



THIRD-PARTY EVENT TOOL KIT

Thank you for choosing Comprehensive Therapy Center (CTC) for your third-party fundraiser! CTC is fortunate to enjoy the generosity of people and organizations in our community. All events, large and small, play a significant role in raising awareness and much-needed funds to help children walk, talk, learn and play.

If you are interested in organizing or hosting your own event to benefit CTC, please review our guidelines and submit a completed Third Party Fundraising Event Form. We welcome requests from individuals, organizations and corporations to host benefits, special events, or donation drives on behalf of CTC.

We are happy to offer tips and guidance to help make your event a success. Please contact our Development Department.

Phone: (616) 559 - 1054

Email: development@therapycenter.org

COMMON QUESTIONS

WHAT IS A THIRD-PARTY EVENT?

A third-party fundraising event is conducted by an individual, group or organization in the community with proceeds to benefit CTC, a department, or initiative of CTC. It happens when someone outside of an organization, with a passion for the organization's mission, hosts a fundraiser on the organization's behalf. When individuals, groups, clubs, organizations, or businesses reach out to their networks/customers on behalf of children with disabilities, we all win!

WHO CAN HOLD A THIRD-PARTY EVENT FOR CTC?

Just about anyone! Individuals and organizations can host an independent fundraising event to support CTC at any time. These can be grateful clients and families, civic organizations, churches, schools, businesses, government agencies ... anyone in the community can hold an event to support the areas of greatest need or a specific program of their choice.

WHERE WILL THE FUNDS GO?

There are many specialties, programs and services at CTC that your donation can support. If you have a passion for a specific area, we can try to make sure your donation supports that area as much as possible. In general, our donations contribute directly to the Therapy & Fun Scholarship Fund, which helps us provide our clients with access to Therapy & Fun for a low cost or no cost.

HOW CAN CTC HELP ME?

Listed below are ways CTC **can** help with your fundraiser:

- Provide consultation on fundraisers and events
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide and approve use of our logo, provided certain criteria are met
- Help you select an area of CTC for your donation to support
- Coordinate check presentations
- Send you CTC branded giveaways (e.g. balloons, stickers)

However, there are some services we **cannot** provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- CTC stationery (Letterhead, envelopes, etc)
- Funding or reimbursement of your expenses
- Publicity (e.g. newspaper, radio, television; we can and will promote your event through social media and email)
- Guaranteed attendance of CTC staff, clients, or caregivers

GETTING STARTED

Deciding to host a community fundraiser for CTC is a huge accomplishment in itself - thank you! Here are some steps to help you get started:

- **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.
- **Brainstorm.** Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination — several heads are better than one! The more people participate now, the more committed they'll be later.
- **Choose the "right" 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, etc.) Then think about possible sources of funds, and people and companies you know who may be able to donate products or services to reduce your costs. This will help keep your costs down, which is something everyone will appreciate.



- **Develop an event timeline.** A timeline is important in planning a 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.
- **Let us know.** Make us aware of the event at least two weeks prior to the event date; this will help us promote it and keep it on our radar. The sooner you tell us, the more likely we'll be able to help you find people to attend.
- **Open a bank account.** You may find that you will need to establish a bank account to accommodate incoming revenue and expenses. This can be done by visiting a local bank and creating a business account under your event's name.
- **Collect all funds.** We ask that all event proceeds designated for CTC be forwarded to CTC 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 CTC.

EVENT IDEAS



The following are some ideas for your community fundraiser. We suggest thinking of something you enjoy doing (e.g. book club, cooking) and working to add a fundraising component into that. This way you are not starting from scratch and, in addition to giving back to a great cause, you're doing something you love!

BIRTHDAY/ANNIVERSARY PARTY

Do you have an upcoming birthday, anniversary, shower or bar/bat mitzvah? Consider making a contribution to CTC in lieu of personal gifts – and ask your friends and family to do the same. This is a great way to get the kids involved!

INDEPENDENT BUSINESS GIVES BACK

Are you a local independent business owner, restaurant or retail owner who is looking to align with a great cause? Whether it is a percentage of proceeds for a week or simply collecting change, you can make a difference while you work.

SCHOOL FUNDRAISER

Kids love to help! Have fun with your students while teaching them about the meaning of philanthropy with anything from a coin drive to a read-a-thon. Be creative! We'd love to hear about your school fundraiser ideas and stories.

TRIVIA NIGHT

This is a fun way to raise funds while increasing awareness about children with disabilities. Host your trivia night at a restaurant or other local establishment and invite between 10 and 50 of your friends and family.

GET CREATIVE

This is only the tip of the iceberg when it comes to fundraising ideas. Let your imagination run wild!

GUIDELINES

- Let Comprehensive Therapy Center know you're holding a Third Party event **at least two weeks before** the event date.
- Organizers are responsible for all costs associated with the Third Party Event
- No bank accounts in the name of Comprehensive Therapy Center (CTC) can be set up by the third-party event organizers.
- All checks should be made out to **Comprehensive Therapy Center (CTC)**
- All donations should be sent to our office **within 30 days** of the event
- Comprehensive Therapy Center (CTC) is unable to process credit card charges from your event
- Organizer is responsible for any license and/or insurance that may be required for your event
- All written or printed materials containing Comprehensive Therapy Center (CTC)'s logo must be submitted to CTC for approval before public use
- The percentage of the proceeds donated must be clearly stated on all promotions
- CTC will provide tax appropriate acknowledgment letters to all donors if provided with their correct mailing address and amount of donation. No tax deductions are available unless donations are made directly to CTC
- CTC may only be identified as the beneficiary of the event/ activity. For example, Your event should be called "Bake Sale to benefit Comprehensive Therapy Center"

AFTER YOUR EVENT

SEND IN YOUR DONATION/PROCEEDS

Mail a check to:

Comprehensive Therapy Center
2505 Ardmore St NE
Grand Rapids, MI 49503

Checks should be made payable to Comprehensive Therapy Center.

SEND US PHOTOS!

E-mail the best 3-5 photos from your event to: development@therapycenter.org. We'd love to share them!

LOGO USE

Use of the CTC logo is allowed for **up to 30 days** after your event. Remove logos from any materials after this time.

THIRD-PARTY FUNDRAISER EVENT FORM

Name of individual/organization planning the event: _____ Date _____

Main contact: _____

Street Address _____

City _____ State _____ ZIP _____

Phone Number _____ Email address _____

Please sign me up to receive CTC emails so I can stay up to date on CTC news and events.

Event name/type _____ Proposed date/time of event _____

Location of event (name and address) _____

Brief description of the event

This event is open to the public **This event is private**

How will CTC benefit from this event (ticket sales, percentage of sales, auction, etc.)?

Projected fundraising goal (in dollars) _____ Expected number of people in attendance _____

TERMS AND SIGNATURE

I, _____ understand that Comprehensive Therapy Center (CTC) reserves the right to approve or deny this proposition to host a third-party event on behalf of CTC. I agree that a representative of CTC must approve this proposal and the use of its name and/or logo prior to publicizing or holding the event. By publicly naming CTC as the beneficiary of my event, I agree to donate the full amount of the net proceeds raised within 30 days of the event date. By submitting my proposed fundraising event, I agree to assume all risks and liabilities associated with the proposal and hold harmless Comprehensive Therapy Center (CTC)'s entities, directors, employees, and successors from and against all claims, damages, liabilities, costs, and expenses and personal injuries or damages to property that may occur in conjunction with the proposed event.

I agree that the information provided in this document is accurate, and further agree to the terms set forth in Comprehensive Therapy Center (CTC)'s Third Party Fundraising Guidelines.

 Signature of Organizer

 Date