

# Kids Helping Kids

## A Parent and Teacher Guide to Fundraising with Save the Children

*Helping to make a difference in the lives of children in need*



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Westport, CT 06880 USA

Telephone: 203-221-4000 ▪ Fax: 203-221-3713

Website: [www.savethechildren.org](http://www.savethechildren.org) ▪ Email: [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org)

November 2008

# Children are our Future

Dear Parents, Teachers and Students:

For more than 75 years, Save the Children has been working to bring health, education and security to millions of children worldwide. We've made great strides, but the challenge continues. Around the world, over 27,000 children under 5 die daily, most due to preventable or treatable diseases. In rural America, 2.6 million children live in poverty. Natural disasters are on the rise, both at home and overseas and, in 2007 alone, 72 million children had no access to primary school education.

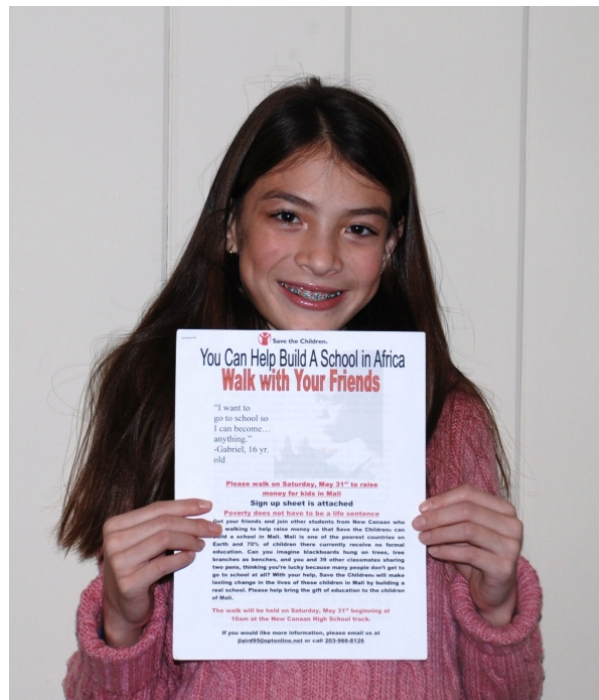
With so many organizations doing wonderful work for those in need, we are delighted that you have chosen Save the Children as the recipient of your fundraising efforts. The contributions you raise combined with the generosity of others, will help enable us to both continue and expand current programs for children. Your gift may also help us launch new initiatives and respond quickly when unexpected disasters make children especially vulnerable. Thank you for your willingness to help Save the Children make a difference!

Sincerely,

Lynne LeBarron  
Associate Director, Save the Children

**“We cannot run the risk that children should weep, starve, despair and die, with never a hand stretched out to help them”**

Elgantyne Jebb, Founder of Save the Children, 1919



# About Save the Children

## **Background**

The inspiration for Save the Children is rooted in the international children's rights movement begun in England in 1919 by Eglantyne Jebb, an activist who founded the Save the Children Fund to help Europe's children after World War I. In 1923, she drafted the Convention on the Rights of the Child which was adopted by the League of Nations in 1924 and subsequently ratified by the United Nations in 1959 as part of the UN Charter.

## **Save the Children United States**

In 1932, the founders of Save the Children in the United States sought to improve the lives of desperately poor families in Appalachia during the Great Depression. Today, Save the Children is the leading independent organization creating lasting change in the lives of children in need. Recognized for our commitment to accountability, innovation and collaboration, our work takes us into the heart of communities, where we help children and families help themselves.

## **What We Do**

Save the Children is a non-political and non-sectarian organization. We believe in involving children in issues and decisions that will directly influence their lives, as well as the communities in which they live. We uphold the United Nations Convention on the Rights of the Child.

Our mission remains constant – to bring lasting change to girls and boys in need in the United States and around the world. Whether in disaster areas, developing countries or pockets of entrenched rural poverty here in the U.S., Save the Children is committed to ensuring children's survival and well-being through our donor-driven programs in relief, protection, education, health, economic opportunities and, in the U.S., literacy, nutrition and physical activity as well as providing safe environments during emergencies.

## Fundraising Planning Suggestions

Whatever fundraising activity you plan, enjoy it and have fun, knowing that the contributions you raise will help Save the Children continue to help millions of the world's poorest children to survive and thrive. Your hard work, enthusiasm and commitment has never been more important or appreciated!

### Step 1:

Choose an event that will be fun and that you think others will want to come to or help with. The list below provides examples of what other kids have done, but you and your children or students can always think of a different one that works best for you:

- Arts & Crafts Show
- Bake Sale or Cake Walk
- Car Wash
- Concert or Karaoke Contest
- Dance
- Fashion Show or Talent Show
- Jump-a-thon or Mini Marathon
- Lemonade Stand
- Penny Challenge
- Recycling Cans and Bottles
- Sports Tournament -Soccer, Softball, Swimming or any other sport
- Tag Sale or Used Book Sale
- Walk-a-thon or Read-a-thon

NOTE: Charitable fundraising is a regulated activity in many states. We recommend that you contact your local police department before your fundraising event to make sure that you have any necessary permits or authorizations. Anyone running a fundraising event is responsible for making sure that the event is run in compliance with federal, state and local regulations.

### Step 2:

Let us know so we can help. Please fill out the *Save the Children Kids Helping Kids Fundraising Event & Permission Form*. Contact us if you have any questions at [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org).

### Step 3:

You may want to establish a financial goal with your children or students and then have them help identify both expenses and possible sources of income. Many people and businesses are happy to donate goods or services, if asked. Together you can think if there is anyone that might be willing to help support your event in this way. Some examples of what types of help other events have received are:

- A local celebrity agreed to attend the event.
- A neighborhood restaurant and grocery store donated food.
- A hotel, church and community group donated space.
- A print shop donated flyer copies.
- A local merchant agreed to donate items that could be used for the event.
- A local service club agreed to co-sponsor and provide additional help for the event.

## Fundraising Planning Suggestions *(continued)*

### Step 4:

Shout out to everyone about your event! The best way to have lots of people come to your event is to let as many people as you can know about it in as many creative ways that you can think of.

Here are a few ideas:

- Contact your local newspaper and radio station. (Draft a short and catchy press release to grab the reader's attention. Include a quote and, if possible, a photo. It's a great way to get free publicity for your event and also identify potential sponsors or volunteers.)
- Think about having the adults that are involved in your event e-mail their friends about the event and then ask their friends to email more friends to pass the word along.
- Make and hang posters at local schools, businesses, libraries and other community center.
- Ask if you can pass out flyers about the event.
- Encourage people to donate to your fundraiser even if they can't attend the event. One option is to set up a fundraising page for your event through Firstgiving. Simply go to [www.firstgiving.com/savethechildren](http://www.firstgiving.com/savethechildren) to get started

If you have completed and sent in to us the *Save the Children Kids Helping Kids Fundraising Event & Permission Form* and would like to use the Save the Children name and logo when publicizing your event, we ask that you do not change or alter the logo in any way. Never redraw our signature or alter the placement and size of its letters, change the colors of the signature or logo, stylize the signature in any way or change the signature to another typeface. These precautions are taken to maintain Save the Children's national brand identity which in turn will help your fundraiser.

### **Before Your Fundraiser:**

Please send us your completed and signed *Save the Children Kids Helping Kids Fundraising Event & Permission Form* (ideally 30 days in advance of the fundraiser). This will serve as a primary source of information for us regarding your event and will help you with some logistical considerations. It will also promote correct usage of Save the Children's name and/or logo while ensuring charity identification.

**Please mail, fax or email your completed form to:**

Lynne LeBarron

Mail: Save the Children  
54 Wilton Road  
Westport, CT 06880

Fax: 203-221-3713

Email: [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org)

### **After Your Fundraiser:**

(ideally within 30 days after the fundraiser)

Please submit the contributions you raised along with the **Kids Helping Kids Fundraising Donation Submission Form** and send it to:

**Save the Children Federation, Inc.**  
**P.O. Box 415315,**  
**Boston, MA 02241-5315.**

Check(s) or money order(s) should be made out to *Save the Children* with the name of the event and/or designation in the notes field; credit card contributions should also be submitted through the use of the *Kids Helping Kids Fundraising Donation Submission Form*. Contributions are tax-deductible.

Don't forget to say a big thank you to your contributors and supporters. Let everyone who participated in or donated to your fundraiser know that you appreciate their support. Let them know how much money was raised and that Save the Children will use their contributions to improve the lives of children in need.

Lastly, please let us know how your fundraiser went!  
Email us at: [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org).

## Save the Children Kids Helping Kids Fundraising Event & Permission Form

Thank you for thinking of Save the Children. We greatly appreciate your interest and desire to organize a *fundraising event to raise contributions* (hereinafter referred to as “Fundraiser”). In connection with the Fundraiser and in benefit to Save the Children, you may use Save the Children’s name and logo, subject to the terms and conditions of this Permission.

It is our understanding that you will collect contributions from the Fundraiser and deliver them to Save the Children. We also understand that you intend to use our name and logo only in connection with the marketing and promotion of the Fundraiser to the general public.

You may use the name and logo in the United States, its territories and possessions, during the dates indicated below or for a period of up to 90 days in accordance with the terms of this Permission, unless Save the Children, in its sole discretion, and exercising reasonable judgment, determines that your use of our name and logo is inconsistent with this Permission, outside the scope of this Permission, or otherwise jeopardizes Save the Children’s ownership and/or rights in and to the name and logo or Save the Children’s reputation or ability to conduct its business.

Again, thank you for supporting Save the Children. Your help and generosity is greatly appreciated.

### Please provide the following background information:

**Name:**

\_\_\_\_\_

**Address:**

\_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

### Describe yourself:

Student  Retired  
 Teacher/school employee  Organization member of \_\_\_\_\_  
 Employed as \_\_\_\_\_  
 Other: \_\_\_\_\_

### Type of Fundraiser:

Bake Sale  Sporting event  
 Concert  Tag sale  
 Car Wash  Walk-a-thon  
 Other: \_\_\_\_\_

School/Group Name involved as host or sponsor (if applicable): \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Expected Attendance: \_\_\_\_\_

Estimated Donation to Save the Children: \_\_\_\_\_

Expected date for submission of contributions: \_\_\_\_\_

*(Please note that sending contributions within 30 days of your fundraiser is ideal.)*

Yes, I give Save the Children permission to send me e-mail.

My e-mail address is: \_\_\_\_\_

**E-mail preferences:**

- Emergency and crisis alerts
- Monthly e-newsletter and ways to help
- Advocacy e-newsletter and action alerts
- Save the Children Gift Shop promotions and specials
- Information about my ongoing support (sponsorship, eProject, recurring giving)
- E-mails from other non-profits and commercial organizations

Save the Children may contact you by email, telephone or postal mail. We may also share a selected portion of our mailing list with other organizations. Please visit <http://www.savethechildren.org/privacy> or call 800-728-3843 to change how we manage your information or obtain a copy of our Privacy Policy.

**Please return this completed form to:**

**Lynne LeBarron**

**via fax at: 203-221-3713**

**or by mail to: Save the Children, 54 Wilton Road, Westport, CT 06880.**

Information concerning **Save the Children Federation, Inc.**, including financial, licensing or charitable purposes may be obtained, **without cost**, by writing to Save the Children Federation, Inc., Assistant Corporate Secretary, 54 Wilton Road, Westport, Connecticut 06880, or by calling 1-800-728-3843.



Mo Code 88924

## Save the Children Kids Helping Kids Fundraising Donation Form

We are very grateful for your efforts to raise awareness of the tremendous needs of children around the world and for choosing Save the Children as the recipient of the contributions you raised. Please complete this form for submission with your donation.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Group/School Name (if applicable): \_\_\_\_\_

Type of Event: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Location of Event: \_\_\_\_\_

Date of Donation: \_\_\_\_\_ Amount of Donation: \$ \_\_\_\_\_

Designation (if applicable): \_\_\_\_\_

Donation Method:  Credit Card  Check / Money Order (*made payable to Save the Children*)

Credit Card Type:  Visa  MasterCard  American Express  Discover

Credit Card #: \_\_\_\_\_ Expiration Date (month/year): \_\_\_\_\_

Name of Card Holder: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

Please mail your completed form to:

**Save the Children Federation, Inc. P.O. Box 415315, Boston, MA 02241-5315**

**Yes, I give Save the Children permission to send me e-mail.**

**My e-mail address is:** \_\_\_\_\_

**Email preferences:**

- Emergency and crisis alerts
- Monthly e-newsletter and ways to help
- Advocacy e-newsletter and action alerts
- Save the Children Gift Shop promotions and specials
- Information about my ongoing support (sponsorship, eProject, recurring giving)
- Emails from other non-profits and commercial organizations

Save the Children may contact you by email, telephone or postal mail. We may also share a selected portion of our mailing list with other organizations. Please visit <http://www.savechildren.org/privacy> or call 800-728-3843 to change how we manage your information or obtain a copy of our Privacy Policy.

Save the Children may contact you by email, telephone or postal mail. We may also share a selected portion of our mailing list with other organizations. Please visit our [www.savethechildren.org/privacy](http://www.savethechildren.org/privacy) or call 1-800-728-3843 to change how we manage your information or obtain a copy of our Privacy Policy. Information concerning **Save the Children Federation, Inc.**, including financial, licensing or charitable purposes may be obtained, **without cost**, by writing to Save the Children Federation, Inc., Assistant Corporate Secretary, 54 Wilton Road, Westport, Connecticut 06880, or by calling 1-800-728-3843.

**M-code: 88924**

## General Fundraising Guidelines

The following information provides general fundraising guidelines for those who wish to raise awareness and contributions for Save the Children's programs. We ask that you please follow these guidelines to ensure proper use of the Save the Children's name and logo for events that benefit our programs; to assure that Save the Children is held harmless legally for these events; and to ensure that these events are produced in a manner that supports our reputation.

All fundraisers are requested to complete *the Save the Children Kids Helping Kids Fundraising Event & Permission Form*.

### **Guidelines for hosting an event to benefit Save the Children are as follows:**

NOTE: Charitable fundraising is a regulated activity in many states. We recommend that you contact your local police department before your fundraising event to make sure that you have any necessary permits or authorizations. Anyone running a fundraising event is responsible for making sure that the event is run in compliance with federal, state and local regulations.

1. Event organizers are requested to submit the *Save the Children Kids Helping Kids Fundraising Event & Permission Form*, ideally 30 days in advance of the intended event date.
2. Events that conflict in any way with our mission or other program priorities are not acceptable.
3. Fundraisers need to secure their own necessary insurance and permits.
4. Fundraisers must obtain necessary permissions and authorization to host the fundraiser in your chosen location.
5. If alcohol will be served at your event, please check with your state regarding all applicable laws.
6. Laws regarding charitable events or appeals differ from state to state. It is the fundraiser's responsibility to ensure that this type of event aligns and complies with federal, state and local laws.
7. Always be very clear about the nature of the benefit to Save the Children from your event. For example, any publicity and signage must clearly state what percentage (or dollar amount) of the sales or admission price will be donated to Save the Children.
8. Generally, Save the Children cannot provide volunteers nor guarantee staff attendance at events.
9. Save the Children will generally not become involved with events or promotions whereby our volunteers and staff need to sell anything.
10. After you have completed and submitted the *Save the Children Kids Helping Kids Fundraising Event & Permission Form*, please only use our logo in a way that promotes our positive image, and keep in mind that the logo should not be modified in any way.
11. In addition to promoting awareness of Save the Children's programs and efforts, there should be a financial goal for the fundraiser.

## General Fundraising Guidelines (continued)

12. Save the Children can not cover expenses incurred in the production of the fundraiser.
13. Save the Children may contact you by email, telephone or postal mail. We may also share a selected portion of our mailing list with other organizations. Please visit our [www.savethechildren.org/privacy](http://www.savethechildren.org/privacy) or call 1-800-728-3843 to change how we manage your information or obtain a copy of our Privacy Policy.
14. Organize a plan for collecting contributions at the event. Contributors should ideally make their donation in the form of a personal check payable to Save the Children or by credit card using the *Kids Helping Kids Fundraising Donation Submission Form*. Save the Children will acknowledge donors who have provided their gift amount, name and address. Charitable tax receipts will be issued for donations of \$250 or more.
15. Remember to be very clear about how contributions will be generated for Save the Children before and during the event (i.e., “\$10 of every ticket sold will be donated to Save the Children”).
16. Consider some helpful do’s and don’ts:
  - DO use this opportunity to generate interest and awareness of Save the Children’s current programs and the importance of each contribution.
  - DO obtain permission and authorization to host the fundraiser in your chosen location. If necessary, have signed documentation of such permission.
  - DO create an environment of compassion and respect. Each potential contributor should feel valued and important.
  - DO provide Save the Children’s contact information whenever asked.
  - DO NOT pressure potential donors to give money.
  - DO NOT make statements about which you are uncertain.

## Frequently Asked Questions

**Who can I contact at Save the Children for kids helping kids fundraising questions and inquiries?** You can email Lynne LeBarron at [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org) if you have any fundraising questions.

**Can I advertise, publicize or create materials and invitations using Save the Children's name and logo for my fundraising event?** We encourage you to do this, however, you'll need prior approval to use our name and logo in any publicity or promotional materials by completing the *Save the Children Kids Helping Kids Fundraising Event & Permission Form*. (Fax it to Lynne LeBarron at 203-221-3713.) Please note that we ask that you *do not* change or alter the logo in any way. And *never* redraw our signature or alter the placement and size of its letters, alter the colors of the signature or logo, stylize the signature in any way, or change the signature in another typeface. These are all precautions taken so as to maintain Save the Children's national brand identity which in turn will help your own fundraiser.

**Is it possible to designate that the funds I raise go to a particular program or emergency?** Undesignated contributions allow us the flexibility to apply the contributions wherever they are most needed, whether to sustain and expand existing programs, initiate new programs or respond quickly to unexpected disasters. However, you may be able to designate to a specific program or emergency. It must, however, be a program or emergency that Save the Children is currently supporting and it must be approved in advance. If you have any questions, contact Lynne LeBarron at [schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org).

**Can I say a portion of the proceeds will go to Save the Children?**

You must state that your event is "benefiting Save the Children" or a "donation will be made to Save the Children" as opposed to saying "a portion of the proceeds will support Save the Children."

**Is it possible for a representative from Save the Children to speak at my event?**

If your event is within 30 miles of Save the Children's headquarters in Westport, CT, contact us and we will try to accommodate your request. In an effort to direct most of our donors' dollars towards our programs for children, Save the Children's staff is limited in their travel.

**How do I submit the contributions I collect?** We are able to accept checks, money orders or credit card contributions. Checks and money orders should be made payable to *Save the Children* and sent along with the Kids Helping Kids *Fundraising Donation Submission Form* to:

**Save the Children Federation, Inc. P.O. Box 415315, Boston, MA 02241-5315.**

Credit card contributions may also be made by filling out the Kids Helping Kids *Fundraising Donation Submission Form*. Note: If you set up a Save the Children fundraising project through Firstgiving, the money you raised will be sent directly to Save the Children.

**What do I need to know about tax receipts?** As a registered charitable organization, Save the Children must follow U.S. tax regulations regarding the issue and control of official income tax receipts. Save the Children will acknowledge donors who have provided their name, address and gift amount. Charitable tax receipts are issued to individuals for contributions of \$250 or more.

**Where can I find additional Save the Children legal and financial information?**

A copy of Save the Children's *Legal Disclosures* is included in this package. You can also access this information on our website at: [www.savethechildren.org/legal](http://www.savethechildren.org/legal). You can get Save the Children financial information, at no cost, by writing or emailing us at Save the Children, 54 Wilton Road, Westport, CT 06880 [www.schoolandcommunity@savechildren.org](mailto:schoolandcommunity@savechildren.org). You can also view Save the Children financial information on our website at [www.savethechildren.org/financial](http://www.savethechildren.org/financial) or our Privacy Statement at [www.savethechildren.org/privacy](http://www.savethechildren.org/privacy) or call 800-728-3843.

## Legal Disclosure about Save the Children

Publication date: October 2007

<http://www.savethechildren.org/privacy>

Information concerning **Save the Children Federation, Inc.**, including financial, licensing or charitable purposes(s) may be obtained, **without cost**, by writing to Save the Children Federation, Inc., Assistant Corporate Secretary, 54 Wilton Road, Westport, Connecticut 06880, or by calling 1-800-728-3843.

In addition, residents of the following states may obtain financial and/or licensing information from their states, as indicated. Registration with these states, or any other state, does not imply endorsement by the state.

**Florida:** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. FLORIDA REGISTRATION # CH 502.

**Maryland:** Documents and information submitted under the Maryland Solicitations Act are available, for the cost of postage and copies, from the Maryland Secretary of State, State House, Annapolis MD 21401, 410-974-5534.

**Mississippi:** The official registration and financial information of Save The Children Federation, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement by the Secretary of State.

**New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 973-504-6215 AND IS AVAILABLE ON THE INTERNET AT [www.njconsumeraffairs.gov/ocp.htm#charity](http://www.njconsumeraffairs.gov/ocp.htm#charity). REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT.

**New York:** A copy of the most recent financial report is available from the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, New York 10271.

**North Carolina:** Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-919-807-2214. The license is not an endorsement by the State.

**Pennsylvania:** The official registration and financial information of Save the Children Federation, Inc., may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

**Virginia:** A copy of the financial statement is available from the State Office of Consumer Affairs, Department of Agricultural and Consumer Services, P.O. Box 1163, Richmond, VA 23209 or call 1-804-786-2042.

**Washington:** Financial information available from the Corporations Division, Office of the Secretary of State, P.O. Box 40234, Olympia, WA 98504-0234, or call, in state, 1-800-332-4483.

**West Virginia:** West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capital, Charleston, WV 25305. Registration does not imply endorsement. Contributions to Save the Children are tax deductible to the extent permitted by law. (Rev. 10/07)