



# Fundraising Events

## Resources & Toolkit

Thank you for considering The Children's Center as a beneficiary of your fundraising event.

The Children's Center (TCC) is committed to helping children and families shape their own future. To help further our mission, TCC relies on the generosity of the community and individuals like you.

Our organization is incredibly grateful for your interest in hosting an independent third-party fundraising event. The funds raised by your efforts will allow us to continue providing mental and behavioral health services to children and families not only in Detroit but also throughout Wayne County.

Throughout this guide, you will find event hosting and planning information, resources, and answers to frequently asked questions.

**Every dollar you raise goes directly to ensuring children and families will create a future they can thrive in!**

### The Children's Center's Community Fundraising Contact

Carin Jones | Donor Relations Specialist  
Email: [Cjones@thechildrenscenter.com](mailto:Cjones@thechildrenscenter.com) | Phone: 313.645.2926



# Community Fundraiser Application

Fill out our community fundraising form to get your event started!

Name of Fundraising Activity/Event: \_\_\_\_\_

Organizer: \_\_\_\_\_

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

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

Point of Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

Event description (please provide a brief description of the event and any details you would like included)

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

Event date, location, and projected attendance: \_\_\_\_\_

\_\_\_\_\_

Please select if your event is private or public: ☐ Private Event ☐ Public Event

Reason for selecting The Children's Center: \_\_\_\_\_

\_\_\_\_\_

**Please send final proceeds to TCC within 30 days after your event concludes.** We will send donor acknowledgments for all donations, if names and addresses of donors are provided.

**All checks should be made out and mailed to The Children's Center:**

The Children's Center  
79 Alexandrine West, Detroit, MI 48201

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The Child is the Center of it All.



# About TCC

## Mission

To help children and families shape their own futures.

## Purpose

We exist to improve the lives of children and families, which in turn, will strengthen communities.

## Vision

To be recognized as the premier provider of programs and services of national caliber:

- We will maintain an organization that is fiscally responsible and financially sustainable.
- We will maximize and expand innovative and integrated service delivery.
- We will use proven research-based methodologies to enhance families' strengths and abilities.
- We will attract, retain and develop talent that embodies our core values.
- We will provide a safe, culturally-sensitive environment that facilitates highly effective services.

## Values

- Can do attitude
- Accountable
- Dedicated
- Respectful
- Passionate

## Who We Are

The Children's Center is home to many specialized clinical services. We lead the way in working with children who struggle with behavioral, emotional, educational, intellectual and developmental challenges or may have experienced trauma.

We treat the whole child, looking at more than a single issue so we can provide the best, most comprehensive integrated care. We examine barriers in the home, school and community, working with the family who raises them and the organizations that support them.

## A Champion for our Children

Our vision reflects our community's changing needs for providing care and our evolving position as a leading authority on children's mental and behavioral health: To champion the never-ending quest for providing the best care, helping children learn to self-advocate once they're outside the comfort of our walls, and get them on the road to a happier, more fulfilling childhood.





## 2023 FY Statistics



18

CHILDREN

were adopted  
and found a  
forever home



88%

OF CHILDREN

in crisis were  
diverted from a  
psychiatric  
hospital



2244

UNIQUE CLIENTS

received a behavior  
health service from  
TCC



9004

EXPERIENCES

took place through  
the Tau Beta Family  
Success Center



6045

VOLUNTEER HOURS

served equates  
to \$202,301 of  
contributions



786

FAMILIES

were success  
stories, reaching  
the goals they  
set



73%

OF YOUTH

in Semi-  
Independent living  
graduated high  
school



250+

FAMILIES

are served each  
month through the  
TCC Boutique



# Frequently Asked Questions

## What is a third-party fundraising event?

A third-party event is a fundraising activity hosted by a non-affiliated group, organization, business or individual to raise funds for a non-profit or charity that is planned and executed by the third-party organizer.

## How will this toolkit help me?

We hope to provide you with the tools necessary to plan and fundraise for The Children's Center. This toolkit includes frequently asked questions, tips on how to get started, and what to do before, during and after your event.

## Where will my donations go?

One hundred percent of donations for your event will be directed to providing mental and behavioral health for children and families at The Children's Center.

## As the event organizer, what are my responsibilities?

As the event organizer, you are responsible for all fundraising efforts and logistics from inception to the day the check/donation is issued to The Children's Center. This includes obtaining all vendors (venue, entertainment, food/beverage, etc.), necessary permits or licenses, staffing/volunteers, securing auction items, drawing participants to the event and all fundraising aspects associated with your event.

## Event name policy

Due to legal requirements, The Children's Center may not be referred to and identified as the event host. For example, a fundraiser cannot be named The Children's Center 5K Color Run; instead, it should be titled 5K Color Run benefiting The Children's Center.



## Frequently Asked Questions, cont.

### What are some examples of third-party events?

There are many types of events that can raise money and awareness for The Children's Center! No matter the size of your event, every dollar makes an impact and allows us to provide life-changing services for our clients. Examples include:

- Bake Sales
- Lemonade Stands
- Donation Drives
- 5K Run (Color Run, Seasonal Run, Sweet Run, etc.)
- Walk-a-thon
- Bowling Fundraiser
- Tournaments
- Fashion Shows
- Galas
- Auctions
- Game Night
- Golf Outings
- Sale Proceeds
- Employee Morale Activities (Jeans Day, Brown Bag Lunch Day)

### How should I promote my event?

Leverage your network!

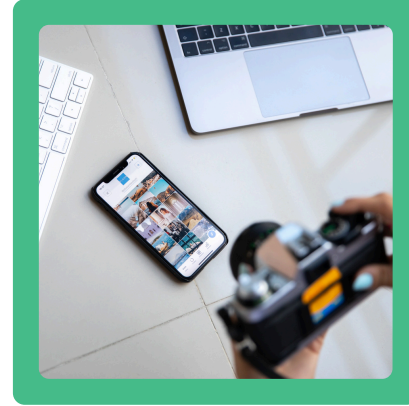
- Use personal social platforms - Be sure to tag TCC!
- Create a Facebook event and invite family, friends and colleagues
- Create a #hashtag to add to social media and email messaging
- Print and distribute flyers and invitations

### What forms of payment can I accept for donations?

At your event, you can collect checks, cash and online donations. Digital payments can be made through our website, Venmo and PayPal. Checks should be made out to The Children's Center.

**All cash and check payments can be mailed to:** The Children's Center, 79 Alexandrine West, Detroit, MI 48201





# Event Support

We are here to support you! However, there are limitations to the services we can provide.

## What we CAN provide:

- Logos for marketing material (use of our name or logo must be approved)
- Send a letter of endorsement to validate event authenticity
- IRS-compliant tax receipt for donations made directly to The Children's Center. Check must include the donor name, contact information, event name and be submitted within 30 days of the event. View the FAQ section for more information.
- An event recap posted on our social media. Please provide photos and a brief description after your fundraiser.

## What we MAY provide:

- A representative to speak at your event, upon request; Based on staff availability
- Coordination of a check presentation photo

## What we CANNOT provide:

- Tax-exemption number
- Bank accounts or assistance processing/paying expenses
- Insurance, liability coverage or permits, liquor licenses, raffle licenses
- Mailing list of donors, corporate partners or vendors
- Website or registration page
- Letterhead or any type of stationary
- Media publicity
- Giveaways
- Assistance in soliciting donations, handling mailings, attending committee meetings, collecting donations and recruiting attendees

# Pre - Event Checklist

## Suggested checklist before your fundraiser

- ✓ **Get approvals.** All third-party fundraising events need to be reviewed and approved prior to moving forward with the event.
- ✓ **All marketing materials that include The Children's Center logo must be reviewed and approved prior to distribution and publication.** Please allow at least 5 business days for approval of material.
- ✓ **Give your event a personality.** Determine what the event will be and an appropriate name – be creative and make it fun for you and your guests!
- ✓ **Establish event goals.** Have realistic and measurable fundraising goals, identify all possible resources of income (sponsorships, donations, ticket purchases, auction, wine pull, etc.) and estimate attendance
- ✓ **Develop a budget.** Identify all sources of income and expenses associated with all event expenditures.
- ✓ **Timeframe.** Select a date and location that is convenient for those who will be attending and be sure to check local community calendars for conflicting events.
- ✓ **Promote and publicize.** Determine the target audience and how you will promote the event. Social media is an easy, cost effective way to spread the word to your network and the wider community. Create a Facebook event, request support, recruit volunteers, and so much more through your social networks. Design flyers and invitations that are easy to share through print, social media and email.
- ✓ **Organize logistics.** Venue, food/beverage, tracking RSVP, payments, etc.

**Click [here](#) to download our Fundraising Checklist!** Make a copy of the file and save it to your computer or print it out to keep track of your tasks and accomplishments as you plan your fundraiser.



# Post - Event Checklist and Marketing / Promotion

## At your fundraiser

- ✓ **Thank attendees for their support.** Every dollar makes a difference, be sure to thank your attendees for supporting your fundraiser.
- ✓ **Take photos.** Photographs are a great way to document your fundraising event and share with guests.

## After your fundraiser

- ✓ **Send in your donation.** A single check from the event should be made payable to The Children's Center. Once we receive your donation, an acknowledgement letter will be sent to you.

**Mail checks to:** The Children's Center 79 Alexandrine West, Detroit, MI 48201

- ✓ **Send us photos.** Email the best 5 photos with a brief description and caption from your fundraiser.
- ✓ **Review your fundraiser.** Congratulations! You successfully hosted a third-party fundraising event! Now it is time to talk through your successes and areas of opportunity for next year.

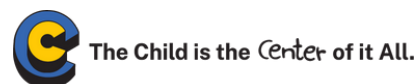
## Branding Guidelines

**All promotional language and collateral with TCC name or logo will need approval**

## Tag TCC on Social Media

 **Facebook.com/TCCofWayneCounty**

 **@thechildrenscenter**



**Click [here](#) to download our Fundraising Checklist!** Make a copy of the file and save it to your computer or print it out to keep track of your tasks and accomplishments as you plan your fundraiser.



# Third-Party Event Agreement

I \_\_\_\_\_ agree to represent The Children's Center's name and logo in an appropriate manner and send all materials using the name and logo to The Children's Center (TCC) for approval before publicizing the event. By publicly naming The Children's Center as the beneficiary of my third-party fundraising event, I agree to donate all proceeds within 30 days following the event. I understand that TCC is not able to provide staff, volunteers, marketing or other services pertaining to my event and that I am responsible for all fundraising efforts and logistics of my fundraiser. The information in this event proposal is accurate to the best of my knowledge.

Organizer

Printed Name: \_\_\_\_\_

TCC Representative

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

On behalf of The Children's Center, thank you for supporting our mission to help children and families shape their own futures! Our work is made possible by support from generous people like you!

If you have any questions, please reach out to Carin Jones, Donor Relations Specialist. Email [cjones@thechildrenscenter.com](mailto:cjones@thechildrenscenter.com) or call 313-645-2926



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