

# Community Fundraiser Program Package



Thank you for considering the Hope for Hypothalamic Hamartomas (Hope for HH) as a beneficiary of your fundraising activities. Hope for HH appreciates your efforts in helping to raise funds to eradicate HH and serve those touched by the disease.

A **Community Fundraiser** is defined as an event that is planned, organized, and executed by someone other than a Hope for HH staff member. This can include anything from a school bake sale, a picnic outing at a local park, a 5k race, or a benefit concert and beyond.

This packet contains the following information:

- A copy of the **Hope for HH Policies and Procedures** for the Community Fundraiser Program and the Hope for HH Logo Guidelines. Please review these policies and procedures carefully.
- A **Community Fundraiser Proposal Form**. This form should be completed and returned to the Hope for HH office as soon as possible.
- A **Community Fundraiser Proposed Budget Form**. This form should be completed and returned to the Hope for HH office no less than 30 days prior to the proposed event. Upon receipt of the form, Hope for HH will evaluate your proposal and contact you to further discuss your event.

As a final note, although Hope for HH actively encourages community fundraising events, Hope for HH must approve all events in advance. This is an important safeguard in preserving the integrity of the Hope for HH name and our commitment to donors, whose generous contributions are based upon our pledge to raise money in a cost-efficient and effective manner. We appreciate your interest in fundraising for Hope for HH, and we look forward to working with you! Please contact us with any questions you may have.

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## Hope for HH Policies and Procedures for Community Fundraisers

- No party may use the Hope for HH name or logo or otherwise indicate to the public that an event is being held for the benefit of Hope for HH without the prior express written consent of Hope for HH.
- In naming the event, Hope for HH should not be used in the title, but rather listed as the beneficiary of the event. For example, organizers should not refer to the event as the Hope for HH Golf Tournament.” Instead, it should be promoted as “Golf tournament to benefit Hope for HH”.
- The official logo of Hope for HH should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the Hope for HH logo must adhere to established graphic standards.
- Hope for HH must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
- All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit Hope for HH.
- Under no circumstances can community fundraising event revenues and expenses flow through Hope for HH's books. Only the net amount (final proceeds from event) should be processed by Hope for HH.
- Under no circumstances will Hope for HH allow organizations/sponsors to set up a temporary bank account in Hope for HH's name.
- If applicable, Hope for HH should receive a list of targeted sponsors before they are approached in order to minimize overlap with other Hope for HH sponsored programs.
- Organization/sponsor is responsible for obtaining all permits.
- Organization/sponsor must obtain its own liability insurance to cover the event.
- Hope for HH will provide a written tax receipt to donors who make their contributions payable to Hope for HH in accordance with state and federal laws.
- Hope for HH will promote the event through Hope for HH newsletters and Facebook.

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## Logo Guidelines

Hope for Hypothalamic Hamartomas encourages you to visually “brand” Community Fundraisers benefiting the Foundation. To ensure the logo is used effectively and appropriately, the following guidelines must be followed:

### Usage Guidelines

Permission to use the Hope for HH logo is, in all cases, at the ultimate discretion of Hope for HH. Hope for HH reserves the right to deny this permission at any time. The logo may not be used on any item that is to be sold.

### Graphic Standards

The logo must be reproduced by downloading the authorized versions available to approved parties on-line. It cannot be redrawn or modified in any way. Once downloaded, the logo may be reduced or enlarged proportionately to fit on different size items (t-shirts, mugs, stationery, etc.).

It is not permissible to add any text to the logo such that the text appears to be a part of the logo.

Text must be spaced far enough from the logo so that it is clearly a separate element of the finished piece. The amount of space this requires will vary depending on the size of the logo and the piece overall.

There are two authorized versions of the logo: One for reproduction in color (see color specifications below), and one for reproduction in black and white. The logo may not be reproduced in any other colors.

If you are having items professionally printed, the printer may ask you for the logo's PMS colors.

Blue (#597d8e): PMS 307

Green (#75a008): PMS 362

Brown (#6b5449): PMS7519

The logo should not be screened back (made transparent) or used as a watermark.

Approved parties may request a copy of the logo for their Community Fundraiser via email to Erica Webster at [ewebster@hopeforhh.org](mailto:ewebster@hopeforhh.org).

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## COMMUNITY FUNDRAISER PROPOSAL FORM

Name of Organizer/Group: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please give a brief description of the event you wish to organize to benefit Hope for HH:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date and Time of the event: \_\_\_\_\_

Location the event will take place: \_\_\_\_\_

Have you held an event to benefit another organization before? YES NO

If Yes, for what organization and when did this event take place? \_\_\_\_\_

How will you promote/publicize the event? \_\_\_\_\_

Estimated Number Participants/Guests? \_\_\_\_\_

How will the money be raised (ticket sales, raffles, contributions, etc.)?: \_\_\_\_\_

What percentage of proceeds will be donated to Hope for HH? \_\_\_\_\_

How will Hope for HH receive a payment from the proceeds of this event (Business check, personal check, etc.)?: \_\_\_\_\_

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## COMMUNITY FUNDRAISER PROPOSAL FORM

Please attach a proposed budget for your event (see attached form). Be as specific as possible. Also specify which of any costs or expenses you expect to be underwritten or donated as gifts in kind. Please note that Hope for HH Board volunteers already support a full array of programs and services and are unable to provide assistance to community fundraisers.

I/we acknowledge receipt of the “Hope for HH Policies and Procedures for the Community Fundraiser Program” and the “Hope for HH Logo Guidelines” and agree to comply with all provisions in organizing and holding our fundraising event.

\_\_\_\_\_

Dated

\_\_\_\_\_

Signature of Responsible Party

\_\_\_\_\_

Dated

\_\_\_\_\_

Hope for HH Approval

RETURN TO: Lisa Soeby, PO BOX 721, Waddell, AZ 85355 or email a PDF copy to [lsoeby@hopeforhh.org](mailto:lsoeby@hopeforhh.org)

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## Community Fundraiser Sample Budget

Name of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Date/Time: \_\_\_\_\_

Submitted by: \_\_\_\_\_

INCOME	AMOUNT (\$)	EXPENSES	AMOUNT (\$)
Ticket/Admission (# ___ x \$ ___) =:		Decorations:	
Sponsors:		Entertainment:	
Donations:		Fees, etc:	
Other (list):		Food:	
Other (list):		Postage:	
Other (list):		Printing/Graphic:	
Other (list):		Supplies:	
Other (list):		Other (list):	
Other (list):		Other (list):	
<b>TOTAL INCOME (\$):</b>		<b>TOTAL EXPENSES (\$):</b>	

Estimated proceeds to give to Hope for HH: \_\_\_\_\_

How will the proceeds be delivered to Hope for HH (cash, check, etc)?: \_\_\_\_\_

Expected date of delivery\* of proceeds?: \_\_\_\_\_

***\*must be within 45 days of the event***

An income and expense accounting is required at the end of every event. Hope for HH reserves the right to review any official accounting records. Every fundraiser agrees to provide Hope for HH with a complete list of monetary and nonmonetary donors including name, address, phone and item or amount donated.

**DONOR NAMES WILL NOT BE SOLD OR USED FOR DIRECT MAIL OR TELEMARKETING PURPOSES. HOPE FOR HH MAY CHOOSE TO ACKNOWLEDGE DONORS DIRECTLY.**