



Third-Party Fundraising Event Packet & Application

Thank you for your interest in Bethany House Services. We appreciate your willingness to share your time, creativity and efforts to improve the lives of homeless families.

A third-party fundraiser is a special event, promotion or sale conducted by an organization or individual to benefit Bethany House Services. Partnering with friends like you enables us to provide emergency shelter, education and assistance to homeless families throughout our community.

In order to ensure that Bethany House Services' name and image are being used appropriately, we ask that all third-party fundraisers abide by the policies contained within this packet. Your cooperation will help us guarantee consistency and quality in the events that ultimately help our families.

Thank you again for your efforts!

Table of Contents

Introduction.....	Page 2
Fundraising Policies.....	Page 2
How We Can Help.....	Page 3
Fundraising Ideas.....	Page 4
Tips for a Successful Event.....	Page 4
Publicizing Your Fundraiser.....	Page 4
Capture Special Moments.....	Page 5
After Your Fundraiser.....	Page 5
Third Party Fundraising Event Application	Pages 6-7

Introduction

What is a third-party fundraiser?

A special event, promotion or sale conducted by an organization or individual to benefit Bethany House Services.

Who can conduct a fundraiser on behalf of Bethany House Services?

Individuals, clubs, corporate groups, classrooms, schools, scouts, Moms' groups — anyone who wants to make a difference in the lives of homeless families — is encouraged to sponsor an independent fundraising event.

Where will my donation go?

- \$1,500 feeds homeless families in our Fairmount shelter for one month.
- \$1,000 provides rent and case management services for a formerly homeless family for one month.
- \$750 provides emergency shelter, case management, meals, laundry, life skills/parenting training and 24-hour security for a homeless family for one week.
- \$500 provides post-shelter support and assistance for a formerly homeless family for six months.
- \$250 provides personal care items for the shelter for one month.
- \$100 provides transportation (bus card, bus tokens, gas) for a homeless mother and her children for a month.
- \$50 provides a week's supply of diapers and formula for a homeless infant.

Fundraising Policies

As the organizer of a third-party event, you are responsible for the planning, promotion and execution of the event.

- The *BHS Third-Party Fundraising Event Application* contained within this packet should be completed and returned to Bethany House Services for approval prior to conducting or publicizing the event.
- If approved, you will receive a *Letter of Authorization* (LOA) from BHS to validate the authenticity of the event and its organizers. Approval status will remain in effect for 12 months from the date of the LOA as long as the activity is consistent with what has been approved.
- We reserve the right to deny your event if we feel the method of fundraising conflicts with our mission or one of our signature events. You will receive written notice if your third-party fundraising event is not approved.
- All additional activities pursued by your group for the benefit of BHS must to be reported and approved.
- BHS must approve all event-related publicity in which the BHS name or logo is used in advance of distribution to the public. The name and logo must be used in accordance with the BHS graphic standards.
- The event organizer will pay any license/permit fees and cover all incurred expenses. Estimated expenses and revenue must be established and submitted for review by BHS before the event. Our goal is for expenses not to exceed 25 percent of the total amount raised.
- If BHS will not receive all event proceeds, it must be stated clearly in all publicity and collateral materials that **a portion** of the proceeds will benefit BHS.
- In order to avoid conflicting fundraising efforts, please notify BHS before you solicit any donations for your event, including underwriting, sponsorships or in-kind gifts (i.e. donations of food, printing services, etc.).
- Contributions are tax-deductible only if made directly to BHS, not a third-party organizer (unless the organizer is a 501(c)3 charitable organization).
- Gifts will receive recognition as stated in BHS's donor recognition policy.

How We Can Help

Bethany House Services is very grateful for the support of the community in helping achieve our mission.

Here's how we can help to make your fundraising event a success:

- Offer advice on event planning and fundraising
- Acknowledge direct contributions to BHS
- Provide and approve the use of our logo, as appropriate
- Provide a Letter of Authorization to validate the authenticity of the event and its organizers
- Provide appropriate recognition of fundraising efforts on our website and in social media.

Due to federal regulations and agency policy, we are unable to:

- Provide our tax-exempt number
- Offer funding or reimbursement for expenses
- Share mailing lists of donors or vendors
- Provide BHS letterhead
- Guarantee attendance of BHS staff, volunteers or clients at the event
- Provide assistance with marketing or promoting your event.

Fundraising Ideas

- 5K Run/Walk
- Auctions
- Bake Sale, Cake/Cookie Walk
- Bingo
- Book Sale
- Bridge Party
- Brunch, Luncheon or Dinner
- Car Wash
- Carnival
- Celebrity Event/Auction
- Coin Drive
- Chili Cook-off
- Craft Bazaar
- Dance-A-Thon
- Dessert Reception
- Email Blast
- Fashion Show
- Garage Sale
- Holiday-Themed Party
- Ice Cream Social
- Jeans Day/Jersey Day
- Silent Auction
- Raffle
- Restaurant Or Retail Promotion
- Classroom, School or Church Fundraiser
- Penny Drive
- Progressive Dinner
- Split the Pot
- Sports Tournament (Golf, Soccer, Bowling, Volleyball, Basketball, Putt-Putt)
- Wii Tournament
- Donations in Lieu of Birthday or Wedding Gifts

The possibilities are endless!

Tips for a Successful Event

Brainstorm: Bring together a group of people who share an interest or passion for raising money to support the mission of BHS and brainstorm ideas for your fundraising event.

Choose the RIGHT Event: The type of event you choose should fit the size, interests, talents, goals and time availability of your group. Once chosen, complete the event application and submit to BHS no later than 30 days prior to your proposed event date. We will contact you within one week of your application being received.

Identify Your Audience: Consider who is most likely to attend and support the type of event you have selected. Think about where these people live, work, play and shop. Publicize your event in these areas to reach your desired crowd. Don't forget about posting to specialty websites for special interest groups.

Develop a Budget & Fundraising Goal: Identify expenses and possible sources of funds, including products and services you may be able to get donated (i.e. venue rental fees, entertainment, decorations, food and beverages, auction items and raffle prizes). Set a fundraising goal for your event. Use the authorization letter from BHS to approach potential donors.

Schedule and Publicize the Event: Select a time that is appropriate and convenient for those who will be attending. Utilize company websites, email blasts, evites, signs & banners, printed materials (mailers), social media, community calendars, etc. The more ways you get the word out, the better!

Incorporate Other Ways to Raise Money & Reach Out for Support: Live or silent auctions, raffles, 50/50 drawings, passing the hat and sales of food or merchandise are examples of ways you can raise additional funds. Don't be shy about approaching business owners for donations. Consider asking them to sponsor or underwrite for your event.

Publicizing Your Fundraiser

The following verbiage is to be used when publicizing your event (i.e., in press releases, sponsorship or in-kind donation requests, etc.)

About Bethany House Services

Bethany House Services is a leader in the community in family sheltering, transitional housing for homeless families, post shelter support, rapid re-housing, permanent affordable housing and more. Founded in 1984, we work to move families from homelessness to housing, independence and self-sufficiency and to ensure that the family has the necessary skills and supports so that they will not return to homelessness. Visit us on the Web at www.bethanyhouseservices.org to learn about donation and volunteer opportunities. Like us on Facebook at www.facebook.com/BethanyHouseServices and follow us on Twitter at <https://twitter.com/BethanyHouseSvc>.

Capture Special Moments

Photos are a great way to capture your event to share with family, friends or the media.

Here are some tips on how to capture those special moments at your fundraiser:

- Take candid shots that capture various aspects of your fundraiser.
- Write out a targeted shot list in advance to make sure you get photos of everything and everyone you want.
- Include kids in the photos, if applicable.
- Capture images of your corporate sponsors, if applicable.
- Take close up shots.
- Have a photo release form available for anyone who is photographed to sign as agreement for the photos to be published.

After Your Fundraiser

The proceeds from your event will have a lasting impact on the families we serve. Please send/deliver proceeds to the address below within 14 days of the event:

Bethany House Services
Development Department
1841 Fairmount Avenue
Cincinnati, OH 45214

Checks should be made payable to: ***Bethany House Services***

Send your photos to BHS. We are always looking for committed supporters to highlight on our website, Facebook page, social media and in our publications.

Send Thank You letters to all of the supporters and volunteers that helped make your event a success.

Mark your calendar for next year's event!

Show your continued support for BHS – visit our website for details on other fundraising events taking place in the community.

We cannot thank you enough for your support!

Bethany House Services Third-Party Fundraising Event Application

CONTACT INFORMATION

NAME	
ADDRESS	
CITY, STATE & ZIP	
HOME PHONE	
WORK PHONE	
E-MAIL	

ABOUT YOUR EVENT

GENERAL EVENT INFORMATION

TITLE OF EVENT	
EVENT DESCRIPTION (attach additional sheets if needed)	
EVENT DATE/TIME	
RAIN DATE/TIME (if applicable)	
LOCATION	
ADDRESS	
CITY, STATE & ZIP	

OTHER EVENT INFORMATION

IF LOCATION IS A BUSINESS, WILL THERE BE AN ADMISSION CHARGE? YES <input type="checkbox"/> / NO <input type="checkbox"/>
BY INVITATION ONLY? YES <input type="checkbox"/> / NO <input type="checkbox"/>
OPEN TO PUBLIC? YES <input type="checkbox"/> / NO <input type="checkbox"/>
HOW WILL YOUR EVENT BE PROMOTED (flyers, radio, etc.)? PLEASE EXPLAIN:
WILL YOU USE SOCIAL MEDIA TO PROMOTE THE EVENT? YES <input type="checkbox"/> / NO <input type="checkbox"/> IF YES, WHICH ONES:
WHY DID YOU CHOOSE BETHANY HOUSE SERVICES AS THE BENEFICIARY OF YOUR EVENT?

FUNDING AND DONATION INFORMATION

ARE THERE BENEFICIARIES OTHER THAN BETHANY HOUSE SERVICES? YES / NO IF YES, WHOM:

ESTIMATED EXPENSES \$

ESTIMATED REVENUE \$

ESTIMATED PROCEEDS \$

DO YOU PLAN TO SEEK GIFTS/SPONSORSHIPS FROM LOCAL CORPORATIONS OR FOUNDATIONS?

YES / NO IF YES, PLEASE LIST NAMES AND ADDRESSES (attach additional sheets if needed):

DOLLARS RAISED PREVIOUSLY THROUGH THIS EVENT (list date and amount raised): Skip if N/A

Date: _____ \$ _____ / Date: _____ \$ _____ / Date: _____ \$ _____

DOLLARS RAISED PREVIOUSLY Date: _____ \$ _____

THROUGH THIS EVENT: Skip if Date: _____ \$ _____

N/A Date: _____ \$ _____

DATE FUNDS WILL BE
DONATED to BHS

WHAT ARE YOUR NEEDS FROM BETHANY HOUSE SERVICES (if applicable)?

TERMS OF AGREEMENT

I understand that:

- All events to benefit Bethany House Services must be approved by Bethany House Services prior to the event or event promotion.
- Bethany House Services must approve all publicity and promotional materials for proposed events that include Bethany House Services name or logo before they are released. Please forward a draft of all materials to Bethany House Services prior to the publicizing of the event or e-mail to lsiegel@bhsinc.org.
- When mentioning Bethany House Services in print or on air, it should be referred to as Bethany House Services. Please refrain from using abbreviations or shortened names.

Print Name

Signature of Event Organizer

Date

Signature of Bethany House Services Staff

Date