

FUNDRAISING TOOLKIT



INTRODUCTION

Thank you for your interest in fundraising for GRIN2B Foundation. Our work would not be possible without supporters like you who raise money and awareness for GRIN2B each year.

There are many ways for you to fundraise and make a difference. Below are some ideas and resources to get you started. Do what you feel comfortable managing. Every little bit helps!

IDEAS & RESOURCES

Facebook fundraiser

Donate your birthday or start a fundraiser on Facebook

Sell GRIN2B awareness apparel or merchandise

We've partnered with Bonfire for GRIN2B Foundation apparel and Threadless for merchandise such as mugs, totebags, throw pillows, etc... A portion of the proceeds of each sale benefits the foundation.

Events/booths

Bake sale, wine pull, envelope wall, walk/run, gala, golf outing, battle of the bands, etc... there are many, many possibilities with plenty of resources online for further ideas.

PLANNING AN EVENT

Here is a step by step plan to get you started

Form a planning committee. Depending on the size of your event, bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event. This could just be you and a few friends.

Brainstorm. Gather members of your planning committee, or just family and friends, to brainstorm ideas for your fundraiser. Give free rein to your imagination – several heads are better than one!

Choose the "right" event. The type of event you choose should fit the size, interests, talents, goals, and time availability of everyone involved.

Identify your audience. Consider who is most likely to attend and support the type of event you have selected.

Develop a budget. Try to identify expenses and possible sources of funds, including securing in-kind products and services. This will help keep your costs down, which is something everyone will appreciate.

Develop an event timeline. A timeline is important in planning for your event.

Schedule the event. Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.

Let GRIN2B Foundation know about your event. We can then publish your event on our website and help you promote it on social media.

Collect all funds. We ask that all funds be forwarded to the GRIN2B Foundation within 30 days following the event. Address: GRIN2B Foundation, PO Box 481223, Niles, IL 60714



PROMOTION & PUBLICITY

All third-party events must be publicized and conducted in a manner that makes it clear that GRIN2B Foundation is the beneficiary, not the sponsor or host of the event.

Promotional materials must clearly state that the event is raising funds that will benefit GRIN2B Foundation (e.g. "proceeds benefit GRIN2B Foundation")

Event names may not incorporate the name of GRIN2B Foundation, as in "The GRIN2B Foundation Walk-a-thon." GRIN2B Foundation's name may be used in a second clause identifying the relationship of the event with the Foundation, such as "John Doe Walk-a-thon, benefitting GRIN2B Foundation."

The GRIN2B Foundation's logo displayed on WWW.GRIN2B.COM, and related websites is a trademark of GRIN2B Foundation, is the property of GRIN2B Foundation, and is protected. Its use is prohibited without the express written consent of GRIN2B Foundation. As such, all event materials seeking to display the GRIN2B Foundation's logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts, and public service announcements, must be reviewed and approved prior to distribution. For consideration, please submit a letter of intent which details how the GRIN2B Foundation's Mark will be used, the length of time it will be used, and the description of the project to fundraising@grin2b.com

FINANCIAL INFORMATION

GRIN2B Foundation is recognized by the Internal Revenue Service (IRS) as a tax-exempt charitable organization; this tax exempt status is crucial for our ability to carry out our mission. In order to preserve this status, it is essential that you comply with the various IRS regulations regarding nonprofit fundraising activities. Below are some general guidelines:

Because the GRIN2B Foundation is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use the Foundation's IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate. However, if you provide name and address, or email address, for donors or sponsors, the GRIN2B Foundation will send them a personal thank you from the Foundation, which will serve as a receipt.

The event organizer may not set up a temporary bank account in GRIN2B Foundation's name, as this is illegal.

The event organizer may not keep any portion of the proceeds (beyond real expenses) as profit or compensation.

Donors must be informed that the tax deductible amount of a donation is only the amount that is over and above the value of any goods or services received in exchange for the donation. For example, if a participant pays \$200 to participate in a golf outing, and the value of the outing is \$50, the donation amount is \$150. If a donor pays less than the value of an item, then they will not receive a tax deduction.

If goods are sold to raise money as part of a fundraising event, it must be made clear to the event participants what percentage of the sale price benefits GRIN2B Foundation.



**Wishing you great success
on your fundraiser!!**

