



How to Plan for a Fundraiser

Thank you so much for thinking of Mending Kids International and how you can help support us! Here are some things you might want to consider when planning a fundraiser:

Start planning early. California has lots of cultural, sporting and other special events. Make sure your prospective event date doesn't conflict with something else major that's going on in this area. Also, check with our office to see if that date is clear on our events calendar.

Complete the required paperwork for our approval. In order to best support you in your planning efforts we ask you to complete an event application. We will respond to your event application within one week.

All promotional material must be reviewed by MKI prior to production and distribution. This includes, but is not limited to, all press releases, invitations, newsletter articles, fliers, posters and advertisements. With a signed letter of agreement, we will provide you with our logo for your use. Since MKI enjoys brand recognition, we want to make sure that our name is being used appropriately. Because of this approval process, please make sure that you build in extra time for review and revisions.

Keep expenses to 25% of gross revenue. This standard allows us to meet guidelines set by external agencies such as the Better Business Bureau and our own internal standards. This ensures that a great majority of the gross revenue goes to our mission of improving the health and well-being of children and not to fundraising activities. Exceptions can be made for first time events and under special circumstances, but must receive prior approval.

Inform MKI of all sponsor requests before they are made. Our community has so many generous corporations and individuals. We want to make sure that the same individuals and corporations are not constantly solicited on our behalf. If you are planning to solicit sponsors for your event, we would like to be aware of who you will be contacting before the request is made.

Find out if you will need permits and/or insurance. Please allow time to secure any permits and/or insurance required.

Please be clear about what support you need from MKI. We have a small staff and want to make sure we understand what you expect from us. Here are a few of the ways we are happy to support your event:

1. Include information about your event/project on our Calendar of Events and our website (www.mendingkids.org).
2. If appropriate, provide a representative at the event to speak about our programs and the way we are helping families and children each and every day.
3. Make a request for additional volunteers to help at your event.
4. Record and acknowledge net revenue received from the 3rd party or from individual donors made directly to the Charity.