



Getting Started

Thank you for your interest in raising funds to support South Oakland Shelter. Our success depends on the initiative of supporters like you. Each dollar that you raise will help SOS provide more nights of shelter, programs and resources to our clients. We are grateful for your desire to help, and look forward to working with you to bring closer the day when people are no longer homeless.

Whether you've hosted fundraising events in the past or are new to fundraising, this Third Party Fundraising Kit is designed to help you effectively raise money and awareness for South Oakland Shelter. We would love to meet with you, give you a tour of our facilities or discuss options for third-party events. Please contact Megan Holt at 248-809-3773 or megan@oaklandshelter.org to set up a time and to move forward with planning your event!

Sincerely,

Megan Holt
Director of Development
South Oakland Shelter

Planning Your Event

Decide which type of event is best for you, based on your resources, time frame and fundraising goals. Below is a list of suggested fundraiser ideas. The possibilities are endless, so feel free to be creative when coming up with your own event!

Casual Friday
Food Drive
Household Items Collection

Bowling Tournament
Golf Outings
Kentucky Derby Party
Wii Tournament

Cake/Cookie Walk
Chili Cook-Off
Dessert Auction/Bake Sale
Ice Cream Social
Recipe Book
Refreshment Stand

Bingo Night
Bridge Party
Las Vegas Night
Poker Tournaments
Wine Tasting

Art Exhibit

Book Sale

Craft Show

Quilt Show/Raffle

Retail Sales Percentage

Rummage Sale

Silent Auction

Penny Wars

Benefit Concert

Carnival

Car Wash

Dine and Donate

Gala/Ball

Marathon Dancing

Murder Mystery

Scavenger Hunt

Talent Show

Themed/Seasonal Parties

Donations in lieu of wedding gifts or favors

Donations in lieu of birthday gifts

Donations in memory of a loved one

Details

- ☐ Set a realistic goal in terms of the dollar amount you will raise.
- ☐ Create an event budget with an estimate of revenues and expenditures
- ☐ Establish a timeline to know when important tasks are due
- ☐ Determine how funds will be raised
- ☐ Secure vendors and volunteers for your event

Publicizing Your Event

Please refer to our Fact Sheet and/or brochure included in this kit to obtain accurate information about SOS. If you are unclear about any of SOS' information, please contact us before publicizing.

Ways to publicize your event:

- Fliers
- Personal invitations
- Social Media: Facebook, Twitter, etc.
- Local newspapers, Patch websites, press releases
- Allow SOS to advertise your event on our website and Facebook page

Before you publicize:

- Ensure your Third Party Fundraiser Agreement is completed and signed by both parties.
Note: this is different than the Third Party Fundraiser Proposal.
- Send copies of all media outreach, fliers, invitations, letters and any other materials having to do with your third party event to megan@oaklandshelter.org for approval.
- Refer to the Third Party Fundraiser Policies and Guidelines section of this kit to ensure proper publicizing.

Executing Your Event

SOS generally takes a hands-off approach with the implementation of third party events. We have a small staff, therefore cannot provide a speaker or representative at each event. If you have a special request for an SOS representative to be present, please notify us in advance. If possible, we may accommodate your request.

Pictures: SOS would love to see pictures and feature your event on our Facebook page or website!

Closing Your Event

The event organizer may choose to collect all funds donated and subtract event expenses from the total, thus leaving the profits as a contribution to SOS.

- In this case, in order for each donor to receive credit for their donation, the event organizer must include a spreadsheet of donor information including: Donor's name, address, email, phone number and dollar amount donated.
- We cannot provide individual tax-deductible receipts UNLESS a spreadsheet of donor information is provided.
- *Note: if a donor does not wish to be contacted, please also note this on your spreadsheet.*

Otherwise, the event organizer may choose to have event participants pay their donation directly to SOS.

- In this case, the individual donor will need to indicate the event in which they are participating on the Memo line of their check.

SOS also has an online donor database that can be used to accept online donations. If the event organizer is interested in setting up an event page, we can accommodate that need.

Please send or hand-deliver proceeds within 15 days of ending your event to:

South Oakland Shelter
18505 W. 12 Mile Rd.
Lathrup Village, MI 48076

Send Thank You Notes

SOS will send tax-deductible receipts to donors within 2 weeks of receiving payment. In addition, we encourage you to send a personal "thank you" note to all donors, event participants, sponsors and volunteers, as your note will have more personal meaning. In your note, you may want to include a sentence that states, "Keep an eye out for your official tax receipt in the mail from South Oakland Shelter."

SOS is extremely grateful for the hard work and generous support and effort put into raising the critical dollars to fund our mission. Your contribution is very important and we thank you in advance for adhering to the guidelines listed in this kit.

Third-Party Fundraising Policies and Guidelines

Organizer Responsibilities

- A “Third-Party Event” is defined as any fundraising activity conducted by a group or individual that is not employed by South Oakland Shelter and where South Oakland Shelter has no fiduciary responsibility and little or no staff involvement in its execution. These policies pertain to all events or activities benefiting South Oakland Shelter that are organized and executed by third parties.
- All expenses are the responsibility of the event organizer. SOS is not responsible for any expenses incurred for a third-party fundraising activity, and will not advance funds or reimburse expenses.
- You may not purchase goods or services under South Oakland Shelter’s name, and our sales tax-exemption (on purchases) cannot be extended to any third-party event or fundraising effort.
- The event organizer is responsible for the planning and execution of the event including safety precautions and adherence to applicable laws. As the beneficiary of a fundraising event, South Oakland Shelter does not accept or assume any liability associated with the event.
- The event organizer is responsible for obtaining all applicable permits or licenses, including but not limited to alcohol, solicitation, and sales tax licenses.

Publicity and Promotion

- All third party events must be publicized and conducted in a manner that makes it clear that SOS is the beneficiary, not the sponsor or host of the event.
- Promotional materials must clearly state that the event is raising funds that will benefit SOS (e.g. “proceeds benefit South Oakland Shelter”).
- Event names may not incorporate the name of South Oakland Shelter, as in “South Oakland Shelter Walk-a-thon.” South Oakland Shelter’s name may be used in a second clause identifying the relationship of the event, such as “John Doe Golf Outing, benefiting South Oakland Shelter.”
- All event materials that include South Oakland Shelter’s logo, including, but not limited to, advertising, press releases, posters, flyers, t-shirts and public service announcements, must be reviewed and approved by SOS prior to distribution.

Financial Policies

- The event organizer may not keep any portion of the proceeds (beyond real expenses) as profit or compensation for organizing the event.
- The event organizer may not set up a temporary bank account in the South Oakland Shelter's name.
- Donors must be informed that the tax deductible amount of a donation is only the amount that is over and above the value of any goods or services received in exchange for the donation.
 - For example, if a participant pays \$200 to participate in a golf outing and the value of the outing is \$50, the donation amount is \$150. If a donor pays less than the value of an item then they will not receive a tax deduction.
- If goods are sold to raise money as part of a fundraising event it must be made clear to the event participants what percentage of the sale price benefits South Oakland Shelter.