

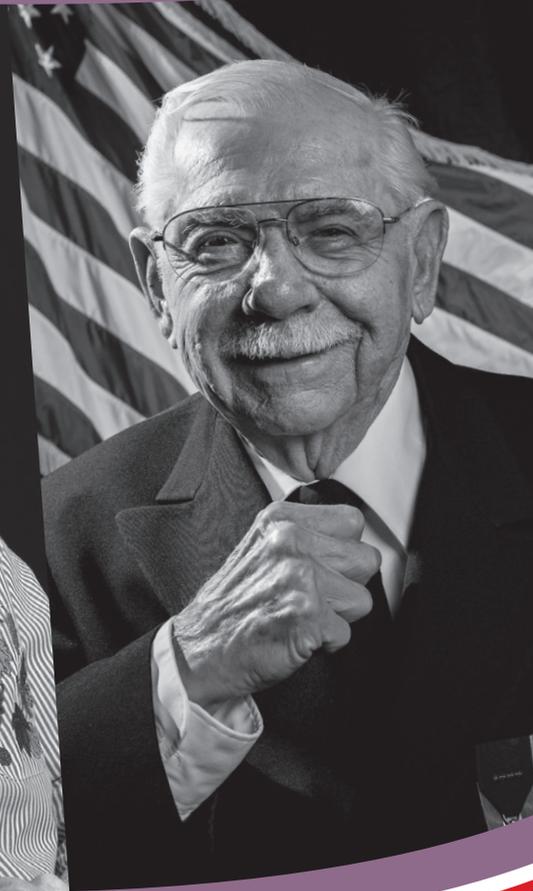
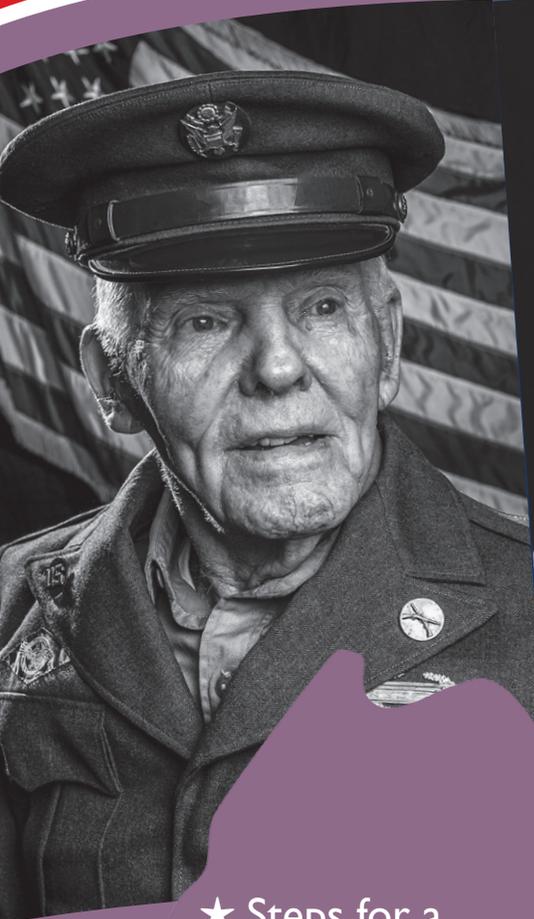
★ Community Fundraising Guide ★



MAINE VETERANS' HOMES

caring for those who served

An independent nonprofit organization serving Maine's veterans and families



- ★ Steps for a Successful Fundraiser
- ★ Fundraising Ideas
- ★ Event Support
- ★ Application to Host a Fundraiser

MAINE VETERANS' HOMES

Fundraising for Those Who Served

Supporting Maine Veterans' Homes

Maine Veterans' Homes, an independent nonprofit organization dedicated to serving Maine's Veterans and their families, offers care that's unrivaled. The MVH mission statement, "Caring For Those Who Served," drives us to provide exceptional care and comfort to approximately 600 Veterans daily, their spouses and Gold Star parents in our six Homes across Maine. We believe it is a privilege and our responsibility to provide care and support for those who honorably served our country.



Improving the Lives of Maine Veterans

Maine Veterans' Homes relies on the generosity of individuals and organizations to help us provide activities and programs that support not only the health of our residents, but to cultivate their enjoyment. Our residents are active. The certified activities staff eagerly plan programs residents liked to take part in before becoming part of the MVH family, while introducing them to newfound hobbies and passions. From painting and art to musical events, games and meals out, to religious services and community social events, we provide a rich variety of activities for our residents.

That is why unless designated otherwise, we have selected our Resident Activities Funds to be the recipient of all community fundraisers. If you prefer that your donation benefit a specific area of the Home, a special project or particular event, please let us know in the application.

Did You Know?

Maine Veterans' Homes cared for more than 1,500 people last year.



Veterans comprised more than 85 percent of all those we served last year.

Steps to Holding a Successful Fundraiser

- ✓ Register your intent to hold a fundraiser for Maine Veterans' Homes by filling out an Authorized Fundraising Event form, located at the back of this booklet, or visit us online at www.mainevets.org/communityfundraising.
- ✓ Determine the amount of help you will need for your event and, if necessary, form a planning committee to help answer the Who, What, When, Where and Why of the event to execute planning details. What is your fundraising goal? Where should this event be held? Do you need to secure special permits to hold this event? Etc.
- ✓ Look for sponsorships from businesses and other organizations for all aspects of your fundraiser so that all proceeds will go directly to Maine Veterans' Homes. Our Development Office can provide you with a letter in support of the event that can be distributed to potential sponsors.
- ✓ Promote and publicize the event. Maine Veterans' Homes can assist with creating promotional materials and promoting the event on our social media platforms. We can also assist with distributing information to local media.
- ✓ Don't forget to thank individuals/groups who helped you with your fundraiser. Keep a record of names and addresses of those who donated time, money or items to make your event successful. The Development Office will provide you with forms so your supporters can be thanked from us, and provide receipts for income tax purposes.



Each Maine Veterans' Homes employee is guided by our Core Values:

Honesty & Integrity ★ Veterans are Unique
Respect ★ Excellence ★ Teamwork ★ Leadership

Did You Know?

Sample Fundraisers

Top Fundraisers for Youth

- ★ **Bottle Drive:** This event can start right at home and grow throughout the neighborhood or community. You can even check with your local redemption center to see if they will allow you to put up a box for cans and bottles to be donated to Maine Veterans' Homes.
- ★ **A Mile of Pennies:** It takes approximately 85,000 pennies laid end to end to stretch out to a mile. If you are able to raise a mile of pennies for Maine Veterans' Homes, you will have raised \$850. Be creative in how you collect the pennies; have your class or school bring in pennies or even ask for the help of an area business or two.
- ★ **A Block of Bucks:** An average city block is 264 feet. If you collected enough \$1 bills to be laid end to end to stretch out to a block, you will have raised \$516. This works well at an event with a large crowd, or at a series of events where people can bring a dollar or two each time.
- ★ **Guessing Games:** These simple, easy fundraisers feature counting items in a jar. Fill a jar with jelly beans, pennies, etc. and ask participants to pay to guess how many items are in the jar. The winner receives a prize - usually the jar of items. This can also be done on a larger scale. For example: You could have a canoe, wheel barrel, etc. donated and then fill it with potatoes. The person closest to the correct number of potatoes wins the large item.
- ★ **Car Wash:** Organize a car wash and charge a fee or ask for a free-will donation to benefit Maine Veterans' Homes. Check with a local business in a high traffic area that might be willing to allow you to use their hose and water and hold the car wash on their premises.
- ★ **Ugliest/Prettiest Pet:** Capitalize on the built-in audience at a sporting event, band performance, etc. to showcase your not-so-pretty or very pretty pets. Put photos of the faces of the animals on donation jars and the pets that receive the most dollars win the Ugliest/Prettiest Pet Award.

Top Fundraisers for Individuals & Organizations

- ★ **Book Sale:** Ask individuals to donate books in fair shape and hold a book sale to benefit Maine Veterans' Homes. You could even check with your local library to see if they will allow you to hold your book sale there.
- ★ **Garage/Yard Sale:** Most people have a lot of unwanted items around their homes. Consider holding a Maine Veterans' Homes yard sale where proceeds are donated to the organization. You will have cleaned up your house and helped Veterans throughout Maine.
- ★ **Cook-off:** This is a very tasty way to help Maine Veterans' Homes. Arrange for a facility to host your event and then invite area restaurants to compete in a cook off. Ask individuals to pay (usually \$3 to \$5) to be judges. Judges get to sample all of the selections and then vote for the best one. The restaurant that wins gets a trophy.

Top Fundraisers for Businesses

- ★ **Store Canisters, Jars or Locked Boxes:** Large containers may be obtained for larger events such as fairs where visitors can drop spare change or dollars into a box, all to benefit Veterans.
- ★ **Go Casual For Those Who Served:** Ask employees at your place of employment to pay a nominal fee (usually \$1 to \$5) to be able to wear jeans to work for a designated day.
- ★ **Paper Icons:** You often see these at grocery stores, gas stations or anywhere with high customer traffic; customers pay \$1 and sign an icon that the business hangs in a prominent location.

Sample Fundraisers

Other Great Ideas for Fundraisers

- ★ **Dine Out:** Contact a local restaurant to arrange for a Maine Veterans' Homes night. Some restaurants will provide a percentage of the night's sales or even allow guest servers who will donate their tips.
- ★ **Holiday Flower Sales:** Contact a local florist or grower to see if they will donate (or sell to you at a reduced cost) flowers that you can then sell to benefit Maine Veterans' Homes. This can be done annually for Christmas (poinsettias, wreaths, trees), Easter or Mother's Day (lilies, mums, daises).
- ★ **Movie Theater Night:** Arrange with a local movie theater to hold a special Maine Veterans' Homes night out where a percentage of proceeds are donated to the organization.
- ★ **Raffles for Items:** Fundraising raffles are manageable for any size group. They're easy to coordinate and cost very little to conduct. The best raffles all use donated items so 100% of the money raised can go right to Maine Veterans' Homes.
- ★ **Raffles, 50/50:** Build excitement of a fundraiser for Maine Veterans' Homes by sharing the wealth with one lucky winner. This fundraiser can be held at any event where there will already be a crowd of people, such as a sporting event, play or meeting.
- ★ **Community Walk:** You can take the lead in planning your own walk or run in your neighborhood. Community walk events are volunteer driven and an exciting way to raise awareness and funds for Maine Veterans' Homes.
- ★ **Sporting Tournament:** Grab your family and friends to fundraise by putting together a fun sporting event. Organize a tournament based around your favorite sport. Whether it's baseball, soccer, swimming or basketball, ask participants to pay a fee to participate in the event. They can even solicit support from friends to bring in additional revenue.
- ★ **Exercise Class:** Participants pay a fee to participate in an activity for a predetermined amount of time. To raise even more money, they can solicit pledges from family and friends. You can have a "Charity Ride" cycling class or another fitness class where people reserve their spot through their donation.
- ★ **Live Auction:** Live Auctions can be a lot of fun, but also a lot of work. To be successful you must have a number of desirable items and many people to bid. Please call the Development Office to discuss this option.
- ★ **Silent Auction:** The recipe for a successful silent auction includes quality donated items or gift certificates and a high traffic area to showcase the items. Have bid sheets for each item and let participants bid on the items they want. This could be an add-on element to a high traffic event.

In Addition

Maine Veterans' Homes is a partner with the CLYNK to Give program. The money you earn from returnable bottles and cans will go to Maine Veterans when you choose us as a Giving Partner via your online CLYNK account, or, drop off bags at CLYNK recycling stations (at Hannaford grocery stores). Be sure you have Maine Veterans' Homes tags, which can be obtained by contacting donations@mainevets.org or 1-800-278-9494.

You can raise money for Veterans every time you shop on Amazon by visiting smile.amazon.com. Select Maine Veterans' Homes as your preferred charity and we will receive a small percentage (0.05 %) of all qualifying purchases as a donation from the Amazon Smile Foundation.

In Lieu of Gifts

You can raise money for Maine Veterans' Homes by collecting donations in lieu of birthday, anniversary or wedding gifts. We can provide instructions on how to set up an online donation page to help you raise money from friends and family on social media.



Photo by Facebook

Event Support

Maine Veterans' Homes is happy to help support your fundraising efforts. From giving planning tips to offering pre- and post-event press releases, we want your event to be successful because it means we're able to support our mission of, "Caring For Those Who Served."

Here's How We Can Help:

- ★ Participate in an initial event planning meeting with key committee members to share strategies, suggestions, resources and samples.
- ★ Be a resource for questions throughout the planning process.
- ★ Create printed materials to help promote your event.
- ★ Provide gift-in-kind forms and tax receipts for individuals who donate items, services and financial support to your event.
- ★ Try to provide an organization representative to attend/speak at the event or to the planning committee about the mission of Maine Veterans' Homes.
- ★ Organize a tour of your local Maine Veterans' Home for the planning committee.
- ★ Assist with the development of pre/post-event press releases.
- ★ Provide Maine Veterans' Homes educational materials (brochures, newsletters, etc.) to be given out at the event.
- ★ Provide limited Maine Veterans' Homes supplies based on availability for the event (a banner, table top display, brochures, etc.).
- ★ Provide pre/post-event information or news article on the Maine Veterans' Homes website, social media.



Authorized Fundraising Event

Letter of Agreement

Thank you for your interest in hosting a fundraising activity to benefit Maine Veterans' Homes. We appreciate your desire to support our mission of, "Caring for those who served." This signed letter serves as an agreement between you or your business or organization and Maine Veterans' Homes (referred to as "MVH") for the purpose of setting forth the terms and conditions of our relationship with respect to your fundraising activity. We ask that you agree to the following terms and conditions in order to best protect the privacy of our residents and help communicate that proceeds from your activity will support MVH.

Information and Description of Fundraising Activity			
Contact Name:			
Name of Business or Organization:			Title:
Email:	Phone:	Fax:	
Website (if applicable):			
Facebook Address (if applicable):			
Street Address:			
City:	State:	Zip:	County:
Event/Fundraiser Description: <i>(Please include details. Will this be an event, does it include a point of sale donation to MVH, how will your fundraiser will be advertised, etc.)</i>			
Promotion Start Date:		Location <i>(include address if applicable)</i> :	
Promotion End Date:			
If an event, please list:			
Day:	Time:		

Terms and Conditions:

1. An event is not an Authorized Fundraising Event until this Agreement has been signed by both parties.
2. As an Authorized Fundraising Event, MVH grants the permission to use its logo while promoting the event (any change to logo colors or design must be preapproved), and requests the following statement be included on all materials: Maine Veterans' Homes is an independent, nonprofit organization serving Maine's veterans and families. For more information about MVH, please call 1-800-278-9494 or visit www.MaineVets.org
3. All fundraising materials will specify and truthfully state the dollar amount per sale/transaction that is to benefit MVH. If your fundraising activity includes a donation collection drive, where you provide Donors the opportunity to donate money to MVH ("Donations"), you agree to collect Donations from Donors and forward one hundred percent (100%) of the Donations to MVH.
4. You agree to pay all costs associated with your fundraising activity, the collection and the transmitting of proceeds to MVH.
5. If a donor could reasonably expect an acknowledgement of their donation made to your fundraising activity, you agree to either provide them with written documentation acknowledging their donation or provide donor information (name, address, and donation amount) to MVH so proper acknowledgment can be provided.
6. You agree that all of your fundraising activities will be performed consistent within the high ethical standards that MVH is known for and will abide by all MVH policies regarding patient safety and privacy.
7. You agree that you will comply with all federal, state, county and/or municipal charitable solicitation statues and/or laws and ordinances applicable to your fundraising activity.
8. YOU REPRESENT AND WARRANT THAT YOU WILL FORWARD TO MVH ONE HUNDRED PERCENT (100%) OF THE DONATIONS. You shall indemnify, defend and hold MVH harmless, including its chartered units, and its directors, officers, employees, agents and volunteers from and against any and all suits, claims, demands, liabilities, damages, costs and expenses (including reasonable attorneys' fees) arising out of, or relating in any way to your business and the fundraising activities authorized hereunder.

I HAVE READ AND AGREE TO THE TERMS AND CONDITIONS OF THIS LETTER OF AGREEMENT

(You will receive a signed copy of this agreement once your fundraiser has been approved. Please do not proceed with fundraising activities until you have received signed approval from MVH.)

Signature:	Print Name:	Date:
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To be completed by MVH

MVH Home	Staff Name:
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Staff Title:	Date:
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To be completed by the Director of Development within 48 hours of being submitted.

On Behalf of the _____ of the Maine Veterans' Homes:	<input type="checkbox"/> Approved
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Director of Development Signature:	Date:
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Thank you again for your interest in supporting Maine Veterans' Homes. If you have any questions or concerns, please call or email the Development Office at (207)356-8213 or donations@mainevets.org.

Maine Veterans' Homes is an independent nonprofit organization serving Maine's veterans and families.