



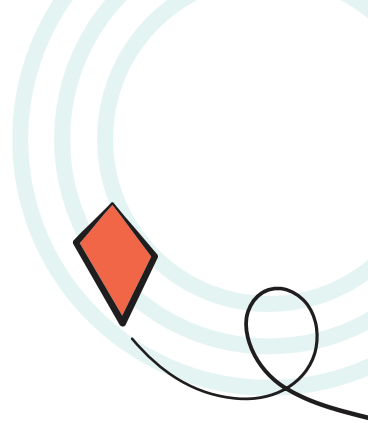
**Children's Home**  
Association of Illinois

# Third-Party Fundraising Toolkit





**Children's Home  
Association of Illinois**



## Dear Friends,

Thank you for your interest in hosting a Third-Party Fundraiser to benefit the Children's Home Association of Illinois (CHAIL). For the last 157 years, Children's Home has provided community support services to 1,700 at-risk youth and their families each month. We believe every child in our community deserves an opportunity to succeed, despite the insurmountable barriers that have been placed in their way. We are committed to raising up our community by transforming the lives of at-risk youth through education, prevention, clinical support, residential placement services, and more.

This toolkit offers you information on planning and hosting a Third-Party Fundraiser event to benefit Children's Home. Please complete the registration form and we will be in touch. Thank you for your generosity!

Sincerely,

**Children's Home Association of Illinois**  
**309-687-7215**  
[development@chail.org](mailto:development@chail.org)

### **OUR MISSION:**

To help the kids and families who need it most.

### **OUR VISION:**

To change the lives of the kids who will change the world.



# We appreciate your help!

## What is a Third-Party Fundraiser?

A Third-Party Fundraiser is a community fundraiser that benefits the youth and families we serve at Children's Home. It's an opportunity for members of the community to help make a difference in the lives of those we serve. All events, no matter the size, help our mission of helping the kids and families who need it most.

## Who can help our mission?

Anyone! We welcome all businesses, schools, families, foundations, and community groups that are interested in supporting Children's Home to host a fundraiser.

## How can we help you?

CHAIL can help provide the necessary marketing materials and tools to take your event to the next level. Our complete planning guide to make your Third-Party Fundraiser a success!

- Help with creation of a flyer
- Share on our social media
- CHAIL brand resources
- Provide a speaker or representative at event (if available)

**What we can't do:** Provide financial assistance, volunteers or sponsors, tax exempt number, insurance, liability coverage, and manpower.

## Where will your donations go?

All donations benefit our spectrum of services for at-risk youth and families in our community. The programs we provide don't just impact the individual child, they create positive ripple effects within their immediate family, neighborhood, community, and world by providing the opportunity to thrive. Every child deserves the chance to excel beyond their wildest dreams and you can help us make that happen.

- Placement
- Prevention
- Clinical
- Education
- Community

» visit [chail.org](http://chail.org) for more information about all of our services



# Steps to Success!

The kids and families we serve thank you for choosing us. If you have never planned an event or don't even know where to start, below are a few steps to make your event a success!



## STEP 1 - FORM A TEAM

Work as a team, brainstorm ideas for what you'd like to do for the fundraiser, and then assign tasks to each team member. Come up with the important details such as date, time, and location. Whether it's a corporate jeans day or a party, make sure you have all bases covered leading up to and on the day of the event. Remember to have fun with it!



## STEP 2 - REGISTER THE EVENT

Register your Third-Party Fundraiser with Children's Home by submitting the Third-Party Fundraising Event Application form online. Note: CHAIL reserves the right to decline any proposed Third-Party Fundraiser that does not align with our mission, vision, and/or values.



## STEP 3 - EVENT GOAL

Set a fundraising goal and be cautious of your expenses. You and your team are in charge of your event budget and are responsible for all event expenses. Remember, CHAIL is not able to financially contribute to support your event.



## STEP 4 - MARKETING IS KEY

This is a very important part of your planning – even internal fundraising events need to create buzz. Utilize your social media platforms, hang flyers, and spread the word to advertise your event so your audience is aware of what you're up to. Tell your friends and family why they should support CHAIL's mission.



## CHAIL Resources

- Solicitation letter template
- Social media post ideas
- Event ideas
- Event guidelines
- Thank you letter template

## Third-Party Fundraising Ideas

- 3 on 3 basketball tournaments
- 5K run/walk
- Bags tournament
- Bake sale
- Fishing derby
- Farm-to-table dinner
- Car wash
- Toy drive
- Super Bowl party
- Pop-A-Shot tournament
- Pancake breakfast
- Lemonade stand
- Golf outing
- BBQ/Cookout
- Auction
- Christmas/holiday party
- Restaurant/retail promotion
- Coin drive
- Battle of the bands
- And so much more!



## Increase awareness of your event with social media!

Tag us on social media platforms!



**Facebook** @ChildrensHomeAssociation



**Instagram** @childrens\_home\_il



**YouTube** @childrenshomeassociationofIL



**LinkedIn** Children's Home Association of Illinois



to make a donation, visit [chail.org/donate](http://chail.org/donate)

# Hooray! Time to Celebrate!

Your event is over, but these are steps you don't want to skip.



## Share photos from the event

Please email the best 3-5 photos from your event to: [development@chail.org](mailto:development@chail.org)

## Send in your donations/proceeds within 15 days of event

- Mail donations to: [Children's Home Association of Illinois, Development Department, 2130 N Knoxville Ave, Peoria, IL 61603](#)
- Checks should be made payable to Children's Home Association of Illinois
- Include a short note explaining your fundraiser
- Once we receive your donation, a thank you letter will be sent to you that includes a tax implication line for tax purposes



## Send thank you notes

It's a good idea to send a thank you to anyone that helped sponsor, volunteer, or donated to your event. If someone wishes to have a thank you letter sent from Children's Home, they must make the check payable to Children's Home Association of Illinois and leave the check in its original form before sending to CHAIL.

## FAQs

### ***When will we know if the event is approved?***

Within two weeks after you register, someone from CHAIL will contact you.

### ***Can CHAIL help organize the event?***

We can help answer any questions pertaining to the event, but we do not have the resources to handle all the tasks involved with planning your event. However, we will share on social media.

### ***Are donations tax deductible?***

If payment is made directly to the Children's Home Association of Illinois and no benefits were received in return (e.g. money for t-shirts, bake sales, etc.) and detailed information about the donor is provided, including name and address, we can issue an IRS-compliant tax receipt.

### ***Can we direct our funds to a specific program?***

Absolutely! We will work with you to ensure that your funds go directly to support the program of your choosing. If you don't have a preference, your funds will go into our general account to be used at CHAIL's discretion.





## Third-Party Event Guidelines

Special event fundraising is an important activity in the CHAIL development plan and enables us to better serve our clients and community. Such events should be conducted in a professional manner that reflects our mission, "Helping the kids and families who need it most." With that in mind, please review the following guidelines:

- The event and its promotion should reflect the integrity of Children's Home Association of Illinois and its mission.
- The event and its promotion should not be contradictory to the Children's Home Association of Illinois image and/or mission.
- The event should accomplish two goals: raise funds and positively increase the visibility of Children's Home Association of Illinois.
- The event and planning process should be a positive experience for any volunteers involved.
- The Children's Home Association of Illinois assumes no responsibility for expenses incurred by a Third-Party Fundraiser, an event to benefit the agency.
- The Children's Home Association of Illinois must approve the promotion of all events which include our name and/or use of agency, logo and/or mission.

Under no circumstances can an employee or representative of your organization act as an agent of Children's Home and may not open a bank account or sign a contract in Children's Home Association of Illinois' name. Neither are you, nor a representative, able to endorse or attempt to negotiate checks made payable to Children's Home, which need to be promptly forwarded to Children's Home for processing.

### Unacceptable Fundraising Methods

Children's Home Association of Illinois policies prohibit the following solicitation techniques:

- Telemarketing
- Door-to-Door
- Unapproved solicitation of CHAIL families, volunteers, and donors
- Unapproved use of photos of CHAIL families

### Raffles & Poker Runs

CHAIL is not responsible for raffles or poker runs hosted by Third-Party Fundraisers event planners. Individual states have laws and regulations regarding raffles. In Illinois, all raffles and poker runs require a license/permit through your local Sheriff's Office and prizes are subject to federal income tax. It is the responsibility of the event planners to research and follow local laws regarding raffles and poker runs.