



BENEFICIARY EVENT GUIDELINES

KIDS Center is very grateful to those who wish to organize events to collect cash donations or items from our wish list. Since our beginning, more than 25 years ago, Central Oregon's communities have played a significant role in making our vital child abuse evaluation and treatment services available at no cost to children and families. Today, your help is more important than ever. Thank you for being a partner in addressing child abuse in our community. You are not only raising much-needed funds, but you are also raising awareness of KIDS Center and our mission: the prevention, evaluation, and treatment of child abuse.

DEFINITION OF BENEFICIARY EVENT

A fundraising activity held by an individual, group, organization, or business with proceeds to benefit KIDS Center, and where KIDS Center has no fiduciary responsibilities and little or no staff involvement. As much as we would like to help, we have limited resources.

EVENT APPLICATION AND APPROVAL

If you or your organization would like to hold a beneficiary event, please review the following information, and complete the **BENEFICIARY EVENT REQUEST FORM**. Once it is approved, signed, and returned to you, you are ready to start promoting your event. Contact Joni Gullixson at 541-306-6063 if you have questions.

MARKETING AND PROMOTION

1. Accurate use of our name and logo is required. KIDS Center must approve all materials including but not limited to advertising, letters, brochures, flyers, posters, and press releases prior to production or distribution.
2. Promotion for the event should reflect KIDS Center as a beneficiary and state the percentage of the proceeds that will be given: i.e. all/50% of the proceeds from this event will benefit KIDS Center.
3. Any promotion of the event must avoid statement or appearance of KIDS Center endorsing any product, firm, organization, individual or service.
4. KIDS Center has established many strong donor relationships with businesses and individuals in our community. Out of respect for these relationships and to avoid donor fatigue, KIDS Center requests to see a list of targeted sponsors and in-kind donors for your event prior to the ask. This will eliminate overlap of existing KIDS Center events and fundraising campaigns.
5. Within 60 days following the event, organizers need to submit funds payable to KIDS Center.

EVENT TYPE/INSURANCE/LIABILITY

1. The activity should be one that does not conflict with the cause and mission of KIDS Center.
2. Event organizers are responsible for obtaining any necessary permits, especially those for raffles, required by local and state government and complying with all applicable laws.
3. Event organizers must obtain appropriate insurance if needed.
4. KC cannot be held liable for details associated directly or indirectly with the event, including, but not limited to: expenses, purchases, insurance, or liability coverage.

WHAT KIDS CENTER CAN PROVIDE FOR YOUR EVENT – AT YOUR REQUEST

Prior to event

- KIDS Center logo to use for promotional materials.
- Social media posts(s) promoting your event.
- Email notice to KIDS Center staff, Board, and closest friends
- Email notice to all local supporters – if schedule allows it and your event expects revenue of \$2,000+
- Your event will be added to KIDS Center's event calendar – if your event expects revenue of \$2,000+
- Tour of KIDS Center for your organizers (tours are 4 to 12 guests)

At event

- Tri-fold presentation board with information about KIDS Center.
- Sign-up sheet for your guests who want to take a training, tour, or are interested in volunteering.
- Speaker – if your event expects revenue of \$2,000+
- Volunteer(s), board member, or staff attendance – if your event expects revenue of \$2,000+

After event

- Tax receipts/thank you letters for checks made payable to KIDS Center.
- Check presentation at KIDS Center with pictures.
- Tour of KIDS Center for your event participants (tours are 4 to 12 guests)
- Social media post thanking you for your beneficiary event

WHAT KIDS CENTER IS NOT ABLE TO PROVIDE

1. Support staff - Assistance in organizing and recruitment of sponsors/donations/guests.
2. Use of the KIDS Center Federal tax ID number – as beneficiary events are considered a third-party event.
3. Insurance or liability coverage.
4. Funding or reimbursement of your expenses.
5. Access to donor lists or contacts.
6. Any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or costs.

TIPS FOR PROMOTING YOUR FUNDRAISER

- Send direct messages to your Facebook friends, post on Twitter, and email family and friends....send several messages!
- Take a quick video with your smartphone and post to social media - be sure to tag KIDS Center via: @KIDSCenter
- Reach out to local businesses you patronize, neighbors, your church community, and local media.
- Share your story why you help KIDS Center.
- Set up a personal fundraising page on [Classy](#) – share the link via Facebook, etc.

THANK YOU FOR YOUR SUPPORT!

Our volunteers, whether they are on-site, event, or fundraising, are so special to us. We are always amazed at the countless hours they graciously donate. Volunteers enable KIDS Center to provide valuable services to an ever-growing number of children and families affected by child abuse in Central Oregon. We could not do what we do without their help!

SAMPLE IDEAS FOR BENEFICIARY EVENTS BELOW

Businesses

Individuals/Organizations

Kids – or Kids-at-Heart - great way to teach philanthropy to your children!

BUSINESSES

- Chain of Hearts – Sell paper hearts to your employees and/or customers. Write their name on the heart and put them on a wall or display board. Great idea for creating public awareness about KIDS Center!
- Counting on You – fill a large container with candy, marbles, or corks, etc. Employees and/or customers pay to guess how many are in the container – the winner gets a great prize.
- Donation Per Transaction – make a donation for every transaction: haircut, home sale, etc. during a set time period.
- Donate all or a percentage of your proceeds – on a designated day or week.

- Dress Down or Dress Up Day – employees pay to wear jeans , a crazy costume, or formal wear.
- Guess the Baby – ask employees to bring a baby photo, pin them up in your office, charge a fee for employees to guess each baby’s name. The person with the most guesses wins a prize or gets a paid day off.
- Light Up A Child’s Life – set up a holiday tree with 1,000 lights, but leave the bulbs slightly unscrewed. When a customer or employee donates, they turn on a bulb.
- Promise Auction – ask everyone in your office to write down a promise of what they could do for someone else...baking a cake, helping put up shelves, doing their filing, teaching how to do something, etc. Auction them off during lunch.
- Team Competition – departments against each other; or, mixing and matching staff so employees get to know each other. It’s great for office morale. The event can take place on one day or over a week or month.
- Remote-control race in your office – or another type of competition. Employees pay to participate. The winner gets a prize or a trophy. Do this weekly and the trophy is passed along to the new winner.

INDIVIDUALS/ORGANIZATIONS

- A-thons (jog, bowl, dance, read, etc.)
- Ask your neighbors for a donation – great for public awareness!
- Bingo
- Book sale or swap
- Dinner party – costume and/or theme
- Dollars for Dares – set up a Classy or Crowdfunding page, announce the dare that you will complete if you raise a set amount of funds. Ideas: diving into the river in winter, dying your hair, shaving your beard, performing a song in person
- Donations in lieu of birthday, graduation, shower, or wedding. Add to Classy or Crowdfunding page.
- Game night – provide deserts
- Give It Up – encourage your family and friends to give up (for one day or a week) their latte , tea, soda, happy hour, and donate the money instead. Add to Classy or Crowdfunding page.
- Golf Outing
- Happy Hour
- Letter writing: Write letters to everyone on your Christmas list and ask them to donate.
- Murder mystery night
- On-line campaigns: Set up Classy page – click here for instructions.
- Potluck Party – costumes or themes are fun
- Scavenger hunt
- Singing telegrams
- Talent show
- Trivia Night
- Wine-themed dinner or potluck – challenge each guest to donate 1 or 2 bottles of wine valued at \$40+ to KIDS Center for Cork & Barrel
- Yard sale

KIDS AND KIDS-AT-HEART!

- Bake sale – this can even be done online!
- Bike/trike-a-thon
- Board game tournament
- Car wash
- Collect donations for doing chores
- Collect loose change



BENEFICIARY EVENT REQUEST FORM

Name of Event:		Date of Event:	____ am/pm to ____ am/pm		
Location/Address of Event:					
Description of Event:			Cost to attend?		
Estimated # of guests:		What % of revenue will be donated to KIDS Center: Estimated donation amount:			
Contact Name:		Company name and title:			
Phone:	Cell:	Email:			
<p>What would you like KIDS Center to provide?</p> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Prior to event</p> <p><input type="checkbox"/> KIDS Center logo</p> <p><input type="checkbox"/> Social media post(s)</p> <p><input type="checkbox"/> E-mail notice to KIDS Center staff, Board, closest friends</p> <p><input type="checkbox"/> Tour of KIDS Center for your organizers (tours are 4 – 12)</p> <p>At event:</p> <p><input type="checkbox"/> Tri-fold presentation board – KC info</p> <p><input type="checkbox"/> Sign-up sheet for training/tour/volunteering</p> <p>After event:</p> <p><input type="checkbox"/> Tax receipts/thank you letters for donations directly to KIDS Center</p> <p><input type="checkbox"/> Check presentation at KIDS Center with picture</p> <p><input type="checkbox"/> Tour of KIDS Center for your event participants (tours are 4 – 12)</p> </td> <td style="width: 50%; vertical-align: top;"> <p>IF EXPECTED REVENUE IS \$2,000+:</p> <p><input type="checkbox"/> Email notice to local supporters – if email schedule allows it</p> <p><input type="checkbox"/> Speaker at event</p> <p><input type="checkbox"/> Volunteer(s), board member, or staff attendance</p> </td> </tr> </table>				<p>Prior to event</p> <p><input type="checkbox"/> KIDS Center logo</p> <p><input type="checkbox"/> Social media post(s)</p> <p><input type="checkbox"/> E-mail notice to KIDS Center staff, Board, closest friends</p> <p><input type="checkbox"/> Tour of KIDS Center for your organizers (tours are 4 – 12)</p> <p>At event:</p> <p><input type="checkbox"/> Tri-fold presentation board – KC info</p> <p><input type="checkbox"/> Sign-up sheet for training/tour/volunteering</p> <p>After event:</p> <p><input type="checkbox"/> Tax receipts/thank you letters for donations directly to KIDS Center</p> <p><input type="checkbox"/> Check presentation at KIDS Center with picture</p> <p><input type="checkbox"/> Tour of KIDS Center for your event participants (tours are 4 – 12)</p>	<p>IF EXPECTED REVENUE IS \$2,000+:</p> <p><input type="checkbox"/> Email notice to local supporters – if email schedule allows it</p> <p><input type="checkbox"/> Speaker at event</p> <p><input type="checkbox"/> Volunteer(s), board member, or staff attendance</p>
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How do you plan to promote the event?					
Sponsors/In-kind donors you plan to approach – attach additional page if needed:					
ADDITIONAL NOTES:					

I acknowledge and agree to all terms and conditions contained in KIDS Center Beneficiary Event Guidelines. I understand that my event is not considered an approved event until this application is signed by KIDS Center.

Signature of Applicant: _____ Date: _____

Approved by: _____ Date: _____

Return completed application to joni@kidscenter.org. Once it is approved, signed, and returned to you, you are ready to start promoting your event. Contact Joni Gullixson at 541-306-6063 if you have questions.

THANK YOU!