



# COMMUNITY FUNDRAISING GUIDE



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# INTRODUCTION

## WHO IS TEAM 375?

Team 375 is made of motivated individuals seeking to catalyze unprecedented awareness and action. Our team is guided by a diverse board of directors, each highly respected within the mental health arena, and propelled by you, our dedicated supporters. **PROJECT 375** is led by an experienced team dedicated to the education, support, and treatment of mental health. Our team includes not only those who live with a mental illness but, those who have been affected by mental illness and wish to advocate in honor of family members and friends. As part of Team 375, your charitable support will make possible the work of awareness campaigns that help to end the stigma associated with mental illness and provide education services to high schools across the country. Every dollar raised from each event will make a meaningful difference!

Dear potential PROJECT 375 fundraiser,  
Thank you for your interest in supporting this mission! We appreciate your generous gift of time and commitment to help eradicate the stigma surrounding mental health by raising awareness and improving care for those in need.

We believe people like yourself are a vital part of achieving our goals for the community. We hope that you find the experience to be fulfilling and rewarding. As with most things in life, there is a bit of paperwork to get started. The enclosed packet will give you additional information about fundraising for PROJECT 375 and will include details about the roles and responsibilities of our fundraisers. Should you have any questions, please feel free to contact us.

Thank you again for making time for your community. I look forward to working with you!

Sincerely,

*Team PROJECT 375*



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# INTRODUCTION

## VISION

FOR EVERY ONE PERSON WE EDUCATE ON MENTAL ILLNESS,  
**ONE LESS HAS TO SUFFER FROM IT**

## OUR VALUES



## OUR CREDO

### Serve Our Team.

What you do for yourself dies with you. What you do for others lives forever. For every one person we educate on mental illness one less has to suffer from it.

We will never walk away from the fight. Mental health is an essential part of children's overall health and directly affects their ability to succeed in school, sports, at home and in society. We believe early prevention and intervention will save lives.

### Serve Our Community.

One in 5 people live with a mental illness or disorder, this includes Individuals in remission, patients, providers (clinicians and institutions), loved ones and donors. Early intervention and prevention is the pillar for success.

### Serve Our Leaders.

Our ambassadors should be selfless, passionate, and humble in their approach to challenges and opportunities.

### Serve Our World.

We are men and woman of integrity. We are civil rights leaders. We lead by example.

**Thanks so much!**

## HOW WILL THIS TOOLKIT HELP ME?

The enclosed toolkit provides a helpful set of guidelines to appropriately plan and execute your amazing event. Whether you are hosting a golf outing, or a read-a-thon at your child's school, everything you need to know is contained within these pages. Within this packet you can find FAQ's, guidelines for the use of our logo and the necessary documentation in order to get started. In just a couple easy steps you can be on your way to throwing an amazing fundraiser and making a critical difference within the mental health community and beyond!

## WHERE WILL MY DONATION GO?

Through our program, **PROJECT PREVENT™**, we respond to the needs of children and adolescents by introducing technology driven support and providing parents, teachers and staff members with Youth Mental Health First Aid training. Students will also be provided with a Mental Fitness Toolkit. This folder provides students with mental health facts and myths, connects them with teen peer to peer groups, contact information for the National Suicide Prevention Hotline, volunteer opportunities and information about **PROJECT 375**. Our goal is to create improved access to care for students most at risk and in need of mental health services, as well as provide a safer, more supportive environment for all youth.

# HOW PROJECT 375 CAN HELP

Listed below are ways, **PROJECT 375** 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 our tax ID number for donation purposes only
- Provide and approve use of our logo, when appropriate
- Attend check presentations, when feasible
- Social media support (if approved)
- Send you Foundation-branded giveaways (e.g. balloons, banners)

**We are here to support you. However, there are some services we are unable to provide:**

- Our sales exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- **PROJECT 375** stationary
- Funding or reimbursement of your expenses
- Celebrities or professional athletes for your event
- Publicity
- Guaranteed attendance of hospital patients, physicians or staff



# FUNDRAISING IDEAS

The following are some ideas for your community fundraiser. We've found that thinking of something you already enjoy doing (e.g. book club, cooking) and working to add a fundraising component is a great way to come up with an awesome event! This way you are not starting from scratch and, in addition to giving back to a great cause, you are doing something you love!

- Golf Outing
- School Fundraiser
- Your very own Paddle Battle
- Register a PROJECT 375 team with your local 5K
- Themed Party
- Brunch
- Dance Marathon
- Cook-off
- Garage Sale
- Craft Fair
- Trivia Night
- Bake Sale
- Black-tie Event
- Coin Drive
- Read-a-thon

The possibilities are endless!

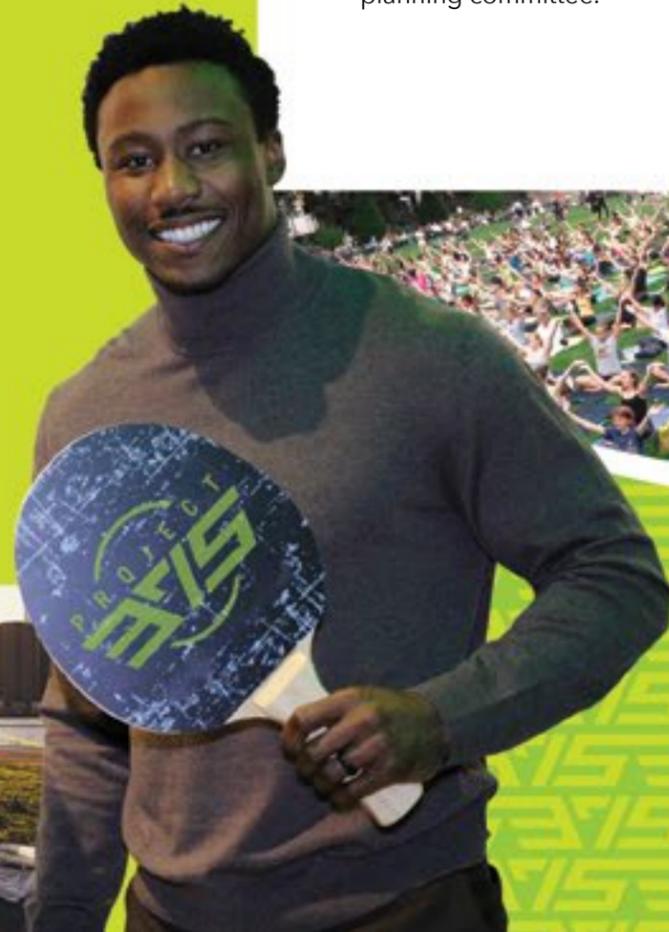
## LET THE PLANNING BEGIN

Deciding to host a community fundraiser for PROJECT 375 is a huge accomplishment -Thank you!  
Here are 10 steps to help you get started:

- 1. 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.
- 2. Brainstorm.**  
Gather members of your planning committee to brainstorm ideas for your fundraiser. Give free rein to your imagination--there are no bad ideas in brainstorming!
- 3. Choose the "right" event.**  
The type of event you choose should fit the size, interests, talents, goals and time availability of your planning committee.

- 4. Identify your audience.**  
Consider who is most likely to attend and support the type of event you have selected.
- 5. Develop a budget.**  
Try to identify expenses and possible sources of funds, including securing in-kind products and services. This will help keep your costs down, which is something everyone will appreciate! (See *Budget Template at the end of the toolkit.*)
- 6. Develop an event timeline.**  
A timeline is a valuable tool to keep your event on track and organized. This timeline can also be helpful if you plan on utilizing a publicity strategy.
- 7. 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.

- 8. Have Fun!**  
You have worked hard and are raising funds for a great cause, so don't forget to enjoy yourselves!
- 9. Collect all funds.**  
We ask that all funds be forwarded to PROJECT 375 within 30 days following the conclusion of your event.
- 10. 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 the Foundation. (See *Thank-You Letter Template at the end of the toolkit.*)



# PUBLICIZING YOUR EVENT

These tips and tools will help maximize publicity of your event:

## 1. Create a timeline to maximize publicity

A timeline is important in planning a publicity strategy for your event. Keep this timeline in mind as you put together a publicity plan:

### 3-4 months before the event

Identify your target audience based on demographics, interests and location, and develop a targeted media list.

### 4-6 weeks before the event

Distribute media materials (i.e. media alert, social media posts).

### 2 weeks before the event

Make follow-up calls and send e-mails to media who received the information.

### 1-2 days before the event

Email and/or fax a media alert with the basic information about your event (who, what, when, where and why) to the TV news assignment desks and photo desks at the daily newspapers.

## 2. Photos are a great way to document your event,

whether for publicity or simply to share with family and friends. Here are some tips on capturing special moments at your fundraiser:

**The following paragraph must be included at the end of every news release, all print, on the internet, and all other forms of media:**

Brandon Marshall nor PROJECT 375 are responsible for this event or any related statements or activities. The likeness of any known personalities or public figures or athletes is not an expression of their obligation to this event or any related activities. This event is wholly owned and managed by (INSERT NAME).



- Write out a targeted shot list in advance to make sure you get photos of everything and everyone you want
- Take candid and close-up shots that capture the different aspects of your fundraiser
- Include kids in the photos
- Capture images of your corporate sponsors, if applicable
- Include three to four people in a photo for the best publicity shot



# CREATING LASTING MEMORIES/ YOU DID IT! NOW WHAT?

The proceeds from your fundraiser will directly impact the 88 million people living with a mental illness. After your fundraiser, all you need to do is this:

## 1. Send in your donation/proceeds

Mail a check or cash to:

**PROJECT 375**  
332 S Michigan Avenue, 9th Flr  
Chicago, IL 60604

- Checks should be made payable to PROJECT 375.
- Include a short note explaining your fundraiser.
- Once we receive your donation, a letter from PROJECT 375 will be sent to you for tax purposes

## 2. Send us your photos info@project375.org

- Post your photos to your social media page with the hashtag

**#MindOverMatter**

## 3. Logo Use

As stated in the guidelines, use of **PROJECT 375's** logos is allowed for up to 30 days after your event. Remove the logos from any materials after this time.

## 4. Start thinking about your next fundraiser!

The best time to think of a new idea is right after an awesome event or fundraiser. Think of what parts went well and what could be changed to make the next event even more successful.

**Can I use Project 375's Tax Exemption number?**

Because PROJECT 375 is not hosting your event, it is considered a third-party event. For this reason, you will not be able to use the foundation's IRS 501(c)(3) charitable classification, federal tax ID number or tax-exempt certificate. However, you may use the foundation's tax ID number for donation purposes only.

Please call 312-988-0243 and ask for Erica Jellerson.

**Can you help me get a permit for my event?**

The organization and execution of the event is the responsibility of its event organizer. The event organizer must obtain any necessary permits or licenses.

**Who will provide insurance for my event?**

PROJECT 375 cannot provide insurance for third-party events. The event organizer is responsible for obtaining insurance for the event.

**What can I give people who made donations for tax purposes?**

PROJECT 375 third-party event organizers cannot use PROJECT 375 exemption status in conjunction with the event. However, PROJECT 375 staff can provide an authorization letter confirming the organizer's intent to raise funds for PROJECT 375.

**Will each of my donors get a receipt?**

PROJECT 375 will not issue receipts for donors or sponsors who make payments directly to your third-party event. If your donor requests a receipt, please be sure the check is made out to PROJECT 375 and leave the check in its original form before sending it to the foundation.

**How do I open a bank account for my event?**

If a separate bank account is being established by a third party for an event, it must be opened in the third party's name. Our policies do not permit a third party to establish a bank account in the name of the Foundation. The event organizer is responsible for all event expenses. We encourage you to seek out in-kind donations.

**Can someone from the foundation attend or help me plan our event?**

Because of the large number of events and the limited number of staff, staff members are generally unable to attend and plan third-party events. We are happy to provide guidance your event, but we do not have the staff to handle the organizational and administrative tasks associated with third-party events.

**Are Brandon and Michi available to attend our event?**

Because of the volume of events thrown by TEAM 375 Brandon and Michi are unable to make an appearance at your event. PROJECT 375 is also unable to provide any other athlete and celebrity appearances.

Thank you for taking your time to review this information. Please go to our web page [WWW.PROJECT375.ORG](http://WWW.PROJECT375.ORG) section **Get Involved** to download the following items:

1. Community Fundraiser Proposal
2. Confidentiality Agreement
3. Code of Ethics

In order to support our project please send all completed forms to our Communication and Events Manager at [info@project375.org](mailto:info@project375.org). We can't thank you enough for your support. Together, we can create improved access to care for students most at risk and in need of mental health services, as well as provide a safer, more supportive environment for all youth.

**THANK YOU FOR HELPING US PAINT THE WORLD LIME GREEN!**

Sincerely,

**THE PROJECT 375 TEAM**



WAY PEOPLE THINK ABOUT MENTAL HEALTH IS CRAZY!  
 THAT'S WHY OUR MISSION IS TO  
 END THE STIGMA ATTACHED TO MENTAL ILLNESS,  
 ADVOCATE FOR UNPRECEDENTED AWARENESS,  
 CONNECT THOSE SUFFERING TO RESOURCES,  
 AND PAINT THE WORLD LIME GREEN.



@PROJECT375

