



Introduction

Have you caught the vision and want to deliver hope to children in need? Are you interested in organizing a fundraiser for Children's Hunger Fund? If so, thank you for choosing Children's Hunger Fund and desiring to serve children in need around the world. Children's Hunger Fund relies on independent fundraising efforts like yours, and is proud to have benefited from 5K run/walks, bake sales, nutrition classes, bowl-a-thons, and many other events and fundraisers.

This document is a guide to help you in your fundraising efforts. We have provided some basic examples and frequently asked questions to help you along the way. Be creative with your fundraiser and develop an idea or event that will raise awareness and be fun for you and your participants.

CONTENTS

Fundraising Guide.....	1
Are there policies or restrictions I should know about?.....	3
Concepts.....	4
Bringing Your Idea to Life.....	4
Basic Categories of Fundraisers.....	4
Getting Started.....	5
Goals.....	5
Costs.....	5
Planning the Event.....	5
Managing Money.....	6
Internet Donations.....	6
Sending the Money to Children’s Hunger Fund.....	6
Receipting for Fundraisers.....	7
Children’s Hunger Fund Tax ID Number.....	7
Product Donations.....	7
Getting the Word Out.....	7
Fundraising Policy.....	7
Children’s Hunger Fund Website.....	8
Event Website.....	8
Facebook.....	8
Twitter.....	8
Email.....	8
Follow-up.....	8
Running the Event.....	8
Schedule of Events.....	9
Test your Tech.....	9
Have Fun!.....	9
Frequently Asked Questions.....	9
What is your PayPal address?.....	9
What is your mailing address?.....	9
Are you a registered 501(c)3?.....	9
How efficient is Children’s Hunger Fund?.....	9
Can the proceeds of our event go to a specific country?.....	10
How will my donations be used?.....	10
Do you have any brochures/banners/posters/ marketing information that we can use?.....	10
Where are your regional offices located?.....	10
Contact Information.....	10

ARE THERE POLICIES OR RESTRICTIONS I SHOULD KNOW ABOUT?

We take special care to ensure that we are upfront regarding fundraisers. Our policy is to participate in fundraisers that donate 100% of the proceeds to Children's Hunger Fund. If you have questions regarding this policy, or to find out if your fundraiser fits, please feel free to contact us.

Along those same lines, we ask that digital fundraisers send donations directly to our PayPal address or direct people to donate on our website. This absolves event organizers of tax requirements, guarantees donors that their full donation will go directly to the cause, prevents doubling up on digital transaction fees, and so on.

It is important to us that as a fundraiser you understand our beliefs and values so that you know who you are representing. Below is our Philosophy of Ministry and the values we hold as an organization.

Children's Hunger Fund believes it's the biblical design for the church to be at the forefront of mercy ministry around the world. It's easy for organizations to assume the responsibility of caring for the poor and needy and to eclipse the church. In some cases charities even discourage the church from being actively involved in the world.

That is why Children's Hunger Fund is committed to equipping the church with solid biblical training – training them how to engage their communities by caring for those in need and bringing the gospel of Jesus Christ to the lost. By helping the church better care for those in their communities in practical, loving ways, they build a natural platform from which to share the life-changing gospel of Christ.

Due to these values we ask that your event does not directly or indirectly link Children's Hunger Fund to values-based issues, politically-charged issues, adult-themed entertainment, the sale or consumption of alcohol, gambling, religious or racial discrimination, or contradict the items listed above. If you have any questions about your fundraiser and how it fits into our policy please email Lauren (lbradley@childrenshungerfund.org).



CONCEPTS

Bringing Your Idea to Life

Children's Hunger Fund fundraisers can be as imaginative and creative as you dream and plan them to be. A good fundraising approach is to create a platform for donors to become participants in an event. Whether it's an online fundraiser through a blog or a live concert, the best events make the donor feel a part of something great.

Big or small, it is best to get your idea down on paper. All events are basically the same, start off outlining your event by thinking through the purpose, beginning, middle, and end of your event. You should also plan out your budget and location to know what you have to work with. Then start brainstorming and thinking through the event in as much detail as possible. If you have questions about your fundraising idea, contact us! We can let you know how it fits into our mission/policy and if we see any roadblocks you might want to think about.

Basic Categories of Fundraisers

Selling an item*

- Auctions
- Raffles
- Product Sales

Internet Campaign

- Online event registration
- Virtual run/walk
- Weight-loss competition

Local Event

- Run/Walk
- Dinner event
- Nutrition/fitness classes

Other Ideas

- Birthday party
- School fundraiser
- Bake sale

These are just a few examples your event does not have to fall into one of these specific categories.

*If you have a product you would like to sell and donate the proceeds to Children's Hunger Fund, please contact us first and do not use our logo/name on a product before speaking with us.

GETTING STARTED

Goals

There are a few different goals that are important to running a fundraiser. One can be a fundraising goal – how much would you like to raise? Be realistic, but optimistic in what you are aiming for; it is important to be able to evaluate your results when you are finished.

Another important goal to consider is the feeling of the event itself. How do you want the event to play out? What do you want people to remember about it? Once you can visualize the end result, it is much easier to determine the steps needed to get there.

Costs

Running an event can have associated costs. Depending on the type of event, you may be able to get corporate donations/ sponsorships to cover event needs, be able to use free services (for example, a school may donate an auditorium space or a restaurant may donate food), and so on. Children's Hunger Fund does not provide money to help fund independent fundraising efforts.

Planning the Event

Now that you have a rough idea of what your event is, it is time to nail down the specifics. What is the purpose of your event? How are you going to relate that to your guests? How are you going to draw an audience to your event and engage them to contribute to Children's Hunger Fund? What is the overall experience you want the attendees to walk away with? Mentally run through your event/fundraiser and take note of all of the elements. How will they be invited to the event? What will it look like when they first walk in? What will you do to engage them while they are there? Will there be food? What type of seating do you need? Is there an activity or a speaker? Planning an event can seem extremely daunting. Take what you envisioned and start writing it down on paper. Break it down into smaller action items (example below), begin with the end in mind, and before you know it, one big event turns into many smaller, achievable tasks.

Example Action Item List:

Research Venue: Stacy's task, due 2/21

Create invitation: George's task due 3/16

Rent tables and chairs: Heather's task due 4/1

And so on...until you are done!

MANAGING MONEY

This fundraising guide is specifically for our U.S. supporters. If you desire to fundraise for Children's Hunger Fund and live in Canada or Mexico, please call us at 800.708.7589 to discuss the specific guidelines for fundraising in your country.

Internet Donations

If you are running purely as an Internet based fundraiser, it is absolutely imperative that you link directly to the Children's Hunger Fund PayPal account (donate@childrenshungerfund.org). This can be done one of two ways.

Option 1: We can create a customized PayPal link that can be sent via email. This customization allows us to add a "Donation ID" that would correspond directly to your fundraiser.

Option 2: We can create a customized PayPal donate button that can be added to your website, blog, Facebook, etc.

eBay auctions and Giving Works/PayPal Giving Fund

We are registered as an eBay Giving Works charity. This means that anyone can sell pretty much anything on eBay (using their MissionFish charity system) and the proceeds from those auctions go directly to Children's Hunger Fund.

In order for those proceeds to go to Children's Hunger Fund, please list the auction through their PayPal Giving Fund system. When you begin the listing process, make sure you are in the "advanced view". There is an option when you are setting the price to select a non-profit to benefit and what percentage you are planning to donate. **Note: eBay auctions fall under the same policy as other fundraisers. 100% of proceeds must benefit Children's Hunger Fund or the auction will be cancelled.**

A search for "Children's Hunger Fund" will locate us. eBay will ask you to register for a PayPal Giving Fund account (if you don't already have one), but it is a simple process. You will need a credit card to complete the process. Please read through eBay's Giving Works website for more information (www.givingworks.ebay.com) so that you understand how you will be billed when the item is sold.

eBay does not allow charity auctions outside of PayPal Giving Fund, so it is a requirement if you are planning to donate this way.

Sending the Money to Children's Hunger Fund

There are a couple ways you can send your donations to Children's Hunger Fund: Online at www.ChildrensHungerFund.org, via PayPal (donate@childrenshungerfund.org) or mailing it directly. If you choose to mail the money, please send a check, money order, or cashier's check and the following:

1. A letter addressed to Children's Hunger Fund including:
 - a. The amount listed on the check.
 - b. A brief overview of the fundraiser.
 - c. Return mailing address and other contact information.
 - d. If possible, a link to any photos of the event or event information.
2. The check itself, made out to Children's Hunger Fund. Please mail it to us at: Children's Hunger Fund
13931 Balboa Blvd.
Sylmar, CA 91342

Receipting for Fundraisers

All donations to Children's Hunger Fund are tax deductible. In order for all of your supporters to receive tax receipts, please follow the instructions below.

Donations made with credit cards can only be processed on our website and need to come directly from the supporter or given through the PayPal options listed in the "Internet Donations" section.

Supporters must make their check out to Children's Hunger Fund directly. We cannot accept a check that is made out to you as the fundraiser.

All cash donations should be sent in as a money order. To receipt those that gave we need a list of all cash donations that make up the money order. Please include each person's name, address, and donation amount.

Children's Hunger Fund Tax ID Number

Our tax ID number is **95-4335462**. Children's Hunger Fund is a registered charity with the IRS. Your gifts are tax-deductible.

Product Donations

Children's Hunger Fund can always benefit from various product donations. If you are planning to collect product for your fundraiser, please collect new and unused product. Children's Hunger Fund will not accept used products. All products must be dropped off or mailed to one of our regional locations in Los Angeles, Chicago, or San Antonio. Below is a list of products that will best benefit those we serve.

- Canned Goods
 - Vegetables
 - Fruit
 - Meat
- Nutritional Bars
- Beans
- Pasta
- Nuts
- Peanut Butter
- Blankets
- New Clothing

GETTING THE WORD OUT

Fundraising Policy

Children's Hunger Fund takes special care to ensure that we are up front regarding fundraisers. Our policy is only to participate in fundraisers where 100% of the proceeds are being donated to Children's Hunger Fund. We also hold the right to refuse the use of our name and logo if we believe that your fundraiser does not fit within Children's Hunger Fund's guidelines. If you have questions regarding this policy, or to find out if your fundraiser fits, please feel free to contact us.

Children's Hunger Fund Website

We do not advertise independent fundraising events on our website at this time. But, we encourage you to visit our website at www.ChildrensHungerFund.org. While you are there, spend some time educating yourself on who we are and what we do. People will want to know why they should help and what it means to you.

If you are a business or individual selling a product and would like to be featured on our “Shop” page, please contact us.

Event Website

A website for your fundraiser can be an important aspect of getting the word out. Additionally, social media like Facebook and Twitter are great ways to spread the word. If you have the financial and tech means to create a website that is highly customized, has its own hosting and domain name – that's great! If not, we recommend at least creating a blog (WordPress, Blogger, etc.) and customizing the template for your event. You can still create an effective website for low to no cost.

Facebook

Facebook is designed for organizations to set up a “Page”. Pages come with a large set of tools to engage and manage your presence. If you are doing an annual or reoccurring event, you should create a Page. Pages allow you to do most of the things an individual can, but without the need to confirm people to see and participate with your content. If you are hosting a one-time event, a Facebook Event will be enough to communicate all of the information with your friends.

Twitter

Twitter is an awesome way to get the word out about your event. Make sure your message is appropriate for all ages and that you are not spamming your followers. Tag us in your tweets @ServeAChild.

Email

Sending personalized emails to your friends and family is still one of the most effective and personal ways to fundraise. It is also a great way to customize your message to get more people involved. When sending emails remember not to spam your friends and family; no one likes to be bombarded with emails about a cause or event to which they do not have a personal connection.

Follow-up

After your fundraiser, let your supporters know how grateful you are for their support. The more personal you can make the thank you the better. Hand written notes, a phone call, or an email with photos will help to make your donors feel great – no matter how big or small their donation was.

Running the Event

Do whatever you can to plan for the whole event as much as you can, including testing your plan and making back up plans. Details matter and you want your fundraiser to run as smooth as possible so that more people support your cause. Planning out an event is vital regardless of whether it is an online or in-person event.

Schedule of Events

Having a schedule of when things need to happen is imperative to the success of your event. Not just a schedule of when outward-facing events happen, but when the behind the scenes actions need to occur.

Test your Tech

If you are doing an event with media, test! Test your system (audio, visual), your bandwidth, your chat, your videos – make sure everything is running smoothly to prevent day-of panic.

Have Fun!

This is perhaps the most important part! Have fun running your fundraiser.

FREQUENTLY ASKED QUESTIONS

Hopefully by now we have answered most of the fundraising-related questions you have. Here are a few of the most common questions related to Children's Hunger Fund as a whole.

What is your PayPal address?

donate@childrenshungerfund.org

What is your mailing address?

Children's Hunger Fund
13931 Balboa Blvd.
Sylmar, CA 91342

Are you a registered 501(c)3?

Yes. Our Tax ID number is 95-4335462

How efficient is Children's Hunger Fund?

You want to give to a charity you know you can trust! Children's Hunger Fund is committed to the faithful stewardship of your generous donations. Since Children's Hunger Fund's inception an average of 99% of our total contributions have been used for programs serving the needs of children.

Can the proceeds of our event go to a specific country?

Yes, as long as the desired locations is one of our current Mercy Network locations.

Domestic: Midwest, West, and Southwest **International:** Belarus, Dominican Republic, Ghana, Guatemala, Haiti, Honduras, Mexico, Nepal, Peru, Rwanda, Thailand, Ukraine, Uganda, and Zimbabwe

How will my donations be used?

If you pick a specific country or project your funds your funds will be allocated to that location. Or we can direct the funds to where they are most needed at that time. This could range from the purchase of food, shipping costs, and administrative fees.

Do you have any brochures/banners/posters/marketing information that we can use?

Yes, we have various brochures that you can use depending upon your needs. Please contact us to find out more.

Where are your regional offices located?

Children's Hunger Fund Headquarters
13931 Balboa Blvd
Sylmar, CA 91342-1084

Children's Hunger Fund Midwest
17451 Palmer Blvd
Homewood, IL 60430-4620

Children's Hunger Fund Southwest
4940 Eisenhower Rd, Suite 146 Building A
San Antonio, TX 78218-3752

CONTACT INFORMATION

Lauren Bradley, Donor Development Coordinator

Contact Lauren for corporate sponsorships, community fundraisers and event information.

lbradley@childrenshungerfund.org

