

Any One Can Fundraise!!

Welcome

My name is Mary Sheets and I am the Executive Director of the Foothill Family Shelter. I have over twenty years experience in non-profit management. I started my career with the American Heart Association and then worked for the American Cancer Society, Riverside Area Rape Crisis Center, Volunteer Center of Riverside County and now the Foothill Family Shelter.

Working for the national organizations, the American Heart Association and the American Cancer Society is where I learned the most about fundraising. We were trained on numerous special events and were expected to raise large dollars.

That training and experience has helped me both start and/or enhance fund raising events when I began to work for local non-profit organizations.

Fundraising

The definition of fundraising:

Fundraising is the organized activity or an instance of soliciting money or pledges for charitable organizations.

An activity to raise dollars - - - you need to keep this in mind when you do an event/activity. You must focus on raising dollars. Committee members/staff often spend too much time on decorations, table names etc. things that are nice for the event but do not bring in dollars.

Why Is Fundraising Important?

Fundraising is important because it gives the agency un-restricted dollars. These dollars can be used for expenses not covered by grants. They can be used for any expense the agency has in relation to carrying out the mission of the organization.

Fundraising dollars are also important for matching funds. When a grant application requests matching funds, fundraising dollars can always be used as a match.

Benefits of Fundraising

There are several benefits to fundraising. Besides the obvious of raising more dollars for your agency, fundraising provides community awareness. When you are marketing your special

event, it gives you the opportunity to let donors know about your agency and the programs you provide to the community.

Fundraising also provides an opportunity to recruit volunteers. Any special event takes a lot of time and energy. Recruit volunteers that are able to help at the event and then ask them to continue to volunteer at your agency.

Fundraising Questions

What are you raising the money for? - - this is always a question people will ask. Make sure you have a defined answer.

For example:

Proceeds from the Foothill Family Shelter annual dinner/auction will provide homeless families with a fully furnished 2-bedroom apartment for 120-days.

This is a better way to define how the money will be spent vs. *Proceeds from the Foothill Family Shelter will provide support for homeless families*

Another question regarding what are you raising the money for will be if you decide to raise dollars for a program vs. the agency. This will be more applicable to larger organizations that have several specific programs.

For example:

The Foothill Family Shelter offers a parenting class to the community. The participants do not have to be homeless - - this program is available to our residents but is primarily for the community.

Dollars could be raised for this program without actually benefiting our Shelter.

Please use caution on this as once you have decided to raise money for a program/your agency, it must be used for that purpose.

Plan a Fundraiser

- ❖ Get the Board of Directors involved!!!! As staff you cannot do it all. You must rely on the Board members for their connections in the community.
- ❖ Include Your Donor Base. If you do not have a donor base, it will be difficult to have a successful fundraiser. If you do not have a donor base, start one immediately.
- ❖ Decide on a Date for the Event. Give yourself and your Committee plenty of time. A first time event you should plan on 9-12 months and for repeat events 6-9 months.

- ❖ Sponsorship is a MUST for any fundraising event. You need those dollars to help underwrite the cost of the event. You won't need sponsorship for a fundraising activity.
Example of Event: Golf Tournament, Dinner/Auction *Example of Activity:* recycling
- ❖ Venue –make sure to check on any permits you may need to have and/or deposits you may need to provide.
- ❖ Tickets - decide on the cost of the tickets – what is a realistic price in your community.
- ❖ Keep Accurate Records – this will be necessary for next year's event.
- ❖ Thank You's - - - Thank EVERYONE who donated, participated, volunteered etc.
- ❖ Evaluations – This is necessary for a successful event next year. Plan a fun celebration/evaluation meeting for all committee members, volunteers to discuss the event and make suggestions for changes to next year's event.

Types of Fundraising Events

- What works for your agency?
- What does your community already do?
- Check dates in your community calendar/chamber etc.
- Fundraising Ideas
 - ✓ Dinner/Auctions
 - ✓ Walks
 - ✓ Golf Tournaments
 - ✓ Fashion Shows
 - ✓ Flower Sales
- Smaller Fundraisers
 - ✓ GoodSearch
 - ✓ E-Bay
 - ✓ MaryKay, Cookie Lee Jewlery, Avon

- ✓ Recycling – bottles & cans and/or e-waste
- ✓ Restaurants -15-20% proceeds
- ✓ Coins – penny for your thoughts, add your two cents worth, change for change
- ✓ Macy's
- ✓ Baseball Game
- ✓ Entertainment Books
- ✓ Sees Candy


Flyers are available to provide a suggestion on what to include when you want to advertise one of these events

Make a Plan

Create a Fundraising Calendar for the Year. Don't plan too many fundraisers throughout the year - - you may end up asking the same people over and over again to support your organization.

Put together a time line for how long it will take to organize your fundraising events.

Utilize the newspaper, flyers, facebook and twitter to help promote your event(s)



Mimi's Cafe®

food
FRIENDS
& fun!

Delicious Fundraising

A DELICIOUS WAY TO RAISE MONEY!



DATE:
TIME:
LOCATION:

Enjoy delicious food in a fun atmosphere along with your family & friends while earning funds in support of:

Present this flyer to your server and Mimi's Cafe will donate 15% from each sale to your organization!

FUNDRAISING NEVER TASTED THIS GOOD!

Please, no flyers may be distributed inside or outside Mimi's Cafe during the event.

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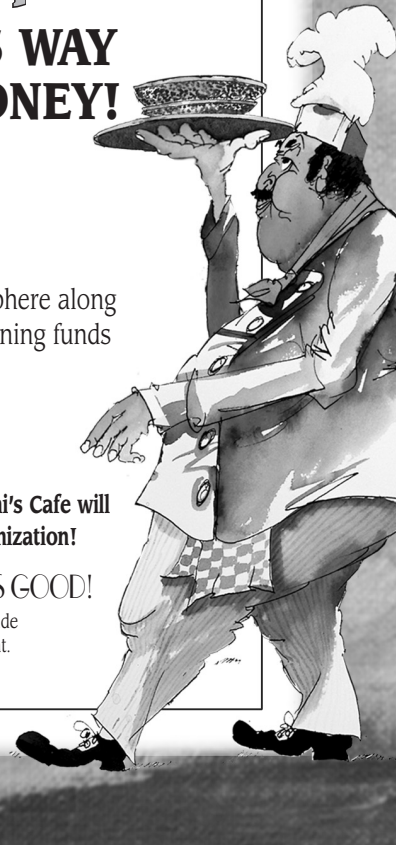
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Mimi's Cafe®



TASTE IS *everything*

SERVING FLAVORFUL VARIETIES AT BREAKFAST, LUNCH & DINNER!

We at Mimi's Café pride ourselves on our high standards of quality & wide variety of menu offerings at a price easy on the pocketbook.

We make all our traditional & original cuisine from only fresh ingredients, using our own authentic recipes.

Come in for breakfast and enjoy among other things:

Quiche Lorraine • Eggs Benedict

Cinnamon Raisin French Toast • Three Berry French Toast

Espresso Bar & Mimosas

That's just the beginning! Dine with us at lunch or dinner & savor:

Pasta Jambalaya • Chicken Pot Pie • Fresh Fish

Seasonal Features • Bountiful Desserts • Extensive Wine List

Our staff is here to make your experience enjoyable and pleasant. So come in today and see for yourself that nobody else makes food this good!



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FOOTHILL FAMILY SHELTER



Our goal is to raise \$10,000
We are asking all our friends
To make a ten dollar donation
On ten ten ten

10/10/10

October 10, 2010

All funds will help support the needs of our local community
during the holidays:

Thanksgiving baskets * Christmas baskets * Christmas wishes *

*Christmas toys * Breakfast with Santa

Help us raise \$10,000 on 10/10/10

Please make your \$10.00 check payable to:

Foothill Family Shelter

1501 W. Ninth St. Ste. D Upland CA 91786

909.920.0453

www.foothillfamilyshelter.org

Follow us on



Free Electronic Waste Recycling Event



FOOTHILL FAMILY SHELTER

When: October 2, 2010 (Saturday)

From 8:00AM to 1:00PM

1501 W. Ninth Street, Suite D

Upland, CA 91786

909-920-0453 ext106

Electronic Items Accepted:

Computer Monitors
Television sets
Cameras
Plasma TV's

PC Systems
Laptops
Copiers
Scanners

UPS
Printers
LCD's
VCR's

Cell Phones
Fax Machines
Vacuums
DVD's

**No Large Household Appliances, No Batteries, No Florescent Light Bulbs,
No Glass, No Wood and No Tires**

Brought to you by **Foothill Family Shelter** & Cal Micro Recycling (Certified Recycler CEWID# 110527)

Please fill out this form if a TV or Monitor is going to be dropped off
Saturday October 2 – 8:00am – 1:00pm Foothill Family Shelter Fund Raiser

Full Name _____ # Of Monitors/TV's _____

Street Address (**No P.O. Boxes**) _____

City _____ Zip Code _____

(Phone# _____ Only if 5 or more TVs / Monitors are donated)

Foothill Family Shelter can earn a donation every time you search the Internet and shop online!!!

GoodSearch & GoodShop



Search the web with Yahoo-powered **GoodSearch.com** and they'll donate about a penny to your cause each time you search!

Shop at more than 600 **GoodShop.com** merchants including Amazon, Best Buy, Toys R Us, and others, and a percentage of each purchase will go to your cause!

FEATURED IN

The New York Times

abc NEWS

O, THE OPRAH MAGAZINE

THE WALL STREET JOURNAL

FORTUNE
SMALL BUSINESS



Macy's
Shop for a Cause
to support the



Foothill Family Shelter

Victoria Gardens
October 16, 2010
10am to 10pm

For \$5.00 you can purchase a coupon for October 16, 2010 only and get:

- a coupon for 10%–20% off various items
- an additional 25% off of a single purchase
- a chance to win a \$500.00 gift card for a shopping spree

Coupons may be purchased at:

Foothill Family Shelter
1501 W. Ninth St. Ste. D
Upland, 91786

For more information:
909.920.0453

lindsee1@foothillfamilyshelter.org
megan@foothillfamilyshelter.org