

## Third Avenue Charitable Organization (TACO)

### Fundraising Tool Kit

Thank you for fundraising on behalf of Third Avenue Charitable Organization. We recognize that our volunteers are vital to our success and we appreciate your financial support and willingness to act as ambassadors for TACO. In this tool kit you will find the information needed to produce a successful fundraising event for TACO.

Third Avenue Charitable Organization (TACO) is a non-profit group that has helped the homeless and disadvantaged communities in downtown San Diego for over 30 years. As an organization, we provide free meals every Monday and Friday. In addition, we provide free medical and pharmacy clinic, dental, acupuncture, and legal and social services. These services are provided to more than a hundred homeless and disadvantaged people, and their families each week.

Thank you again for being part of this community and increasing our visibility within your circle of friends and colleagues. Welcome to the TACO Team!

### GETTING STARTED

The following are some ideas for your community fundraiser. We suggest thinking of something you enjoy doing and working to add a fundraising component into that. Some Ideas: garage sale, golf outing, trivia night, bake sale, silent auction, pub crawl, karaoke night, wine & cheese party, car wash, snack bar, pancake breakfast, Oscars party, scrap book party, dinner party, art auction, ice cream party, hot dog stand, candy sales, bingo night, craft show, yoga session, babysitting service, bowling tournament, valentine carnation sale, Super Bowl party, restaurant giveback days, etc.

Form a planning committee. Bringing together a group of enthusiastic and dedicated people who share an interest in raising money for a great cause will increase the probability of a successful event. Gather members of your planning committee to brainstorm ideas for your fundraiser.

Choose your event. The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee. Identify your target audience. Consider who is most likely to attend and support the type of event you have selected.

Develop a budget. Try to identify all the expenses involved with your event (invitations, postage, rental space, signage, food and catering, promotional materials, website, advertising, etc.) Then think about possible sources of funding, and people and companies you know who may be able to donate products (food, equipment) or services (like design, printing, photography) to reduce your costs. This will help keep your expenses down, which is something everyone will appreciate. We encourage you to maintain fundraising costs at 20 percent of your budget or less.

Develop an event timeline. This is important in planning an outlining/organizing/publicity strategy for your event.

Schedule the event. Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.

Collect all funds. We ask that all event proceeds designated for TACO be forwarded within 30 days following the conclusion of your event.

Say thank you! Sending thank-you letters, notes or e-mails to everyone who participated in or supported your event shows your appreciation and reinforces their goodwill about supporting TACO.

## **Frequently Asked Questions**

### **What is a third-party fundraising event?**

A third-party fundraising event is conducted by an individual, group or organization in the community with proceeds to benefit TACO.

### **Who can conduct a fundraiser on behalf of TACO?**

Individuals, groups and organizations (civic organizations, churches, schools, businesses, etc.) can host an independent fundraising event to support TACO.

### **How can TACO help me?**

We are happy to provide guidance for your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party events. We will do our best to attend events supporting TACO, but we cannot guarantee attendance of staff, board members or volunteers at your event.

We can provide: a letter of authorization to validate the authenticity of the event and its organizers, use of our logo provided certain criteria are met, coordinate check presentations and promotion of your event in the TACO Times Newsletter and on the website and social media if information is provided far enough in advance. Contact us for deadlines.

Some services we are unable to provide: our tax exemption number, insurance or liability coverage, securing permits, mailing list of donors and/or vendors, TACO stationery, funding or reimbursement of your expenses, publicity (e.g. newspaper, radio, television) and guaranteed attendance of TACO staff, board members or volunteers.

### **How long does it take to get my Fundraiser Proposal approved?**

Proposals will be approved by the Special Events Committee within 2 weeks of receipt.

### **Can I use TACO's name and logo?**

Once your fundraiser is approved, we will provide you with TACO's logo for your marketing materials.

### **Will each of my donors get a receipt?**

TACO cannot issue charitable tax receipts for donors or sponsors who make payments directly to your third-party event. If your donor wants a receipt, please be sure the check is made payable to Third Avenue Charitable Organization and leave the check in its original form.

Please note that there are complex regulations around the distribution of charitable tax receipts. This includes donations of money, in-kind items and services. Issuing an inappropriate receipt can put our charitable tax status in jeopardy so please do not promise any kind of receipt.

## **Fundraising Proposal Form**

Thank you for your interest in holding a third-party fundraising event for **Third Avenue Charitable Organization (TACO)**. Please complete this application so we can gather

information about your fundraising idea/event. Our Special Events team will review and evaluate your application and you will receive a reply within two weeks of your submission.

### CONTACT INFORMATION

Name of Group/Organization Planning Event \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Please provide a brief description of your organization? \_\_\_\_\_

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

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

Website, if applicable: \_\_\_\_\_

### PROPOSED EVENT DETAILS

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

Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Location: \_\_\_\_\_

Please provide a brief description of your event: \_\_\_\_\_

Expected number of attendees: \_\_\_\_\_

What are the estimated net proceeds to benefit TACO? \_\_\_\_\_

How will the event be marketed and promoted? (Press releases, advertisements, PSAs, promotional flyers, social media, emails, etc.) \_\_\_\_\_

Do you plan to use the TACO logo as part of your advertising for the event or on any of your event related materials? If yes, please describe how and where you would use our logo: \_\_\_\_\_

Please record any other pertinent information on the other side of this form.