



The Sturge-Weber Foundation
Roots to a Cure FRIENDraising Policy

2017-2018

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WHAT IS THE COMMUNITY FRIEND-BUILDING CAMPAIGN?

The community friend-building campaign is designed by the Sturge-Weber Foundation to make new friends and nurture those friendships made throughout the year. We cannot do it alone; we need you! We are thrilled that you have agreed to be part of a network of people who will work closely with the Foundation to generate publicity and raise funds.

HOW DO I GET STARTED?

It just takes your commitment and dedication and if possible, consider joining forces with other in your community. You can split the responsibilities and have fun while you create innovative projects for the campaign.

There are two key areas of focus:

Community Fund Raising: Organize a special event in your community, start a letter writing campaign or encourage your friends to purchase or sponsor projects. The funds generated by projects like these are integral to support the SWF mission.

Outreach and Awareness: Educate your community through grassroots efforts. You can work with the press to generate media coverage in the form of TV segments, radio interviews and print articles, or, you can also make arrangements for speaking engagements to educate civic and community groups.

You should set some initial goals and you may want to work with some of the Foundation staff to make your goals measurable and attainable.

WHAT RESOURCES DOES SWF PROVIDE?

SWF can help you by providing:

- Dedicated staff members to assist you with initial organization and ongoing support.
- Updated informational and educational materials.
- Over the phone training sessions for you and your volunteers.

WHAT ACTIVITIES AM I EXPECTED TO PERFORM?

You may choose to host a large community event, or organize several days to distribute informational materials, execute a series of smaller events for your friends and acquaintances. The volume of such initiatives is completely up to you since you know your community better than anyone else. You decide what works best for you and for your community. Remember, you do have the Foundation staff available to provide you with materials, support and guidance.

RAISING FUNDS

Volunteers and friends play a huge role in raising revenue to support the mission and programs SWF. Committed individuals who serve as volunteers have a direct impact on the programs and services the Foundation provides to the SWF community.

Learn how you can help by reviewing the following pages, which outline a variety of fundraising opportunities. For more information, please contact Susan Finnell, at (973) 895-4445, or via e-mail at sfinnell@sturge-weber.org.

ORGANIZING A SPECIAL EVENT

If you are interested in organizing a special event in your community, SWF can provide valuable insight and guidelines to assist you. Please use the suggestions listed on the next page to help determine what type of event you would like to plan.

Step 1 - Pick a Type of Event

The amount of time you have to commit to this project will help determine what type of special event you are interested in organizing in your area. Be sure to fill-out the application and budget forms, and submit them to SWF in conjunction with the signed special event agreement. Endorsement from the Foundation is necessary in order to proceed with event planning.

Step 2 - Recruit a Committee

You will need to recruit volunteers to help you organize your event. Remember that the number one reason why people participate is because you personally ask them to take an active role. To start, make a list of people that you have helped in the past with their cause by making a donation or volunteering your time for their event. It is also important to recruit committee members that can either help organize the event or can afford to come to your event. For example, if you organize a golf tournament, make sure that you recruit active golfers to help sell your golfing spots.

Step 3 - Determine a Budget

Before you determine the cost to attend your event, go through your expenses. Once you have an idea of your expenses, you can set the cost for people to attend the event or determine the recommended donation amount. Remember that you are organizing the event to make a profit. Participants will want to know how much of the ticket price will be given to the Foundation. You will need to set your prices accordingly in order to benefit both the participant and the Foundation.

Step 4 - Use the SWF as a Resource

Remember that the SWF staff is available to help you meet your fundraising goals. We can help you brainstorm, provide suggestions and put you in touch with volunteers who have organized a similar event.

SELECTING AN EVENT:

Below is a list of events that volunteers throughout the country have organized or participated in on behalf of SWF. If you are interested in organizing a special event in your community, please review the following event menu for some ideas.

1. Garage Sale - These events can generate anywhere from \$200 to \$5,000 with a relatively low expense ratio. Encourage your neighborhood, school or community to donate items and volunteer to staff the sale.
2. Golf Tournament - Golfers enjoy participating in tournaments to benefit a charity because often these tournaments are held on private courses that a golfer may not have access to on a regular basis.
3. Themed Dinner - This can be an elegant black-tie affair, an evening with a comedian or held in conjunction with a holiday (St. Patrick's Day, Valentine's Day, Halloween, etc.). Dinners also provide an opportunity to raise additional funds through a live and/or silent auction. Charity dinners can easily raise anywhere from \$10,000 to \$100,000 based on the market you want to target.
4. Walk-A-Thon - Participate in a local Marathon! This is a great way to motivate a community and generate funds for SWF. The key to a successful walk is RECRUITMENT, RECRUITMENT, and RECRUITMENT!
5. The above event list provides various fund-raising vehicles that you can organize locally to raise revenue for SWF. Please keep in mind that many other opportunities are available based on your interests and contacts. The Foundation staff can make available to you guides on how to maximize your efforts for any of the above options.

Just remember, ask and you shall receive!

Below are three important and simple rules to remember about asking for a donation for a good cause.

- The #1 reason people give to a charity is because they are asked! Give others the opportunity to support you in your fundraising efforts. Your friends, family members and co-workers will be glad you asked them to help.
- Ask people who have asked you to buy an item or make a donation to their cause in the past. Who sold you Girl Scout cookies, Kiwanis peanuts, magazines, etc.? Did you make a donation to your neighbor's fundraising drive or sponsor someone in a walk?
- Contact businesses that you frequent. Ask your drycleaner, doctor, hair salon, lawn service or plumber. Look in your checkbook to see who you pay on a regular basis and ask for a donation.

GUIDELINES

The information provided below explains the role SWF will play in assisting you with your fundraising event. It outlines legal information and financial obligations regarding fundraising for the benefit of the Foundation and is designed to give credibility to all fundraisers:

The Sturge-Weber Foundation must be made aware of all fundraisers and fundraising events. The Foundation believes that a reasonable percentage of the gross revenues from all fundraising events should be directed to the organization's mission. Therefore, a third-party that organizes an event to benefit the Foundation is required to keep expenses to 25% of gross revenue is required.

The Foundation can provide you with the appropriate waiver for your event. If an item is sold as a fundraiser for the Foundation, the item to be sold must be non-controversial in nature. The public must be told the specific amount from the sale of each item that goes to the Foundation, which is considered a donation to the Foundation. Permission must be obtained from the Foundation to use its name and logo, and strict reproduction guidelines must be followed.

All promotional materials related to an event benefiting the Foundation must be reviewed and approved by the Foundation prior to its production and distribution. This includes, but is not limited to, invitations, press releases, newspapers articles, etc.

The Foundation must be informed of any effort to recruit financial underwriters or sponsors in order to ensure that there is no duplication of efforts.

The Foundation is not able to handle any of the administrative aspects of an event. It does not have the manpower to handle the administrative tasks like invitation distribution, compiling RSVPs or selling tickets.

Organizers of the event are responsible for complying with all IRS regulations regarding the event. IRS regulations are quite specific and are provided for your review. Organizers of the event should provide publicity for this promotion and commit the necessary funds from its advertising budget.

All proceeds are required within 15 days after the conclusion of the special event or promotion. All checks must be made to the Sturge-Weber Foundation and sent overnight with a tracking record to the Sturge-Weber Foundation, 12345 Jones Road, Suite 125, Houston, Texas 77070.

Reimbursements are made via check requests and must fall within the approved budget parameters. The requests should be sent to Susan Finnell via email (sfinnell@sturge-weber.org) who will review them against the budget submitted with the planning form.

PLEASE PROVIDE AT LEAST TWO WEEKS NOTICE FOR CHECK REQUESTS.

For acknowledgment purposes, be sure to provide an excel sheet with the names, addresses and amount of donation to:

The Sturge-Weber Foundation 12345 Jones Road, Suite 125 Houston, TX 77070 or send via email to:sfinnell@sturge-weber.org.

SPECIAL EVENT AGREEMENT

As a volunteer organizing an event to benefit the Sturge-Weber Foundation, you will receive the following support:

- Use of the SWF name. The name should appear as follows: "to benefit the Sturge-Weber Foundation".
- A letter from the IRS with the SWF federal tax identification number.
- The Foundation will ask contacts in your region, state or city whether they want to help you with your efforts. Please note the list of constituents that will be provided have expressed an interest in helping you. Their names are provided for the sole purpose of the Foundation mailings and should not be shared with vendors or other organizations.
- Payment of approved event expenses. Prior to planning your event, the Foundation requests that you submit a fundraising budget, which reflects the gross amount you plan to raise, expected expenses, and the expected net income of your event. We request that the cost of an event not exceed 25% of the gross income.

In order to receive the following support, the Foundation requests that volunteers comply with the items listed below. It is important that volunteers comply with our policies as they protect the Foundation's corporate identity and reputation, ensure that it is in compliance with the IRS regulations and disclosure requirements, and assure that the Foundation is above reproach when looked upon by organizations such as the Better Business Bureau.

- Do NOT solicit donors listed in the Foundation's annual report by sending them a letter to financially support your event with a contribution or in-kind donation.
- The Foundation's name must always be spelled-out. Please do not refer to the organization using the SWF abbreviation.
- Checks must be made payable to the Sturge-Weber Foundation.
- The Foundation accepts all major credit cards (AME X, MasterCard, Visa and Discover) through MobileCause. A special credit card page can be set up for your fundraiser when the Foundation receives your application.

The following disclosure requirements are mandated: The IRS presumes that donations are not tax-deductible - the IRS requires taxpayers to prove that the amount they pay exceeds the fair market value of the food, entertainment, merchandise, or other goods and/or services that the donor receives. You should NOT state in the solicitation materials, catalogs, or tickets that the donor's payment is tax-deductible if the donor is receiving something of value in exchange for the contribution. The IRS is clamping down on organizations that do not follow disclosure requirements - A law enacted by Congress in 1993 establishes strict rules governing the sale of tickets for special events, the sale of auction items, and other situations where the donor is receiving something of value in return for his/her donation. VIOLATIONS: The penalties for violating these requirements can be severe. A charity may be assessed a penalty of \$10 per contribution, up to a maximum of \$5,000 per fundraising event.

SUCCESS TIPS

Once you've got the basics down, add your own ideas to really personalize your effort. Helpful topics and proven examples from a fund-raising expert are listed below.

What you can do:

1. Start with easy targets - family and friends. Practice your techniques and build your confidence with a few trial runs. Then, go after the bigger marks.
2. Where do you spend your money? Ask the manager of a local gas station, grocery store, coffee shop, hair salon, dry cleaner or restaurant to make a donation in return for your faithful patronage.
3. Take advantage of peer pressure. Approach people in a group setting. Make a quick appeal before a business meeting, at a party or in the break room at lunch. Ask people to donate what they would spend on incidentals like movies, snack food, cocktails or dry cleaning for a week.
4. Don't forget to contact people who have asked for your support in the past. They will be happy to support you in your fund-raising efforts.
5. Keep your information (i.e. invitation, brochure, flyer) with you ALWAYS! You never know when you'll run into a potential sponsor, donor or volunteer. When you do, you'll be able to provide them with immediate information rather than a promise.
6. Remember to use matching gifts. Many companies match their employee's donations to nonprofit organizations. If a donor's company is among them, they can double or triple donation dollars. Suggest to everyone that they speak to the Human Resources Departments.

EXAMPLES OF FUNDRAISING OPPORTUNITIES FOR THE STURGE-WEBER FOUNDATION

(Note: Fundraisers with an "" are currently or have been done.)*

Soda/Water Bottle Fill Up

Fill any two liter bottle with dimes (or 16 oz. water bottles). When full it should equal \$500. (\$100 for water bottles). Great for easy spare change fundraiser.

Give It Up and Pay It Forward

Start a fundraiser where those who participate sign up to give up one thing that costs them money for a month. Then save the money for one month and pay it forward to SWF.

Adult Spelling Be

Take it back to elementary school! Each participant should be sponsored and/or raise funds for their entry to be the winner! In-between rounds, share facts about SWF/SWS, etc.

*Game Night

Host a game night with a selection of games to be played. Have players sign up to play their game with other opponents. \$10 playing fee - half goes to winners of each game, half goes to SWF. Or, hold a card tournament with a \$20 fee - half goes to the winner, half goes to SWF.

Jail and Bail

Kidnap a boss, teacher, principal and ship them off to jail. They can post their own bail or solicit bail from friends, family, and employees.

*Jeans Day

Have co-workers donate \$5 to wear jeans for the day. Or have a special Team Spirit Day, College Day, Pajama Day.

*Karaoke Night

Have a Karaoke Machine? Hold a tournament at your house and vote for the best singer in dollars!

Ugly Sweater Contest

Great for the holidays! Have everyone vote on the ugliest sweater in dollars!

Duct Tape Fundraiser

Great for kids and teens. Charge \$1 for a foot long piece of duct tape to tape a principal, teacher, or maybe even a boss to the wall!

SWS Sucks

Sell suckers! Color the bottoms of the sticks with a few different colors. Place the suckers in a styro-foam globe and have people pull out a sucker. Price the suckers based on the color and that is how much they will donate.

*SWS Bingo Night

Have a bingo night and charge a fee per card. Winners get a prize and proceeds go to SWF.

SWS Stake Out

Get stakes from the local hardware store. Print out the SWF logo and glue onto the stake. Have someone pay to have a person's yard staked out for SWS. Then charge the person that was staked to have them removed and stake another person.

*Restaurant Fundraiser

There are numerous restaurants that offer non-profit organizations the opportunity to fundraise by donating a percentage of their business during a particular date and time to patrons. Click below for details and a list of restaurants that offer this fundraising opportunity.

*Walks or Fun Runs (FALMOUTH ROAD RACE)

Organize or join an organized fun run or walk and collect donations from others to sponsor you for running or walking for SWS.

How to Set Up a Restaurant Fundraiser

1. Start planning your fundraiser at least 30 days in advance.
2. Work with your group to pick a couple of dates for the fundraisers. Restaurants will want to do them during the week, so make sure you have dates on Monday through Thursday.
3. Find a local restaurant to help you. The restaurant should be local and convenient to get to within a few minutes in evening traffic.
4. You have a day and you have a restaurant. Now it is time to promote. Some restaurants will give you flyers and stickers to hand out; some have you do your own. If you need to have the flyers brought back into the restaurant for your organization to get credit, make sure you get the flyers out to the public. For elementary schools, see if the fundraising restaurant will throw in a class party for the class with the biggest turnout. Use email. Use Facebook. You get the picture: get the notice out to everyone in the neighborhood to stop by.
5. Get volunteers to help you the day of the fundraiser. Have people greeting your group as they come in the door. Some restaurants will let fundraisers work behind the counter. Wendy's has allowed us to use their Wendy's outfit: it's always a hoot to see a principal dressed up and serving at one of these events. Bring your mascot costume as well.
6. Have fun! When everyone hears about the great time people had at the fundraiser, more will show up at the next one.

RESTAURANTS!!

- [Arby's](#) US Beef Corp gives back 15% and owns many Arby's restaurants across the western part of the country from Illinois, Missouri, and Kansas to Idaho, Wyoming, and Colorado.
- [BD's Mongolian Grill](#) Great way to fundraise for churches, PTA, and other non-profit organizations.
- [Bertucci's](#) Bertucci's DINING FOR DOLLARS allows your organization to enjoy a great meal and raise money for a great cause. Bertucci's is located in the northeast of the United States and gives back 15%.
- [BJ's Restaurant and Brewhouse Fundraisers](#) BJ's Restaurant and Brewhouse will host a fundraising event for your school, organization or charity. The standard fundraiser donates 15% of the total food and soft beverage purchase from guests who bring in flyers for your event.
- [Blaze Pizza](#) Blaze pizza is located across the United States and provides 20% back to the organization.
- [Boston Market](#) Boston Market provides a 15% donation on sales. They provide you with a flyer and event tickets. Restaurants are located throughout the United States.
- [Bruster's Real Ice Cream](#) Every Brusters Real Ice Cream store offers fundraising options. Find a local store in most states east of the Mississippi.
- [Buffalo Wild Wings](#) BWW has their Eat Wings, Raise Funds initiative that helps out local organizations near BWW restaurants.

- [Buca di Beppo](#) A Buca Fundraising Event will earn 15% for your non-profit organization. These Italian restaurants offer family-style dishes great for sharing with all the participants in your fundraiser.
- [Buona Beef](#) Chicago area Buona Beef restaurants have a Buona Benefits Night program, with 15% going back to the non-profit. If you like Italian Beef sandwiches that rival Portillos, this is your fundraiser.
- [Burger King stores operated by Tri-City Foods](#) Tri-City Foods operates Burger King restaurants in six Midwestern states. They donate 20% of event sales (from a limited menu) to your not-for-profit organization.
- [California Pizza Kitchen](#) CPK advertises 20% back through their fundraisers. CPK also has a great Scout program, where Scouts can make their own pizzas.
- [Cheeburger Cheeburger](#) Cheeburger Cheeburger helps you every step of the way, from creating flyers to making the night fun.
- [Chevys Fresh Mex](#) Chevys says it gives 20% back to nonprofits from fundraising events.
- [Chick-Fil-A](#) Chick-Fil-A offers four types of fundraisers; check with your local store.
- [Chili's Give Back Events](#) Chili's give back events provide a 15% return for all vouchers presented on the night of the fundraiser.
- [Chipotle](#) Chipotle offers in-restaurant fundraisers to certain types of nonprofits including K-12 school groups. An online application is required.
- [Chuck E. Cheese School Fundraisers](#) Chuck E. Cheese School Fundraisers receive 15% on sales. This is a great fundraiser for early grade school students.
- [CiCi's Pizza Buffet](#) Cici's says to contact individual stores about fundraisers.
- [Culver's](#) Culver's restaurants are usually locally owned and the owners are usually kid friendly.
- [Elmer's Restaurants](#) Not all Elmer's Restaurants participate in Restaurant Nights, so be sure to call your local Elmer's in the states of Washington, Idaho, Oregon, and California.
- [54th Street](#) 54th Street restaurants are located in St Louis and Kansas City, Missouri, and San Antonio and Dallas / Fort Worth, Texas. A fundraising event for your school, organization or charity can earn 15% of the sales.
- [Foster's Grille: Home Of The Charburger](#) Foster's "Dining for Dollars" program will give back 10% to your non-profit organization. Foster's Grille has family restaurants in Virginia, Florida, Maryland, and North Carolina.
- [Friendly's - Fundraising](#) Friendly's typically do their in-restaurant fundraisers on Monday, Tuesday, or Wednesday.
- [Fuddruckers](#) Another restaurant where I have seen advertisements for Fundraisers.
- [Go Roma](#) Go Roma Community Partners, their fundraising program, makes it simple for organizations to raise money by planning an event and eating at Go Roma restaurants.
- [Greene Turtle Sports Bar & Grille](#) The Greene Turtle Sports Bar & Grille helps local organizations through its Funds for Friends program on selected Tuesdays. This restaurant is in Virginia and Maryland.
- [Isaac's Famous Grilled Sandwiches](#) A community night at Isaac's will earn your organization 25%. Issac's are located in south-central Pennsylvania.
- [Jamba Juice](#) Jamba Juice offers beverages, smoothies, juices, and snacks. They offer discount cards and catering for fundraising events.
- [Jersey Mike's Subs](#) Jersey Mike's recently opened a shop in our neighborhood and did a great job partnering with all the local schools.

- [Kona Ice](#) All across the country, Kona Ice LOVES to give back to schools, sports teams and organizations. Since 2007, Kona has raised over \$3 million for local communities. This is a little different in that Kona comes to your event.
- [Lone Star Steakhouse](#) Lone Star's Dine & Donate is an easy way to raise money for your charity. They will donate 15% of your guests' checks back to you.
- [Lou Malnati's Pizzeria](#) Another favorite Chicagoland pizzeria offering a fundraiser night with 20% going back to the non-profit.
- [Maggie Moo's](#) Call your local Maggie Moo's ice cream place to see if they participate in an event you can host that's called Celebrity Scoop Night.
- [Marie Callender's Restaurant & Bakery](#) Marie Callender's offers two types of fundraisers: pie sales and dining-in (percentage policy for the latter not explicit on the website).
- [Margaritas Mexican Restaurant](#) Margaritas Mexican Restaurant offers a unique and authentic Mexican dining experience featuring traditional Mexican recipes and decor.
- [Max & Erma's](#) Max & Erma's advertise 20% return on their website and give some great tips for a successful fundraiser.
- [McDonald's](#) Some local McDonald's have local nights. Check with yours, as this is always a kids' favorite.
- [Moe's Southwest Grill](#) Moe's makes fundraising for your non-profit organization fun and easy.
- [Ninety-Nine Restaurants](#) Ninety-Nine Restaurants' "Dining for a Cause" nights are great across the New England area.
- [Noodles & Company Fundraisers](#) Noodles & Company offers fundraising events yielding a percentage of sales. Contact a local manager for details.
- [Oberweis Ice Cream Stores](#) Oberweis Ice Cream offers fundraising events where you get a percentage of sales.
- [Panda Express](#) Let Panda Express help you raise money for your school, organization, club or team. Tell friends and family to dine in or take-out at Panda Express and 20% of the event sales will be donated to your organization.
- [Panera Bread: Fundraising Nights](#) Panera has a sliding scale for payouts with the top payout at 20%. On the minus side is that if you don't get at least 20 orders, then you don't get a dime.
- [Pei Wei Asian Diner](#) Pei Wei will donate 20% of proceeds to your non-profit organization that supports culture, art, and diversity. You can choose lunch or dinner fundraisers.
- [Pizzeria Uno Chicago Grill: Dough Raisers](#) Dough Raisers earn up to 20% of sales.
- [Portillo's](#) Chicagoland has been waiting a long time for this one. 20% return on a Portillo's hotdogs restaurant fundraiser.
- [Potbelly Sandwich Shop](#) Raise 25% for your not-for-profit organization by hosting a Restaurant Night. Or for smaller organizations, run a Shake Fundraiser.
- [Raising Canes](#) Great chicken and 15% back for your event.
- [Red Robin Gourmet Burgers](#) An in-restaurant fundraiser is available for schools.
- [Roti Mediterranean Grill](#) Roti offers 20% to non-profit groups.
- [Rubio's School and Church Fundraisers](#) Rubio's offers fundraisers for schools, church groups, sports groups, philanthropic causes or other non-profit initiatives.
- [Sonic](#) Contact your local Sonic drive-in about whether they offer fundraising events.

- [Souplantation and Sweet Tomatoes](#) Souplantation and Sweet Tomatoes advertise their Fun-Raisers. Give it a try if you have one in your neighborhood. 15% is returned to the organization.
- [Wendy's](#) Each local Wendy's is different. We always get a great crowd when going to our local Wendy's on a school night.
- [Yogurtini Fundraisers](#) Yogurtini offers a delicious and fun way to raise money for your non-profit group. Located in Arizona, Colorado, Florida, Georgia, Kansas, Missouri, and Nebraska.