

Fundraiser's Toolkit



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Welcome

Welcome to the beginning of your journey as a Children's Home of York fundraiser! We are so excited you made the choice to support our life-changing work as a volunteer fundraiser.

Since our founding in 1865, Children's Home of York has been serving children and families in need in South Central Pennsylvania. While we started out as just one home, we have grown to reach more and more struggling children and families. Although we now work with fosters and adoptions, operate residential programs and a 1-12 school, and conduct prevention programs throughout Pennsylvania, one thing hasn't changed: our commitment to empower children to thrive, strengthen families, and enrich communities.



By taking the step to volunteer as a fundraiser for Children's Home of York, you are now part of a 150 year tradition of making a difference for children and families. Thank you for taking this step with us. Every dollar you raise will help us bring smiles to children's faces and love to people's homes.

Cheers,

A handwritten signature in blue ink, appearing to read "Ron Bunce".

Ron Bunce, President/CEO

Mason's Story

Before we get into the nuts and bolts, we wanted to share a story with you about a young man who overcame impossible odds thanks to the BRIDGES™ program. It's always good to get a reminder of why we do what we do!

Mason came to BRIDGES when his school could no longer manage his aggressive behaviors, destructive outbursts, anxiety, and poor communication skills. Behaviors most certainly connected to his inability to understand and process his feelings of depression, anger, and fear. Mason was a victim of abuse.

For the first three months with us, the word "NO" spun Mason into tantrums that left tables, chairs and food upturned on the floor. He would scream, throw things at people, kick, bite, punch, and spit at staff. This could last for an hour or an entire day. After three months, the team began to question if we were the right place for him.

But the team wasn't ready to give up. They decided to try another incentive plan for him. His therapist would agree to play Lego for 30 minutes at the end of each day if he had a "good day". A good day meant that he followed all of the rules, completed his work, and participated in therapy. Soon, one "good day" turned into two, then three, then weeks. Mason's parents reported he was using his new coping skills at home too.

Lego time also turned into therapy time. His relationship with his therapist flourished and he began to trust. Trust is a big deal with most of our kids. In October, he had to go to the District Attorney's Office to testify about his abuse. Mason's parents were scared he wouldn't be able to go through with it, or worse, regress because of the trauma of retelling his story.

They asked his trusted therapist to be there to support him. When Mason's parents asked him if he would be ready to face his abuser, their biggest fear, he said, "It's OK mommy, I can do it!" When it came time for the interview, Mason was visibly upset. He took his therapist by the hand, and she walked him to the room where she would have to let him go... alone. He testified all by himself.

Mason is 7. He says he is ready to go back to his home school. He was successfully discharged earlier this year to return to his school and his family.

Fundraising Guidelines

Before we can get started with the fun stuff, we need to go over a few important rules if you're going to fundraise on behalf of Children's Home of York.

1) All fundraisers, changes to fundraisers, materials for fundraisers, and changes made to those materials must be first approved by a member of the CHOY development team.

We want to make sure that all fundraisers align with the values that guide our work here. Ex. A fundraiser selling illicit materials would not align with our values, and would be declined.

Note: Children's Home of York reserves the right to dissociate the organization at any time from a fundraising event being run by a volunteer.


2) All money announced to be raised for CHOY must be donated in a timely manner. If you state that you raised \$X for CHOY, we must receive \$X within one month of that announcement. Ex. If you announce that you raised \$500 for CHOY, but don't bring the donation in until half a year later, we may rely on that funding for a new project and then not have the money when we need it.

3) All money raised for a specific program must be designated to that program when donated, and sent to our Finance Team. If people give because they want to support a particular initiative, all checks and other funding must be labelled with which program it is to be designated toward, and sent with attention to our Finance Department. Ex. If you run a fundraiser to benefit the residents of the A.N.G.E.L. Center, all funding should be labelled as "for the A.N.G.E.L. Center," and sent with ATTN: Finance.


Fundraising Guidelines

4) **If a donor wants to receive a tax receipt for their gift, all payments must be made directly to Children's Home of York.** The IRS only provides tax credits for donations made directly to a nonprofit organization, not for those made indirectly. If a donor to your cause wishes to get a tax receipt, ensure they make their check out to Children's Home of York directly, or keep a detailed record of the cash they donated and provide that amount directly to us in cash. Ex. If you collect registrations in cash and then send us a check, only you will receive a tax receipt for the full amount of that donation.

5) **It must always be clear that the fundraiser is being run on behalf of CHOY by a volunteer.** Although you may be utilizing CHOY resources to run your fundraiser, it should be clear in messaging and to any volunteers that the fundraiser is being done on *behalf* of Children's Home of York, and not *by* CHOY staff members. Ex. A bake sale could say, "Proceeds benefit Children's Home of York," but should not say, "Children's Home of York is having a bake sale."



6) **Always treat our children and families with respect.** While it's true that we serve children and families in need, those needs can vary wildly. Not all children and families that are part of our programs live in poverty, not all of them struggle with mental health, and not all of them have experienced trauma. Please be respectful when speaking about our work to potential donors, and refrain from exaggerating the circumstances of those we work with. Ex. Instead of saying, "Please help the hopeless and desperate children at Children's Home of York," try saying, "Will you consider supporting Children's Home of York's efforts to serve struggling families in our community?"



Fundraising Tips

As long as you follow the above guidelines, we encourage creativity! But we've learned a few tips and tricks about fundraising here and there we'd like to share.

- ♥ Use your social media platforms to promote your cause! If you tag us we will usually be happy to share it on our page as well.
- ♥ Look for ways to use things you already have. There are probably lots of fundraisers you could run without spending any money on materials!
- ♥ Partner with local businesses. This is especially easy if you already know some local business owners, but even if you don't, many business owners/store managers are eager to make an impact on the local community.
- ♥ Use photos of children and families in any materials you create for your fundraiser. These photos will bring the cause to life for donors in a way that words alone never can. You can see that we follow this tip ourselves!
- ♥ Make your fundraiser fun! Remember that if you aren't excited about what you're doing, it will be hard to get other people excited about it. Do something that makes people smile as wide as these kids are smiling!



Fundraising Ideas

Are you looking for some ideas of fundraisers to get you started? Here are a few ideas that have worked well for past champion fundraisers!

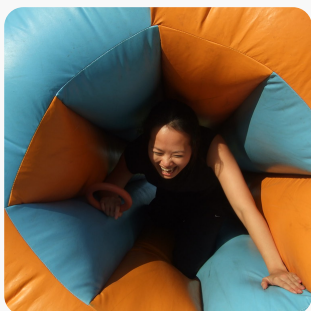


Food Fundraiser

Ah yes, the classic, the one and only food fundraiser! This one works best if you sell at a specific event in which you know people will be hungry. Choose a crowd pleaser like hot chocolate or candy for best results!

Athletic Event

This one requires a bit more setup, but it can be one of the most and engaging events! Find a place, and charge a registration fee for the event. Add to the fun by giving out prizes to the winning person or team!



Silly Games

Similar to an athletic event, but this time make it something more silly! Challenge your participants to see who can fit the most marshmallows in their mouth, or who can roll down the hill in a trash can the fastest. The crazier the better!

Fundraising Competition

Challenge two or more teams to see who can raise more in a limited amount of time! Amp up the stakes by letting the teams compete for your personal contributions to the fundraiser. If you aren't sure how to get started with this one, look up Penny Wars!



Fundraising Ideas

Party Favors



Are you having a party/event? Consider asking guests to contribute to Children's Home of York instead of giving traditional gifts! This is one of the easiest fundraisers to run, and can raise a lot if you have generous friends.

Put Yourself Out There

One of the best ways to motivate your family and friends to give to a good cause is to make a fool out of yourself in the process! Whether it's shaving that beard you love, doing a goofy dance in front of the school, or making a mess, find a way to embarrass yourself in a fun way.



Showtime!

Create a live event that people don't want to miss, and ask for a donation in exchange for admission! The most common of these are benefit concerts, but feel free to think outside the box about what events your friends and family want to see.



Restaurant Night

Perhaps the easiest fundraiser of all is to partner with a local restaurant! All you have to do is get them to agree to donate a certain portion of an evening's meals (usually somewhere between 10-20%) to Children's Home of York, and then tell your friends and family to come out and support a good cause.





CHOY Logos and Branding Guidelines

Are you interested in using our logo and colors? Check them out below! We can send digital files as well.



This is our full logo with our tagline. If you have space for the tagline, it's always best to include it!



This is our regular logo. This one is safe to use almost anywhere, and is probably the one you'll use the most.

Pantone 2955 C
RGB 0 56 101
HEX: 003865

Pantone 368 C
RGB 120 190 32
HEX: 78BE20

These are our colors!
To make your fundraiser feel like a true CHOY event, use these whenever you can.



CHOY Logos and Branding Guidelines

Make sure to read below before using our official name and logo!

~~The~~ Children's Home of York

There is no "the" before Children's Home of York.

Children's Home of York

Always include "of York" to make sure we are not confused with other Children's Homes.

BRIDGES™

The BRIDGES™ program always needs to have the trademark symbol and be fully capitalized

A.N.G.E.L. Center

The A.N.G.E.L. Center should have periods after every letter to show it is an acronym.

**The Independent
Living Program at
George Street**

This is the full name of our program for young men on George Street. However, it is okay to shorten it to George Street once it has been established that you are talking about the IL Program.

**Children's Home of
York Permanency**

This is the official name of our program that works with children in the foster care system. However, it is also appropriate to refer to the program as, "Fosters and Adoptions."

Key Contacts

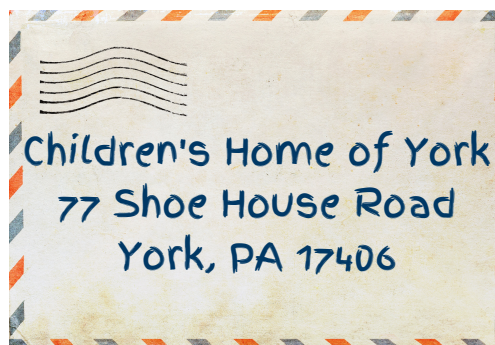
Any questions about fundraising for CHOY? Reach out to us anytime!



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