

The cover features a background image of a child's hand being held by an adult's hand, with a dog's head visible in the background. The title 'Children's HOME' is at the top, with 'HOME' in a larger font where the 'O' is a heart shape. Below is the subtitle 'Fundraiser's Toolkit'. A green rounded rectangle at the bottom contains a table of contents. Blue and green diagonal stripes are in the corners.

# Children's

# HOME

## Fundraiser's Toolkit

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# Welcome!

In our unwavering commitment to making a difference in the lives of children in need, we are thrilled to introduce the Children's Home of York Fundraiser's Toolkit. The Children's Home of York has been a beacon of hope and support for vulnerable children in the York community for decades, providing a safe and nurturing environment where they can thrive and grow. To continue our mission, we rely on the generosity and support of individuals, businesses, and organizations like you. This toolkit has been carefully curated to empower you to champion our cause and make a significant impact on the lives of these deserving children.

Inside the toolkit, you will find a wealth of resources designed to assist you in planning, organizing, and executing successful fundraisers for the Children's Home of York. Whether you're a seasoned fundraiser or new to the world of philanthropy, our toolkit offers a step-by-step guide to help you get started. From fundraising ideas and tips on crafting compelling stories to templates for promotional materials and sample donation request letters, we have provided everything you need to embark on a meaningful fundraising journey.

Your involvement in our fundraising efforts can transform the lives of the children we serve. Every dollar raised goes towards providing essential resources, educational opportunities, and emotional support to children who have faced adversity. By utilizing the Children's Home of York Fundraiser's Toolkit, you become an integral part of our mission to create brighter futures for these young souls. We invite you to explore the toolkit and join us in making a profound difference in the lives of the children who need it most. Together, we can ensure that every child at the Children's Home of York has the opportunity to thrive, grow, and build a better future. Thank you for your dedication to this vital cause.

# Fundraising Guidelines

- **All fundraisers, fundraising materials, and any changes must be approved by the CHOY Development team.**

In an effort to ensure all fundraisers align with CHOY's values, our Development team must approve any fundraisers, fundraiser theme, and materials to be distributed.

Children's Home of York reserves the right to dissociate from any fundraiser at any time

- **All proceeds that is announced to be raised for CHOY must be donated in a timely manner.**

CHOY requests all donations must be received within one month of the conclusion of the event, unless otherwise agreed upon by CHOY.

- **If the fundraiser is to benefit a specific program or event, all checks or items must be labeled with the program when donated.**

When a check is sent in, the memo line must include the specific program it is intended for. All cash donations must include a note designating it for a specific program. All physical items must be labeled for a specific program. If there is no label to the donation, the funds or items will become unrestricted and will benefit whichever program CHOY deems necessary.

- **All in-kind donations (physical items like toys, blankets, clothes, etc.) must be new.**

In an effort to ensure the cleanliness of items we distribute, CHOY requires all items to be new and unused.

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- **If an individual donors wants to receive a tax receipt for their gift, they must make their donation directly to Children’s Home of York.**

The IRS only provides tax credits for donations made directly to a nonprofit organization. If a donor wishes to get a tax receipt, ensure they make a check directly to Children’s Home of York or make a donation online at [bit.ly/CHOYDonate](https://bit.ly/CHOYDonate).

- **It must always be clear that the fundraiser is being run on behalf of CHOY, not by CHOY itself.**

Although CHOY may be assisting with the kickoff of your fundraiser, it should be clear in your messaging and to any volunteers that the fundraiser is being on behalf of Children’s Home of York, and not by CHOY itself. You can always says “Proceeds benefit Children’s Home of York,” but not “Children’s Home of York’s Fundraiser.”

- **Please, always treat our children and families with respect.**

While it is true that we serve children and families in need, those specific needs can vary. Not all children and families that are a apart of our programs live in poverty, not all of them struggle with mental health, not all of them have experienced trauma. Please be mindful and respectful when speaking of our work to potential donors, and avoid exaggerating the circumstances of those we work with. The best example of a donation ask for CHOY is, “Will you consider supporting Children’s Home of York’s efforts to serve struggling children and their families in our community?”

# Fundraising Tips

- Use your social media platforms! It's an easy way for friends & families to share your message as well. If you tag CHOY, we will also help by sharing.
- Planning is an important part of the process, make sure you take the time to "dot your i's" and "cross your t's."
- Look for ways to use items you already have. There are plenty of ways to run fundraisers without spending money on materials!
- Partner with local businesses. This is especially easy if you already know one or more business owners, but even if you don't, many business owners or store managers are eager to make an impact on the local community.
- If you're having trouble coming up with a theme or an idea, Pinterest is a great place to start exploring. We also share some simple ideas in the next section!
- Remember, always have fun! If you're not excited about what you're doing, it will be hard to get others excited about it.

# Fundraiser Ideas



## Food fundraiser

A classic! This one works best if you sell at a specific event, especially one with hungry people. You can choose a crowd pleaser like candy, salty snacks, drinks - something everyone likes!



## Athletic event

While it requires a bit more set up, it is a fun and super engaging event! Find a place, charge a registration fee, and add to the fun by giving out prizes to individuals or team!



## Fundraising competition

Challenge two or more teams to see who can raise more in a limited amount of time! Make the stakes higher by letting the teams compete for your personal contribution. Unsure of where to start? Look up Penny Wars.



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## “In lieu of gifts...”

Are you having a party? Consider asking for a contribution for Children’s Home of York instead of a traditional gift!



## Live event

Create a live event and ask for donations in exchange for admission! While the most common is a music concert, you can think outside the box (comedy show, art show, dance party, etc.)!



## Restaurant night

One of the easiest options, you can partner with a restaurant and ask them to donation a percentage of each meal (usually between 10-20%) to CHOY. The restaurant gets extra business and publicity, and some of the proceeds go to a good cause!

# CHOY Brand Guidelines

- Logo - If you have a white background, please use the color logo. Other background colors may use the white or black version.



- Typeface - To make your materials most accessible, it's best to use fonts in the serif family.
- Brand colors - Our main colors are blue and green, but there are secondary colors that may be used sporadically.



HEX #003865



HEX #78BE20



HEX #F6C51A



HEX #2096A7

- Name usage - Our organization's name is only "Children's Home of York." There is no "the" before our name, and please use "of York" to differ our organization from other Children's Homes.



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- **Naming conventions**

The BRIDGES™ Partial Hospitalization Program uses the Trademark (TM) symbol. A shortened version of this program name can be used once it is established you are talking about the specific program: BRIDGES™ PHP.

The A.N.G.E.L. Center is an acronym, so should have periods after every letter as shown.

Our RISE and SOAR Programs should be fully capitalized, as shown.

Our young men's residential program is the Independent Living Program at George Street. A shortened version of this program name can be used once it is established you are talking about the specific program:  
ILP@GeoSt.

Using the title Permanency Program refers to all of CHOY's adoption and foster care services.

# Contact information

## **Children's Home of York**

77 Shoe House Road

York, PA 17406

[development@choyork.org](mailto:development@choyork.org)

## **Christine Dombrosky**

Senior Fundraising & Development Coordinator

[cdombrosky@choyork.org](mailto:cdombrosky@choyork.org)

(717) 755-1033 x1269

## **Kasey Lofties**

Fundraising & Development Coordinator

[klofties@choyork.org](mailto:klofties@choyork.org)

(717) 755-1033 x1243