

Community Partnership Event Guidelines & Tips



We transform the lives of children in foster care by
building and nurturing permanent families

Sierra
FOREVERFAMILIES

8928 Volunteer Lane, Suite 100, Sacramento, California 95826
916.368.5114 • www.sierraff.org

ABOUT SIERRA FOREVER FAMILIES

SIERRA FOREVER FAMILIES has been serving the community since 1983 as a provider of permanent families for children and youth living in foster care. In addition to our adoption services, we provide mentors to children in care who are between the ages of six and twelve, as well as pre-and post adoption support which includes therapeutic services, trainings, and support groups.

OUR MISSION is to transform the lives of children and youth living in foster care by building and nurturing permanent families. Each year, Sierra helps hundreds of children and youth find inner strength and stability through a permanent family who will love and support them and also through caring, consistent adults who become positive mentors.



SIERRA FOREVER FAMILIES is a 501 (c)(3) public benefit corporation. Nearly one-fourth of our annual budget comes from gift support. Contributions to Sierra are tax deductible to the extent allowed by law.

Sierra takes great pride in maintaining a low cost of administration (11%) and fundraising (12%). By leveraging our community partners, volunteers, and creativity, we are able to invest a minimum of 75 cents of every dollar donated into direct services for our clients. A copy of our most recent annual report can be obtained through our website at www.sierraff.org

COMMUNITY PARTNERSHIP EVENT

Your involvement with Sierra makes you a partner in meeting our mission. Our goal is to collaborate with you to make your fabulous idea a reality. We are as excited about your event idea as you are.

Community Partnership Events are a fun way to partner with us to raise funds for our vital services. We are amazed by of the incredibly unique ways people create opportunities to raise funds to help children in foster care.

Below are a few ideas to get you started:

- Start a Champions for Children team—Business, Service Groups, and Individuals raise \$5,000 or more through events, bake sales, art auctions, wine tasting, birthday party, etc.
- Hold a Jeans Day—Employees donate money to wear jeans for a day.
- Host a Hot Fudge Friday—Employees donated money to enjoy a hot fudge sundae.
- Host a community or employee driven garage sale or a baked goods/craft sale (talent surrounds you).
- Donate, or get a company to donate, a percentage/portion of one day's sales.
- Host a Facebook fundraiser—Join our Cause Page on Facebook and host your own fundraiser for Sierra. It is easy...and your friends will learn more about the cause and the need for support.

Examples of recent Community Partner Events:

- One group hosts a Fiesta Friday and employees donated money to enjoy a potluck lunch once a month. To date, they have raised \$5,000 towards their Champions for Children team effort.
- A volunteer recently celebrated her birthday (she hosted a party with a silent auction) and asked guests to support Sierra instead of giving a gift.
- Another group has an employee giving program that is deducted from employees' payroll. They also host an annual BBQ event with silent auction and fun activities.

Things to Consider

Not every event requires a lot of planning, but all events benefit from answering some basic questions.

- Have you set a budget?
- Where will the event be held? Is there a rental fee? Do you need a permit? Does your venue have parking? Does it require security?
- Will the event be held outdoors? Do you have a back up plan for weather?
- Does the location require liability insurance? (Unfortunately, Sierra cannot provide liability coverage)
- Who do you plan to invite?
- Will there be food involved? What is your budget for food? Do you plan to get the food donated?
- Do you plan to serve/sell alcohol? Do you need a permit? (Sierra is able to obtain alcohol permits for your event)
- Will you have entertainment? Do they charge? Will they require a special space? Do you need a permit?
- If you are getting married, celebrating a birthday or graduation, consider asking guests/family to support Sierra in lieu of gifts.



Other Ways to Support

Sierra Forever Families also relies on donations of items we use for our Wonder Mentoring and Destination Family programs.

For example:

- Gift cards to restaurants, entertainment, and sporting venues.
- Contribute backpacks for our Wonder Mentoring program.
- Host a toy drive to support our holiday gift giving campaign.

Examples of recent donations:

- A volunteer celebrated her birthday and asked guests to donate to Sierra in lieu of gifts.
- Inner Wheel Club of East Sacramento and the Soroptimist International of Sacramento North each created and provided 20 stockings filled with gift cards, toiletries, and youth-specific gifts which went to teens in our Destination Family program.
- Community groups gathered and donated multiple gift cards for our Wonder Guides and Explorers to use on their outings.



SIERRA FOREVER FAMILIES Involvement

Sierra can Help:

- Provide a Sierra representative at your event. The date and size of your event affect the availability of volunteers. Contact us early to request a Sierra representative at your event.
- Promote the event through our e-Blast, website, newsletter, and/or social media.
- Provide tax receipts in accordance with State and Federal laws.
- Provide you with our logo for use in promotional materials (we do ask to review materials before printing).
- With advance notice, an adoptive family or Wonder mentor may be available to speak at your event.

Our Limitations:

- We cannot provide you with our mailing list.
- We cannot accept donations and return the funds to you, even to cover expenses. While this seems a reasonable request, it compromises our tax exempt status.
- We cannot provide funds for expenses.
- We cannot solicit sponsorships on your behalf. We are happy to brainstorm with you about possible sponsors and how to approach them.



Guidelines for Hosting a Community Partnership Event with Sierra Forever Families

- Contact our Development Department—we want to hear what you are planning and help make your event a success.
- Complete the event application.
- Brainstorm with us about possible event sponsorships.
- Get the word out! Marketing your event effectively ensures success. In addition to brainstorming about how to promote your event, Sierra can provide samples for press releases, flyers, social media and more.
- Have a great time and take photos! We love sharing your success through our social media outlets, newsletter and website.
- Celebrate the success with a check presentation at Sierra Forever Families. Schedule time to drop off donations after the event. Sierra will arrange to photograph the check presentation, too! Contact us to schedule your presentations.

**For more information, please contact:
Sierra Forever Families - Development Department
PH: 916-368-5114 - Fax: 916-368-5157
Email: bcobbs@sierraff.org**

Community Partnership Fundraising Application



Date: _____

Sponsoring Organization (if applicable): _____

Name: _____

Home PH: _____ Cell PH: _____

Work PH: _____ Fax Number: _____

Email: _____

Address: _____

City, State & Zip: _____

Preferred method of contact: _____

Preferred time of contact: _____



1. What is the name of your event: _____

2. What is the event date(s) & time(s)? _____

3. Where will the event be held? _____

4. Please provide a description of the event.



5. Is this the first time you have held this fundraiser? YES / NO

6. How many people are you expecting to attend? _____

7. What is your fundraising goal? _____

8. How will the funds be raised? (ticket sales, raffle, auction, etc.) _____

Community Partnership Fundraising Application



9. Will other nonprofits benefit from this event? YES / NO

If yes, please share who: _____

10. Do you plan to solicit businesses/individuals for cash/product donations? YES / NO

11. What are you doing to publicize your event? (Press releases, advertisements, PSA's, promotional flyers, social media, e-Blasts, etc.)



12. Do you plan to use Sierra's name in promoting your event? YES / NO

13. Would you like our logo for promotional materials? YES / NO

14. Would you like a Sierra representative at your event? YES / NO

If no, will you wish to have Sierra information materials? YES / NO

15. If your event is open to the public to attend, would you like Sierra to promote it on our website, social media, e-Blasts, and newsletter? YES / NO

I have read and understood the accompanying Community Partnership Event Guidelines & Tips. I hereby agree to abide by the guidelines and provide all requested information in the manner and timeframe described.

Name: _____ Date: _____

Signature: _____



Please return completed application to:

Sierra Forever Families
Development Department
8928 Volunteer Lane, Suite 100
Sacramento, CA 95826
Email: bcobbs@sierraff.org

Thank you for supporting Sierra Forever Families and helping to transform lives!