

THIRD-PARTY FUNDRAISING

HOSTING AN EVENT TO BENEFIT H.O.P.E.

How will this guide help you?

Third-party fundraising is any type of fundraising event or program that is conducted independently by a person, organization, or group where H.O.P.E. is the beneficiary. Included in this guide are a few tips on how to get started, and some basic information on what to expect. Our goal is to provide you with the tools necessary to be a successful fundraiser.

Attached you will also find a list of events ideas that you may want to consider, but don't let that limit your creativity – feel free to do whatever you'd like!

If you have any questions, feel free to reach out to:

Amanda Smythe
Director of Development
asmythe@hopehaiti.org
(585) 732-4065



Mesi Ampil!

Thank you very much for your interest in supporting Haiti Outreach Pwoje Espwa (H.O.P.E.) With a population of 80,000, only 15% of the inhabitants of Borgne, Haiti where H.O.P.E. operates, have a secure source of income — meaning most must figure out how to survive on less than \$1 per day. Residents also face the typical challenges of extreme poverty – poor health and a lack of education, for example. **Your generous donation of time, talent and treasure**, helps H.O.P.E. to connect residents to the resources they need to overcome these challenges through sustainable, holistic community development programs that address health, education, and economic development.

Your fundraiser directly supports...

- ▶ the provision of educational opportunities
- ▶ addressing the social determinants of health
- ▶ supporting women's economic development activities
- ▶ creating a culture of well-being (both physically & mentally)
- ▶ reducing health disparities by improving access to care

GUIDELINES

Event Planning Checklist

Once you've picked your event, there are a couple of details worth considering:

- ✓ Pick a date that doesn't compete with other events or holidays
- ✓ Pick a fundraising goal
- ✓ If selling tickets online, we suggest EventBrite
- ✓ If necessary, obtain a license, permit or reservation
- ✓ Create a work-plan and timeline
- ✓ Enlist the help of friends
- ✓ Promote your event (e-mail, social, word-of-mouth!)
- ✓ Prepare a few words of welcome for attendees in advance of the event
- ✓ Have fun!

Disclaimer:

As a non-profit organization, our staff resources are limited, and we will strive to support you as best we can. It important to clarify that third-party events are not sponsored or insured by H.O.P.E. Event hosts are responsible for the planning and execution of the event, including logistics, promotion, insurance, and costs. This planning guide will help you to be successful, and most of all, enjoy the good work that you're doing.

Thank you!

asmythe@hopehaiti.org

Event Ideas

We suggest thinking of something you or your group would enjoy doing and work to add a fundraising component into that. Here are a few ideas to get the ball rolling...

- Bake sale
- Bingo night
- Board game tournament
- Book sale
- Bowl-a-thon/bowling night
- Birthday party fundraiser (in lieu of gifts)
- Can & bottle drive
- Church bulletin collection
- "Chores for Charity"
- Cocktail party
- Craft sale
- Dorm decorating challenge
- Duct-tape-coach to the wall (Ex: \$1/piece of tape)
- Dress-down day at work (ex: \$5 buy-in)
- "Extra Vacation Day" raffle (ex: \$10-20/ticket)
- Fashion show
- Game night
- "Gift wrapping for good"
- Haunted walk/house tour
- Lemonade/iced tea stand
- March-madness squares (split proceeds)
- "Penny Wars" (great for student groups)
- Pub crawl (even more fun with a theme!) Restaurant "Give-back" day
- Silent auction (paired with a party)
- Spare change collection
- "Swear Jar" collection at the office
- Themed party or dinner
- Trivia night
- Wine & cheese party
- Yard sale
- And much more!



(585) 732-4065

PO Box 18767 Rochester, NY 14618



A little housekeeping...

1. Unless otherwise specified, donations raised via third-party events will be applied to the general fund and utilized in the program area with the greatest need.
2. Please send your donation within 21 days of the completion of your fundraising event or activity. If H.O.P.E. is designated or portrayed as the sole beneficiary, the organization should receive 100% of the net proceeds.
3. If donations from the event are deposited into a separate account and subsequently donated in a single sum to H.O.P.E. (e.g. one check), only the individual, organization, corporation, foundation, or other entity whose name appears on the check is eligible to receive a tax acknowledgment for the donation.
4. *However*, H.O.P.E. can send a tax acknowledgement letter to any donor who writes a check directly to H.O.P.E. **If participants wish to make their donation via check to receive this letter, they may make their check out to *Haiti Outreach Pwoje Espwa (HOPE)* with the event name noted in the memo line so that we can credit it toward the final total raised.**
5. Publicity materials may include the H.O.P.E. name and/or logo, with the understanding that H.O.P.E. may only be identified as the beneficiary of the event (not the host). For example, it could be promoted as:

“**I Love the 80’s Costume Party, to benefit Haiti Outreach Pwoje Espwa (H.O.P.E.)**”
— *It should not be “H.O.P.E. presents: I love the 80’s Costume Party”*
6. H.O.P.E. may not release its mailing list for third-party events.
7. H.O.P.E. does not have the ability to acknowledge individual donors/attendees of an event (unless they provide their donation via check). It is the responsibility of the organizer to give thanks to their attendees at the time of the event.
8. We are not able to guarantee that a H.O.P.E. representative will be available to attend your event (but will certainly do our best!)
9. Donations may be mailed to:
H.O.P.E.
P.O. Box 18767
Rochester, NY 14618

GUIDELINES



To support your event H.O.P.E can...

1. Offer advice and expertise on event planning.
2. Acknowledge event organizer for direct contributions as well as provide a letter of support to validate the authenticity of the event and its organizers.
3. Provide fact sheets or other promotional materials about the organization.
4. Provide publicity via H.O.P.E.'s Facebook page and online events calendar.
5. Provide a general receipt for in-kind donations by your event sponsors; information must be provided to H.O.P.E.
6. Post an event recap/thank you message on its Facebook page and through its Newsletter. It will be up to you to provide the recap and submit some fun images. **Take lots of photos!**

What H.O.P.E cannot do (sorry!)

- Be responsible for selling tickets to your event.
- Guarantee staff attendance at the event.
- Provide tax or legal advice beyond that outlined in this document.
- Solicit for or provide sponsorship revenue for outside Fundraising activities.
- Allow use of its 501(c)(3) charitable classification, federal tax ID number, or tax-exempt certificate.

**H.O.P.E. will not be held legally responsible for any act incurred by the organizer of an event including, but not restricted to, personal injury or death, damage to, theft of, or loss of personal, private or community property. H.O.P.E. will also not be held legally responsible for provision of trophies, monetary prizes, or other gift items advertised by the event organizers.

For any questions, please contact H.O.P.E.'s Director of Development, Amanda Smythe at 585-732-4065 or asmmythe@hopehaiti.org.

Thank you for your support!