



FUNdraising Toolkit!

Everything you need to know about hosting a third-party fundraiser to benefit Hospice of Michigan (HOM).

Hospice of Michigan Mission:

Ensure quality of life, comfort, and peace for our patients; provide support for their loved ones during their end-of-life experience.

Serve everyone in our communities who needs and seeks our care; strive to improve the state of comfort care.

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Getting Started

You've made the choice to host a fundraiser to benefit Hospice of Michigan (HOM). Thank you! Now what? You'll find answers to common questions, such as, "Who do I call for help," as well as important guidelines that will help make your fundraiser a great success.

Get Going

It's time to begin planning in earnest. Working with your assembled team:

- Review the "Fundraising Guidelines" on the next page.
- Make a plan to obtain any permits, authorizations, or insurances needed for your fundraiser.
Decide: Do you need a permit or special permission to hold your fundraiser or activity? Does the fundraiser venue require you to obtain liability insurance?
- Make a plan to publicize your fundraiser.
Decide: Will one person be responsible for publicity, or will you have a subcommittee? Will you use social medial, such as Facebook and Twitter? Don't forget to utilize local community fundraiser calendars available through most local news organizations and chamber of commerce, as well as the fundraiser calendar on the HOM website, and the HOM Facebook page.
- Keep in touch with us!
Decide: Would you like to have information about HOM available at your fundraiser? Depending on the size of your fundraiser and the amount you expect to raise, we may be able to provide brochures and other promotional items (please call us for more specific information).

Wrapping Up

Your fundraising activity was a great success, and it's time to wrap up. Make sure you:

- Forward funds to HOM as soon as possible after your fundraiser.
- Thank everyone who helped make your fundraiser a success: organizers, volunteers, sponsors, and of course, donors!
- Review your fundraiser. Was it fun? Did you meet your fundraising goal? Did you stay within budget?
- Begin planning your next fundraiser!

Frequently Asked Questions

- **Will the HOM be able to help me organize my fundraiser?**

Our staff is happy to help you with your fundraiser, however, the amount and type of assistance we can provide is limited. Typically, we are available to answer questions, offer guidance, and provide you with informational brochures you can distribute at your fundraiser. Given enough notice, we will do everything possible to have a staff member attend your event.

Please note that the HOM cannot:

- Mail or email invitations for your fundraiser
- Provide funding or reimbursement for fundraiser expenses
- Guarantee attendance of employees, patients or patient families, or volunteers at your fundraiser
- Provide insurance or help you obtain permits for your fundraiser
- Act as the primary contact or organizer for your fundraiser

- **Are there any fundraisers I can't hold?**

All fundraising activities should fit our mission and reflect positively on Hospice of Michigan. We cannot endorse fundraising activities that involve the promotion of unhealthy habits or behaviors.

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- **Are there any rules about how I name my fundraiser?**

In naming and publicizing your fundraiser, **HOM should not be listed in the title**, but rather as a beneficiary of the fundraiser. For example, instead of "Hospice of Michigan Golf Outing," say "A Golf Outing to Benefit Hospice of Michigan."

- **Can I split the money I raise between the HOM and another charity?**

Yes. If you did not include this information on the application, please let us know as quickly as possible.

- **Can I provide receipts to those who donate to my fundraiser?**

No, only the charity can provide a receipt. A receipt will only be issued if the check is made payable to Hospice of Michigan.

Special note about tax deductibility: Many items are not tax-deductible. A general rule of thumb is, if the donor receives a benefit for their gift, it is not tax-deductible. For example, ticket purchases, entry to a fundraising activity, or auction purchases.

- **Can I use the Hospice of Michigan logo in my advertising materials?**

Yes! The logo is available, however, we ask that all printed material, including media releases, must sent to us for approval before being printed or distributed. For additional guidelines about the use of our logos, please refer to the **Fundraising Guidelines** section of this toolkit.

Fundraising Guidelines

1. Any fundraising activities must meet the requirements of relevant laws and regulations.
2. Organizer agrees: (a) he or she will comply with all applicable laws during the planning, promotion, and conduct of the fundraiser; (b) all necessary insurance, licenses, and permits will be obtained and will be in force through the conclusion of the fundraiser; (c) the fundraiser will result in no cost or expense to the HOM whatsoever, unless expressly agreed in writing to the contrary; and (d) will indemnify and hold the HOM harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the fundraiser.
3. The fundraising activity/event will be conducted in the name of the authorized fundraiser and is the sole responsibility of the authorized fundraiser. The HOM cannot assist in the solicitation of donations, organizing publicity, or obtaining required permits or licenses.
4. HOM will do everything possible to provide a member of the staff to attend the event if the organizer makes the request early in the planning.
5. Nothing in this document shall be construed to sanction the authorized fundraiser, or any of his or her employees or representatives, to act as an agent of the HOM. Thus, for example, the authorized fundraiser may not open a bank account in the HOM's name, nor may he or she endorse or attempt to negotiate any checks made payable to the HOM, all of which must be forwarded promptly to HOM for processing.
6. If the authorized fundraiser uses the HOM logo, he or she agrees the logo: (a) may not be altered in any way, nor may it be sublicensed to any other person; (b) may only be used in accordance to supplied guidelines.
7. If the authorized fundraiser wishes to utilize the HOM name or logo on any material or products, permission must be obtained from HOM. All printed material, including media releases, must be approved by the before being printed or distributed.
8. Any solicitations made in relation to your fundraising activity must specify that: (a) the HOM is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit the HOM (i.e. portion of t-shirt sales); (c) any maximum or guaranteed minimum contribution amount to be made to the HOM.
9. To avoid inadvertently jeopardizing existing relationships, the authorized fundraiser agrees to receive approval from HOM before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations related to the fundraising activity.
10. HOM cannot pay expenses associated with the fundraiser; however, expenses may be deducted from the proceeds of the fundraising activity.
11. The HOM will issue receipts for approved fundraising activities.
12. Net proceeds from your fundraiser must be submitted to the HOM as soon as possible after your fundraiser. If this requires more than 30 days, please contact the HOM to discuss alternate arrangements.