at the end of every day. Ask permission to collect spare change in your classroom. You can make more than one change jar and ask your parents or other adults to take them to work, too. Bucket Drive: Collect change (for example, Penny Monday, Nickel Tuesday, Dime Wednesday etc.).

Host a Lemonade Stand: Make homemade lemonade and set up a stand to sell the tasty goodies in your neighborhood or at school or church.

Use your Birthday: Instead of gifts for your birthday, ask your friends and family to give you a donation toward Children's Attention Home.

Candy Grams: Sell candy with custom messages about healthy friendships and sell them to all your friends and family

Backyard Carnival: Everyone loves a good carnival, and with the great weather outside, it is the perfect time to host your own! Hosting a backyard carnival fundraiser with family and friends to help raise money for the Home.

Garage Sale: Ask neighbors to clean out their garage for a good cause. Organize a garage sale, and you will clean out your house while supporting the Children's Attention Home at the same time.

Bake Sale: Who does not love a bake sale? It is easy why: You're selling donated baked goods and people volunteer their time, which means it is almost 100 percent profit. Plus, just about everyone would agree that there is nothing better than nibbling on a homemade cookie or brownie!

Car Wash: Car washes are often overlooked, but they can be a great way to take a task off someone's to-do-list while simultaneously converting them into a supporter of the Children's Attention Home.

Pet Wash: A spin on the classic car wash! This is a fun way to get your friends and their beloved pets to join you in supporting local kids and families (and to get some CUTE pictures!)

Pancake Breakfast: Heat up the skillets and recruit a team of passionate volunteers to serve up endless stacks of pancakes in support of the Children's Attention Home.

Movie Night: Sell tickets for a movie night at your home or church. Do not forget to provide popcorn and other yummy snacks!

Yard Sale: Get your neighbors and friends to contribute some items and then donate the proceeds.

School Fundraiser: Kids love to help! Have fun with your students while teaching them about the meaning of philanthropy with anything from a coin drive to a read-a-thon. Be creative!

Donations in Lieu of Gifts: This is a great way to turn a birthday or other celebration into a way to support the community. It also makes it easy for guests who can donate rather than shopping for a gift.

More ideas...

- Trivia Tournament
- Talent Show
- BBQ
- Wii Tournament

The possibilities are endless. Think about what you have the time and resources to plan, and what you and your potential guests will enjoy!



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.

Promotion

To make sure your event is successful, it is important to spread the word so others can get involved! A few ways you can use to spread the word are:

- **Send a “save the date” and invitations** to your event through the mail and encourage your guests to RSVP. If you are catering to the event, set the RSVP deadline a week or so before you need to give the final number to the catering company.
- **Send out an evite (email invitation).** If you want to invite a really large group, you may choose to mail hard copy invites to a select group and then send out an email invite to everyone else to save postage. There are a number of great free email invite services, and it makes the RSVP process really easy for your guests! (www.evite.com is one option)
- **Use social media.** If you use Facebook, post about the event on your page and create an event page. You can keep the event private so only you can invite guests, or you can open it up and encourage people to share it with their friends and family! Create an event hashtag to use on Facebook and on Twitter (for example, #PartyWithAPurpose, #SupportTheHome, #YourEventName, #KidsHelpingKids).
- **Create flyers for community bulletin boards and online community boards.** Many local libraries, coffee shops, grocery stores, and other businesses have place for people to post flyers. Take advantage of this to promote your event.
- **Word of mouth is your best friend!** As you interact with people, make sure you mention the event and have some invites on hand. Get some volunteers to do the same!
- **Write and submit a press release to local media outlets.**
- A lot of churches, businesses, neighborhood associations and other groups send out email newsletters. Contact them about including your event in the next email blast!
- If you need volunteers for your event, consider using a service like Sign-up Genius (www.signupgenius.com) to list all available volunteer roles. It makes it easy for people to fill slots.

Sample Schedule

The promotion schedule depends on the size and scope of your event, but here is a sample to get you started.

3 months out, send a “save the date” invitation (consider email invitations). Share your “save the date” on Facebook and create a Facebook event page.

1 month out, send a hard copy invitation and a follow up with an email invitation. Ramp up your social media efforts and remind guests to RSVP.

2 weeks out, send reminder and continue social media efforts. Develop a social media plan for the day of. Who will take photos?

2-3 days send out final event logistics and other details to event attendees.

Event Day! Coordinate social media coverage on site.

1-3 days after the event, send thank you notes (mail or email), share photos from the event, and write a post about the event on social media.



FAQ's

What is a Community Fundraiser?

A community fundraiser is conducted by an individual, group, or organization benefitting the Children's Attention Home. Fundraisers estimated to raise \$25,000 or more must contact Katy Motsinger (kmotsinger@attentionhome.org, 803-372-6841) for additional guidelines.

Why should I hold a fundraiser for Children's Attention Home? If you share our vision and are passionate about our mission, holding a fundraiser is a great way to help us raise the funds we need to continue the work! No amount is too small; every dollar that you raise will be used to support the children we serve.

Can I designate the area I would like the funds to go to? Yes, you can talk with us about specific programs or areas where your funding can be applied, or you can allow us to use the funds wherever they are needed most.

Will Children's Attention Home help to cover the expenses incurred? CAH is unable to accept any financial responsibility or liability for your event.

Can I pay myself back for expenses I have incurred? Children's Attention Home cannot reimburse you for any expenses, so as you collect money you will need to keep some funds on hand to help pay for your expenses. Expenses related to the event should be minimized and you may be asked to provide an event plan and budget for review.

Will each of my donors get a receipt? Yes, donations made directly to that Home that include the specific amount, full name, and contact information (email, address, and/or phone) can be issued a tax receipt. Donors will receive a receipt for the donation portion only; regulations only allow the Home to issue a receipt for the ticket or donation amount less the value received by the donor. For example, the cost of a dinner or entry into a golf tournament will be deducted from the amount paid to determine the tax-deductible amount. Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items, and donated services.

Can I make one collective donation instead of having contributors send individual payments? If the community fundraiser collects and deposits all donations, sponsorships, payments and makes one collective donation, the community fundraiser will receive the tax receipt. The IRS only recognizes the last form of payment. Community fundraisers should not provide tax advice to contributors and refer individuals to tax or legal counsel for information. Unless the community fundraiser is a registered 501(c)3 organization, the donations collected during the course of the event will not be tax-deductible.

Can I use Children's Attention Home logo on my marketing materials for the event? Once your fundraiser is approved, we will provide you with a special Children's Attention Home logo for you to use on your materials. We must review all materials before they are published or distributed.

Can you help market the event? We will gladly share your event on our Facebook, CAH website, and in our monthly newsletter, if requested.

Can someone from the Children's Attention Home help me plan my event? We are happy to provide guidance for your event. 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. Current residents of the Children's Attention Home are not permitted to be present at fundraising activities and events.

Will you send a representative to my event? Whenever possible we will send someone from the organization to the event. Be sure to include this in your request.

When should I submit my application? The community fundraiser must submit the attached application to the Children's Attention Home's Development team 30 days in advance of the proposed promotion or event start date.

How long will it take to get my fundraiser proposal approved? Proposals will be reviewed within 10 business days. We will do our best to get back to you quickly!



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.
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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.