Dear Fundraiser,

Thank you for your interest in raising money to support Childhaven. Philanthropic support from our community makes it possible for Childhaven to provide treatment and therapy to the youngest victims of abuse and neglect in our community.

We are inspired by the creative ideas and generosity of our volunteers to raise funds on our behalf. Fundraising can be fun, but it can also be challenging. Not every event or promotion is possible despite the best intentions. Due to the nature of event fundraising, cost ratio and other factors, we may respectfully decline your offer for support.

A lot of work goes into planning and implementing events and promotions. Details matter in fundraising. Donors trust us with their money, which is a big responsibility. We must ensure that volunteers are raising money for Childhaven according to federal and state regulations and in compliance with our policies and procedures.

Please see our Special Events Proposal Form and Guidelines for Fundraising Events to help you in your planning. We pride ourselves on the integrity of our volunteers. We trust you will make decisions and manage your events in the best interest of Childhaven.

Thank you for your support,

Leslie Jennings
Events Manager
Childhaven
206.957.4896.
lesliej@childhaven.org

OUR MISSION:
Childhaven heals children and families to stop the cycle of abuse and neglect.

OUR VISION:
A community where child abuse and neglect no longer exist.
FUNDRAISING TIPS

How to Organize a Successful Event or Promotion:

Register your event or promotion
Fill out and return the enclosed guidelines and proposal form

Form a planning committee
The enthusiasm and dedication of the people who brainstorm, plan and organize your event or promotion increase the opportunity of a successful fundraising activity.

Establish goals
Have realistic and measurable goals

Choose the right event or promotion
The type of event or promotion you choose should fit the size, interest, talents, goals and time availability of your group.

Identify your target audience
Who is the most likely to attend and support your event or promotion? Is it geared toward the public or a specific audience?

Schedule your event or promotion
Give yourself plenty of time to organize, publicize and guarantee maximum participation.

Plan a budget
Use the enclosed budget form or use it as a template to keep track of your expenses and donations to Childhaven.

Ideas to Consider:
• Garage Sale
• Sporting or athletic events
• Wine Tasting
• Auctions
• Club or restaurant openings
• Concerts or “Battle of the Bands”
• Backyard BBQ’s
• Fashion shows
• Enthusiast Events (motorcycle ride, scrapbooking, marathon, car exhibition, golf tournament)

What’s in it for you and/or your organization?
• Link your brand with Childhaven, a trusted organization who has been in King County for over 100 years.
• Increase your philanthropic visibility within the community.
• 85% of consumers have a more positive image of a product when the company supports a cause they care about.
• The possible benefits of cause marketing for business include positive public relations, improved customer relations, additional marketing opportunities, and making more money.
GUIDELINES FOR SPECIAL EVENT FUNDRAISING

The special events proposal form along with a detailed description of the event must be submitted to the Special Events Team for approval at least 30 days prior to the date of your fundraising event or promotion launch. A separate form must be submitted for each event.

- If you plan to use proceeds from your event to help cover expenses, we ask that the total expenses not exceed 1/3 of the gross revenue. A preliminary budget is required with your event proposal. Depending on the nature of the event, Childhaven may require a minimum guaranteed donation.

- A list of the products or percentage of sales tied to a promotional offer that benefit Childhaven must be included in your proposal and approved prior to being advertised.

- Community fundraising projects must have promotional materials reviewed and approved by Childhaven before they can be used.

- Printed materials and other messaging should state that your event will "benefit Childhaven."

- Childhaven is unable to advance monies, solicit sponsorship revenue, or sell tickets on behalf of your group.

- If you plan to approach businesses, foundations, or organizations for support (sponsorship, in-kind, gift, promotions, etc) please provide a list of prospective contacts to Childhaven before making your request. Many local organizations may already be supporters of Childhaven and we want to avoid multiple requests to our partners. We may also have suggestions about your solicitations based on our experience with different companies.

- Your group is responsible for recruitment of volunteers to support your event.

- All necessary permits and certificates of insurance required by city ordinance or otherwise is the responsibility of your fundraising group.

- Childhaven requires that students or individuals under the age of 18 have a mentor or adult advisor to oversee the coordination of a school or community event/project.

- All raffles must be licensed in accordance with state law. Childhaven does not hold a raffle license. If you wish to conduct a raffle you must obtain your own license. For more information, please contact the Washington State Gambling Commission at 1-811-245-2529 or www.wsgc.wa.gov.

- Due to confidentiality commitments, Childhaven is unable to release donor, volunteer, employee or Childhaven family/child information or mailing lists for the purpose of solicitation of funds or participation in your event or project.

- Childhaven is unable to support vending machine fundraising opportunities due to the resources required to respond to service, theft, replenishment and tracking of individual machines.
• If circumstances warrant Childhaven may opt out as beneficiary of the event/promotion at any time with no obligation.

• The fundraising event or appeal organizer/sponsor/organization agrees to indemnify, refund and hold Childhaven harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable attorney’s fees that shall be incurred or suffered by Childhaven which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization’s performance of its agreement as specified in these guidelines and Special Event and Promotion Proposal Form.

• Some criteria used by Childhaven for reviewing proposals include:
  - Does the event support the mission of Childhaven?
  - Does the event have a viable target audience?
  - Does the event have a realistic budget that complies with these guidelines?

• Within 45 days of a completed fundraising event/promotion, please send a final accounting for income and expenses along with your proceeds to Childhaven. Please also include contact information for individuals and organizations that need receipts for tax purposes (this includes in-kind donations of $50 or more).

  Please make checks payable to:
  Childhaven
  316 Broadway
  Seattle, WA 98122

Thank you for your compliance with above guidelines.
Please direct questions to Leslie Jennings:
lesliej@childhaven.org or 206.957.4896
Special Event and Promotional Proposal Form

Please complete this form with as much information as possible. Childhaven requirements and guidelines for participation in your event may vary depending on the nature of your event.

Contact Information:
Name of Sponsoring Organization/Individual: ________________________________

Contact Person: ____________________________________________________________

Telephone: ____________________ Fax: _________________________________

Email: ________________________________

Mailing address: ___________________________________________________________

City: __________________________ State: ___________ Zip: ______

Details:

□ Event       □ Promotion

Name of Event or Promotion: ______________________________________________

Date & Time: __________________________ Location: _______________________

Target Audience: _________________________________________________________

Description:

[Blank space for description]
Childhaven Affiliation:

Please describe any prior or current affiliation you have with Childhaven:

Budget:

If you plan to use proceeds from the event to help cover expenses please submit a separate preliminary budget including amounts of anticipated revenue and expenses. We suggest you open a new checking account for your event.

As stated in the Guidelines for Fundraising Events, in order for Childhaven to consider approving your event, expenses must not exceed 1/3 of the gross revenue. Please include how the money will be raised, the donation percentage of an ongoing promotion and your fundraising goal.

Final proceeds and any donations should be submitted to Childhaven within 45 days of the event.

Do you intend to use a portion of the proceeds to cover expenses for your event?

☐ Yes  ☐ No

Promotion:

Do you intend to use the Childhaven name and logo? ☐ Yes  ☐ No

Childhaven requires all promotional materials that include the Childhaven name and logo to be reviewed and approved by Childhaven Events Team before production, Please allow 5 business days for review.

Please check all forms of planned promotion:

☐ Print  ☐ Internet

☐ Television  ☐ Social Media (Twitter, Facebook, etc...)

☐ Radio  ☐ Other
Sponsors/Underwriters:

Please list all businesses, foundations, individuals and organizations you plan to contact for cash or in-kind support. **Before you make any requests Childhaven must approve your list:**

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Support You Can Expect From Childhaven:

Pending your proposals approval Childhaven may be able to provide you with assistance.

Please indicate what type of support you request:

- [ ] Logo Use
- [ ] Fundraising Ideas
- [ ] Childhaven video
- [ ] Placement on "Calendar of Events" on the Childhaven website
- [ ] Placement in the Childhaven e-newsletter
- [ ] Facebook promotion

Depending on the nature of needs for your event we may be able to offer further representation and assistance

**The Events Team will evaluate your event proposal and respond within 5 business days.**
School or Community Project Information:

Childhaven requires students or individuals under the age of 18 have a mentor or adult advisor to oversee the coordination of a school or community event/project.

Mentor. Advisor Name: __________________________________________________________

Telephone: ____________________ Email: __________________________________________

School: _________________________ School Telephone: __________________________

Signatures:

I have read Childhaven’ Guidelines for fundraising Events and commit to compliance.

Printed Name: ______________________________

Signature: ______________________________

Date: ______________________________

Please send your proposal and event proceeds to:

Childhaven
Events Team
316 Broadway
Seattle, WA 98122

Phone: 206.957.4896
Fax: 206.382.3303
lesliej@childhaven.org
Special Event Sample Budget

Please Estimate:

GROSS ANTICIPATED REVENUE $____________________
(Sponsorship, tickets, donations, product sales etc)

EXPENSES $____________________

Food & Beverage $____________________

Printing (tickets, posters, etc) $____________________

Advertising $____________________

Entertainment $____________________

License & Insurance Fees $____________________

Supplies $____________________

Other $____________________

Net Revenue (to Childhaven) $____________________

Date funds will be received by Childhaven: ________________________

Return with completed Childhaven Event & Promotional Proposal to:

Childhaven
Events Team
316 Broadway
Seattle, WA 98122

Phone: 206.957.4896
Fax: 206.382.3303
lesliej@childhaven.org