

Little City

Ambassadors Program

Community Toolkit

“If you can dream it, you can do it.”

- Walt Disney



Creating hope. Changing lives.
Challenging all limits.

www.littlecity.org | Phone: 847-358-5510 | Fax: 847-358-3291 | 1760 West Algonquin Road Palatine, IL 60067

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Overview

What is Little City Ambassadors Program?

Little City Ambassadors Program is an action-oriented community of students, organizations, and individuals who feel passionate about supporting the quality of life for individuals with autism and other intellectual and developmental disabilities.

What does Little City Ambassadors Program do?

Little City Ambassadors Program members generate awareness about autism and other developmental disabilities, while raising much-needed funds that allow Little City to continue providing innovative programs and services to the individuals it serves.

What does Little City expect from members and organizations?

- Introduce Little City into your community and help advocate for individuals with autism and other intellectual and developmental disabilities.
- Hold a fundraising event in your community and send funds to Little City.
- Share your success stories with us

Where do I send the money I've raised?

Mail it to the Little City Palatine office. Please don't send cash through the mail, instead make out a check or money order (a bank can do this for you) to Little City Foundation, with Little City Ambassadors Program and organization/individual name in the memo line. Attach a short summary of the event with contact information.

Little City Foundation
1760 West Algonquin Road
Palatine, IL 60067

Who can I contact?

Contact Stephanie Darnell with questions at sdarnell@littlecity.org , (cell) 815-955-1401 or Darlene Jung at djung@littlecity.org , (cell) 262-902-1475.



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Planning a Community Event

Deciding to host a community fundraiser for Little City Foundation is a huge accomplishment in itself—thank you! Below 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—several heads are better than one!
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.
Fundraising Ideas: *Game Night, Karaoke Sing-Off, Memorial “In Memory of deceased”, Birthday Gift Pledge, Couch Change/Dollars, Garage Sale, Email Blasts to Friends and Family, Car Wash, Penny Wars, Bake Sale, Sponsor for Marathons/Track Meets, Online Petitions, Charity Auctions, Golf or Whacky Tournament, Holiday Gift Wrap, School Lock-In, Alumni Happy Hour/Dinner, Bowling-4-Bucks, Talent Show*
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. We encourage you to maintain fundraising costs at 18% of your budget. (*See Budget Template at the end of the toolkit*)
6. **Develop an event timeline:** A timeline is important in planning a publicity strategy for your event.
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. **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.
9. **Collect the funds:** We ask that all funds be forwarded to Little City Foundation 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 organization. (*See Thank You Letter Template at the end of the toolkit*)



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Fundraising Ideas

Below 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 are doing something you love!

- **Golf Outing:** Whether planning a small golf outing with friends and family or an outing for your business, think about making your swing really count and partnering with us to give back to the children and adults served by Little City.
- **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 other kids. Have fun with your students while teaching them about meaning 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.
- **Birthday/Anniversary Party:** Do you have an upcoming birthday, shower or bar/bat mitzvah? Consider making a contribution to Little City 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!
- **Trivia Night:** This is a fun way to raise funds while increasing awareness about intellectual and developmental disabilities. Host your trivia night at a restaurant or other local establishment and invite between 10 and 50 of your friends and family. The following website provides a trivia night wizard to help in generating questions and formatting the event: <http://stepbystepfundraising.com>.
- **Cocktail Party:** Throw a cocktail party in your home or at a local restaurant or bar. Many venues provide great deals for very little money. Ask your friends to donate \$50 and spend no more than \$20 on the food. This will ensure you will have a good amount to donate by the end of the night. Include a raffle or auction to increase revenue.
- **Garage Sale:** Ask friends and neighbors to clean out their basement or garage for a good cause. Organize a garage sale and you'll clean out your house, and give back to Little City at the same time!
- **Sell, sell, sell:** Many marketing/promotional item companies offer a lot of the above discounted items. Create t-shirts, bracelets, key chains, etc., and sell them above your cost to create revenue.



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Publicizing your Fundraiser

When used effectively, publicity tactics can result in good exposure for your organization and event at very little cost. This section was developed to give you tips and tools to help maximize publicity of your event through the media.

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, Facebook 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:** E-mail 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.
- Volunteer hours earned are subjective to projects that are implemented.

Boilerplate Language

The following paragraph should be included at the end of every news release:

For 60 years, Little City Foundation has developed innovative and personalized programs to fully assist and empower children and adults with autism and other intellectual and developmental disabilities. With a commitment to attaining a greater quality of life for Illinois' most vulnerable citizens, Little City actively promotes choice, person-centered planning and a holistic approach to health and wellness. Little City's ChildBridge services include in-home personal and family supports, clinical and behavior intervention, 24/7 residential services and special needs foster care and adoption. Little City's LifePath Adult Services offers a variety of residential options, employment opportunities, home-based services, case management, day supports, Special Olympics, an award-winning Center for the Arts and more. The organization has a 56-acre campus in Palatine and offices in Chicago. Visit www.littlecity.org.

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**See Media Alert Template at the end of the toolkit.*



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Fundraiser Guidelines and Logo Release Form

Little City Foundation has built a strong, positive reputation over the last 60 years. As part of Little City Ambassadors Program, we ask that you be respectful of our mission and reputation and that you adhere to the following guidelines when planning your fundraiser:

1. Community Fundraisers should compliment the mission and image of Little City. All potential fundraising coordinators must complete and submit in advance the Fundraiser proposal to Little City Foundation for approval.
2. The organization and execution of the fundraiser/event is the responsibility of the fundraising coordinator. The fundraising coordinator must obtain any necessary permits, licenses, or insurance.
3. All event-related publicity in which Little City's name and/or the Little City Ambassadors Program logo are used (print, broadcast and online) must be in accordance with the established brand identity guidelines and approved by the organization before distribution to the public. For legal reasons, Little City may only be identified as the beneficiary of the event. For example, your fundraiser cannot be called "Little City's Golf Outing." Rather, the fundraiser should be promoted as "Golf Outing to *benefit* Little City."
4. The public should be informed regarding any net amounts that will be donated to Little City. If the organization is not receiving all of the event proceeds, then the exact percentage that benefits Little City must be stated clearly on event materials.
5. All prospects, including corporations, solicited for gifts above \$5,000 must be cleared by Little City Foundation prior to solicitation.
6. All checks from event proceeds must be made out to **Little City** or **Little City Foundation**. Checks made payable to us must be processed by organization staff and not by any external banks or financial institutions. Please mail directly to Little City, 1760 West Algonquin Road, Palatine IL 60067, Attn: (to be determined by fundraising volunteer)
7. Event proceeds must be submitted to Little City within 30 days from date of event.
8. Fundraising coordinators are allowed to use the "Benefitting Little City" logo prior to and 30 days after the event. After 30 days, the logo must be removed from all materials (e.g. website).



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Make your Fundraiser a Lasting Memory

Photos are a great way to capture your event, whether to share with family, friends or the media. Below are some tips on capturing special moments at your fundraiser:

- **DO** try to take candid shots that capture the different aspects of your fundraiser.
- **DO** write out a targeted shot list in advance to make sure you get photos of everything and everyone you want.
- **DO** try to include kids in the photos if applicable.
- **DO** capture images of your corporate sponsors, if applicable.
- **DON'T** try to include too many people in one photo. Generally, three or four people in a photo makes the best publicity shot.
- **DON'T** forget to take close up shots.



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It's a Wrap!

The proceeds from your fundraiser will leave a lasting impact on the children and adults served by Little City—thank you for your support! After your fundraiser, all you need to do is:

1. Send in your donation/proceeds

Make check to:

Little City Foundation

ATTN: (to be determined by fundraising volunteer)
1760 West Algonquin Road
Palatine, IL 60067

Checks should be made payable to Little City or Little City Foundation. Include a short note explaining your fundraiser. Once we receive your donation a letter from Little City's finance department will be sent to you to use for tax purposes.

2. Send in photos

E-mail the best 3-5 photos from your event to sdarnell@littlecity.org or djung@littlecity.org or djung@littlecity.org. Post your photos on our Facebook page at www.facebook.com/LittleCityFoundation.

4. Logo Use

As stated in the guidelines, use of Little City's logos is allowed for up to 30 days after your event. If applicable, remove logos from any materials after this time. (*See Fundraising Guidelines and Logo Release Form for more details*)

5. Start thinking of your next fundraiser

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

6. Attend other fundraisers

Visit our Facebook page to find other community fundraisers and meet other people who share your passion.



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Community Fundraiser Proposal

Today's date: _____

Name of organization: _____

Contact person: _____

Contact Address: _____

Home phone: _____

Work or cell phone: _____

Name and description of event/project *(attach additional sheets if needed)*:

Fundraiser project date and time: _____

Ticket price (if applicable): _____

By invitation? (Yes or No): _____ Open to the public? (Yes or No): _____

How will this event/project be promoted? _____

Are there beneficiaries other than Little City? (Yes or No): _____

If so, who? (must be approved by Little City): _____

Estimated revenue: _____

Estimated donation to Little City: _____

Estimated date funds will be donated: _____

Do you plan to seek gifts from local corporations? (Yes or No) _____

If yes, please list names of potential corporations: _____

Who will be asked to attend/support this event? _____

What do you need from Little City? Logo Event Consultation Collateral Materials Other _____

Who is your Little City Foundation staff contact? _____

I understand that:

- All events to benefit Little City Foundation must be approved by Little City prior to the event or its publicizing.
- All promotional materials for proposed events that include Little City's name or the Little City Ambassadors Program logo must be approved by Little City Foundation before they are released. I will forward a draft of all copy and/or print materials for review prior to the event.
- When referring to Little City in print or media, I will use "Little City" or "Little City Foundation," never just LCF and the event name states "benefiting" at the end of the event not the beginning. For example, "Spaghetti Dinner Benefiting Little City Foundation."
- Event proceeds will be submitted to Little City Foundation within 30 days from the date of the event. After 30 days from the date of the event, I will remove the Little City logo from all event materials (e.g. website).

Signature of Event Organizer: _____ Date: _____



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Donation Report Form

Please complete the following form when submitting any and all donations to Little City Foundation after your event/campaign. Please mail a completed copy of this form along with your donation to:

Little City Foundation
Attn: Stephanie Darnell or
Darlene Jung
1760 West Algonquin Road
Palatine, IL 60067

Fax: (847) 303-0015
Phone: (815) 955-1401
Phone: (262) 902-1475
E-mail: sdarnell@littlecity.org
E-mail: djung@littlecity.org

If you have collected donations in cash, Little City requests that you submit one check or money order including all cash donations. If you have collected donations in checks, please list all check numbers and corresponding amounts below. Submit all cash and check donations you have raised together in one envelope along with this completed form. **All checks and money orders should be made out to Little City Foundation.**

Chapter/Group leader name: _____

School/Youth group: _____

Amount of donations by cash: \$ _____

Amount of donations by check: \$ _____ Number of checks enclosed: _____

Total donations: _____

Adult advisor name (printed): _____

Signature: _____ Date: _____



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Budget Template

INCOME	EXPENSES
Tickets/Admission # _____ x \$ _____ = _____	Rental fees \$ _____
Sponsors \$ _____	Labor \$ _____
Donations \$ _____	Entertainment \$ _____
Pledges \$ _____	Food \$ _____
Underwriters \$ _____	Printing/Graphics \$ _____
Other income (list in detail) \$ _____	Supplies \$ _____
Description: \$ _____	Decorations \$ _____
Description: \$ _____	Postage \$ _____
Description: \$ _____	Other fees (list in detail) \$ _____
TOTAL INCOME \$ _____	TOTAL EXPENSES \$ _____

NET INCOME \$ _____
(TOTAL INCOME – TOTAL EXPENSES)

Estimated proceeds to be given to Little City Foundation: \$ _____



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Budget Template (EXAMPLE)

INCOME	EXPENSES
Tickets/Admission # <u>30</u> x \$ <u>15</u> = <u>450</u>	Rental fees \$ <u>100</u>
Sponsors \$ <u>600</u>	Labor \$ <u>200</u>
Donations \$ <u>1500</u>	Entertainment \$ <u>250</u>
Pledges \$ <u>1700</u>	Food \$ <u>380</u>
Underwriters \$ _____	Printing/Graphics \$ <u>50</u>
Other income (list in detail) \$ _____	Supplies \$ <u>65</u>
Description: \$ _____	Decorations \$ <u>80</u>
Description: \$ _____	Postage \$ <u>35</u>
Description: \$ _____	Other fees (list in detail) \$ _____
TOTAL INCOME \$ <u>4250</u>	TOTAL EXPENSES \$ <u>1160</u>

NET INCOME \$ 3090
(TOTAL INCOME – TOTAL EXPENSES)

Estimated proceeds to be given to Little City Foundation: \$ 3100



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Media Alert Template

[YOUR LOGO HERE]

Benefiting



MEDIA ALERT

Contact: [EVENT CONTACT NAME]
Phone: [CONTACT PHONE NUMBER]
Email: [CONTACT EMAIL ADDRESS]

Name of Event

Who: [# EVENT ATTENDEES AND NOTEWORTHY GUESTS]

What: [NAME OF EVENT] benefiting the fundraising efforts of [ORGANIZATION NAME] and Little City Foundation

When: [EVENT DATE AND TIME]

Where: [EVENT LOCATION]

Why: [INCLUDE FUNDRAISING GOALS HERE]

About the event: [DESCRIPTION OF EVENT]

About Little City Foundation:

For 60 years, Little City Foundation has developed innovative and personalized programs to fully assist and empower children and adults with autism and other intellectual and developmental disabilities. With a commitment to attaining a greater quality of life for Illinois' most vulnerable citizens, Little City actively promotes choice, person-centered planning and a holistic approach to health and wellness. Little City's ChildBridge services include in-home personal and family supports, clinical and behavior intervention, 24/7 residential services and special needs foster care and adoption. Little City's LifePath Adult Services offers a variety of residential options, employment opportunities, home-based services, case management, day supports, Special Olympics, an award-winning Center for the Arts and more. The organization has a 56-acre campus in Palatine and offices in Chicago. Visit www.littlecity.org.

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Thank You Letter Template

[INSERT DATE]

Dear [Name],

I wanted to personally thank you for [participating or supporting] the [NAME OF YOUR EVENT] on [EVENT DATE]. Your generosity helped raise more than \$X to benefit the individuals served by Little City Foundation.

Little City simply could not do what it does without special events and the generous support of a caring community. Thank you for your contribution to improve the quality of life of individuals with autism and other developmental disabilities.

Sincerely,

[YOUR NAME]



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Sponsorship Thank You Letter Template

[INSERT DATE]

[CONTACT NAME]
[COMPANY]
[ADDRESS]
[CITY, STATE, ZIP]

Dear [Name],

On behalf of the [CHAPTER/ORGANIZATION NAME], thank you for being a generous sponsor of [EVENT NAME] on [DATE OF EVENT]. With your support, the event raised more than \$X for Little City Foundation.

For 60 years, Little City Foundation has developed innovative and personalized programs to fully assist and empower children and adults with autism and other intellectual and developmental disabilities. With a commitment to attaining a greater quality of life for Illinois' most vulnerable citizens, Little City actively promotes choice, person-centered planning and a holistic approach to health and wellness.

Little City Foundation could not do what it does without the generous support of a caring community. Thank you again for your thoughtful gift.

Most sincerely,

[YOUR NAME]



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Little City Tax Exempt 5013C Form

Verify that all of your Illinois Sales Tax Exemption Certificate information is correct

If not, contact us immediately.

Do not discard - your Illinois Sales Tax Exemption Certificate is an important tax document that authorizes you to purchase tangible personal property for use or consumption tax-free.

Illinois Sales Tax Exemption Certificate

LITTLE CITY FOUNDATION

1760 W ALGONQUIN ROAD
PALATINE IL 60067-0000

Sales Tax Exemption Certificate

Issue date: 09/24/2014	Sales Tax Exemption	E99891255
Expiration date: 10/01/2019	Organization type:	Charitable

This entity is authorized under the Retailers' Occupation Tax Act to purchase tangible personal property for use or consumption tax-free.


Director
DEPARTMENT OF REVENUE



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Other Resources

Online fundraising

- Little City's Friend to Friend Fundraising allows you to customize a fundraising page for your group and/or event. Contact Stephanie Darnell for more information about this effort.

Social media channels

- Facebook: [Little City Foundation](#)
- Twitter: [LittleCityNews](#)
- YouTube: [LittleCityFoundation](#)
- Pinterest: [LittleCityNews](#)

Brochures and other collateral material

- Visit Little City Ambassadors Program website for posted material or contact Little City
- For DVD's contact Little City

Guest Speaker

- A guest speaker may be provided depending on the nature of the event and its needs, contact Little City for more information

Facts about Autism and developmental disabilities

- [Autismspeaks.org](#)
- [Centers for Disease Control](#)
- [The Advocacy Alliance](#)
- [National Institute of Health](#)

Volunteer opportunities

- Visit Little City's website or contact Little City for more information

Volunteer management software

- [Sign Up Genius](#)
- Volunteer Match
- Hands on Suburban

