

FUNDRAISING TOOLKIT

HOW TO SUPPORT CAMP
QUALITY MICHIGAN



ABOUT CAMP QUALITY MI

WITH A DOSE OF SMILE THERAPY...

Camp Quality is a summer camping experience and year-round support program for children with cancer. Many difficult physical and emotional challenges face a child, and his or her family, when battling cancer. At our summer camps we have developed an important type of "therapy" . . . we like to call it Smile Therapy! With a laugh in their hearts and smiles on their faces, Camp Q. Kids find themselves capable of more than they may have dreamed possible.

WE LAUGH, LOVE AND LIFT UP...

Camp Quality has built its reputation on personalized care. Every camper is paired with a companion who is dedicated completely to his or her care. Companions are the life-blood of Camp Quality; they are fun to be with, adventuresome, great listeners and are always sharing their love for life. Their primary responsibility is to make sure their camper has the most enjoyable, safe, relaxing and restoring experience possible. This relationship creates a beautiful bond that continues long after camp is over, and oftentimes for years to come.

NORMAL KIDS WITH EXTRAORDINARY LIVES...

Surrounded by new friends that can relate, loving volunteers who care, and loads of fun experiences, Camp Quality campers find joy, new courage and renewed hope for the future. They are free to be themselves . . . free to be kids again.

To learn more, visit
www.campqualityusa.org/mi

WHY SUPPORT CQ MI?

Camp Quality Michigan is **completely supported** by contributions from individuals, corporations, service organizations and foundations. Each and every donation **directly benefits** the children that participate in our programs each year. Your generosity makes it possible for this support program for children with cancer, and their families, to be offered **free of charge**.

THE FUNDS YOU RAISE DIRECTLY SUPPORT OUR CAMPS AND YEAR-ROUND FAMILY PROGRAMS

Our financial support comes from the community: clubs and service organizations, businesses, churches and individuals who want to share the miracle of love and happiness. Donations come in different forms. Cash donations are always appreciated, and many businesses and service organizations help by donations of goods and services.



TESTIMONIALS

"Cost of Camp Quality.....zero. Cost of the cancer that brought us to Camp Quality...over a million. Cost of seeing a cancer patient be this happy....priceless."

-First time Camper Parent.



"Camp Quality gives us all the chance to feel like we are "normal" being around families who have gone through the same things, and most of all gives my child some independence and for her to know she's not alone. Thank you so much for giving her the best week of her life.."

-Returning Camper Parent.

"I'd like to express my complete gratitude for the week you gave my child at Camp Quality. He made a lot of new friends, experienced many new things he has never been able to at Camp Quality. I know these memories will last a lifetime for him!"

-First time Camper Parent



WHERE DOES THE MONEY GO

The money raised for Camp Quality MI helps send children affected by cancer to camp!

The need for funding grows each year, since the number of campers at Camp Quality grows. Maintaining family activities throughout the year, along with our three week-long summer camps: Beaver Island Teen Camp, South Camp, and North Camp, is an aggressive goal. The cost of camp is approximately \$800/camper. To sponsor a child for the year is \$1,200. To sponsor an entire family for year-round support is \$2,000.

Besides our 3 week long summer camps, Camp Quality MI also offers opportunities for the whole family including reunion weekends, single day events and other fun experiences!

Less than 10% of the annual budget is for administrative purposes, with the remainder spent on direct support of the children through camp rentals, meals, and supplies for activities and programming.

HOW TO HELP

There are so many ways to raise funds for Camp Quality!

BIKE-A-THON

GOLF TOURNAMENT

5K RUN EVENT

CAR WASH

PLEDGE DRIVEN CHALLENGES

AUCTION

POKER RUN

FACEBOOK FUNDRAISERS

Let us know if you would like to plan an event to help raise funds for CQMI!

PEER TO PEER FUNDRAISING

If events aren't your thing, you can put on an online fundraiser by asking your friends and family to make a donation to CQMI instead of gifts!

FACEBOOK

1. Click Fundraisers in the left menu of your newsfeed
2. Click Raise Money
3. Select Non-profit/Charity
4. Type in Camp Quality Michigan
5. Personalize with description, cover photo, and fundraiser details
6. Start sharing & collecting!

SALSA

1. Add directions here!!!

HOW CAN WE HELP

WE CAN:

- Answer questions, inspire new ideas and provide tips
 - Connect you with local camp staff
- Supply you with CQ materials: brochures, donation cards, signage etc.
- Promote your event on our website or through social media
 - Provide volunteer support (subject to availability)
- Send a key representative to speak (subject to availability)

Please let us know a month in advance of any items you may need.

Contact our Main Office for help!
mioffice@campqualityusa.org
(231) 582-2471

SOCIAL MEDIA

Help us expand our reach, let others know about the awesome things Camp Quality is doing, and help increase engagement by liking and sharing our posts with your friends on social media!



@CampQualityMichigan



@campqualitymi

CONTACT INFO

Executive Director: Jean McDonough
jean.mcdonough@campqualityusa.org

PO BOX 345
Boyne City, MI 49712
(231) 582-2471

www.campqualityusa.org/mi

THANK YOU!



THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

Thank you for considering Camp Quality USA, Inc. as a beneficiary of your fundraising activities. Camp Quality USA, Inc. appreciates your efforts to help us provide support and educational services to children and families impacted by pediatric cancer.

This packet contains the following information:

1. A copy of the Camp Quality Policies and Procedures for third party fundraising activities. Please review these policies and procedures carefully.
2. A Third Party Proposal Form. This form should be completed and returned to our office as soon as possible via:
 - Fax: 866-564-7637
 - Email: mioffice@campqualityusa.org
 - Mail: PO Box 345, Boyne City, MI 49712

While Camp Quality USA, Inc. actively encourages third party fundraising events, the Executive Director must approve all events in advance. This is an important safeguard in preserving the integrity of organization's good name and commitment to donors.

We appreciate your interest in fundraising for Camp Quality USA, Inc., and we look forward to working with you! Please call us with any questions you may have.

THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

POLICIES AND PROCEDURES FOR THIRD PARTY FUNDRAISERS

1. The Camp Quality USA, Inc. name or logo may be used only for the benefit of Camp Quality USA, Inc. and requires the prior written consent of the Camp Director or Executive Director.
2. The official logo of Camp Quality USA, Inc. may not be altered in any way.
3. Camp Quality USA, Inc. shall review and approve all promotional materials prior to production or distribution. For the benefit of our donors, all promotional materials must clearly state the percentage of proceeds that will benefit Camp Quality USA, Inc.
4. The fair market value of items, services, or privileges must be determined and clearly stated on all advertising copy, including invitations, tickets, posters, etc., in accordance with IRS Publication 1171.
5. Within 45 days of the event, Camp Quality USA, Inc. should receive a complete accounting of revenues and expenses for the event. If there is remaining money to be collected from the event, the organization(s) shall continue to provide Camp Quality USA, Inc. with written updates on a monthly basis until funds are received and accounted for. Camp Quality USA, Inc. reserves the right to inspect all event financial records.
6. Third party fundraisers may not set up a temporary bank account in Camp Quality USA, Inc.'s name.
7. The Camp Quality USA, Inc. office will provide brochures, pamphlets and other informational materials, promoting and explaining Camp Quality USA, Inc., upon request.
8. The organizers of a fundraiser will not undertake any activity that is unlawful under local, state or federal law. The organizers will obtain all permits and licenses.
9. Organizers/sponsors should obtain their own liability insurance for the event. If Camp Quality USA, Inc. approves the event, its policy may provide coverage; however, any exclusion (for example, liquor liability) must be covered by the organizers/sponsor.
10. Events that may damage or lessen the image of Camp Quality USA, Inc. will not be approved.
11. By signing this agreement, sponsors/organizers/organizations holding a benefit intended to support Camp Quality USA, Inc., and/or any related entity agree to indemnify, defend and hold Camp Quality USA, Inc., and/or any related entity harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable attorneys' fees that shall be incurred or suffered by Camp Quality USA, Inc. which arise, result from or relate to applicant's fund raising program or applicant's performance of its agreement as specified in these Benefit Guidelines and the Benefit Approval Form.

THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

POLICIES AND PROCEDURES FOR THIRD PARTY FUNDRAISERS

12. If any type of promotion person or company is engaged to coordinate the benefit, the Executive Director of Camp Quality USA, Inc. must be notified immediately. Compensation to promoters shall not be based on commission or percentage of monies raised. Camp Quality USA, Inc. will decline to participate in any fund raising event using paid solicitors to request donations or sell products by phone.

13. Camp Quality USA, Inc. may direct the organizer to cancel the event if any of the above guidelines are not followed.

14. No contribution will be received or receipted by Camp Quality USA, Inc., that comes from any organization or group which Camp Quality knows is restrictive in nature or which discriminates against any person on the basis of race, creed, sex, or national origin. In addition, Camp Quality USA, Inc. will not knowingly accept any contribution which was derived from any illegal activity on the part of the donor or donors. Further, Camp Quality will not accept any contribution from any company or firm explicitly known or identified with the manufacture or sale of tobacco. Subsidiary companies may contribute to Camp Quality if their income is not from tobacco sales, but the check needs to be written by that company and not the parent tobacco company.

15. Camp Quality USA, Inc., reserves the right to refuse any contribution which is given with any restrictions as to its use or with any accompanying covenants or requirements which bind Camp Quality as to the future use of such gift. Such gifts must be approved in advance, in writing, by the Executive Director.

16. At all times the Third Party Fundraiser shall operate only as an independent entity and not as an agent or representative of Camp Quality USA, Inc. or any of its camps. In no event may a Third Party Fundraiser sign any document or incur any liability or obligation on behalf of Camp Quality USA, Inc., or any of its camps.

17. Exceptions to the above guidelines may be granted after review by the Executive Director of Camp Quality USA, Inc.

I acknowledge receipt of the Camp Quality USA, Inc. Policies and Procedures for Third Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event.

Date.

Signature of Third Party Fundraiser

Print Name

THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

THIRD PARTY FUNDRAISERS PROPOSAL FORM

1. Name of Person/Group Sponsoring Fundraiser: _____

2. Address: _____

City: _____ State: _____ Zip: _____

3. Contact Person: _____

4. Phone (day): _____ (evening): _____ E-mail: _____

5. Alternate Contact Person: _____ Phone: _____ Email: _____

6. Please give a brief description of the event: _____

7. Date and time of event: _____

8. Location of event: _____

9. Please describe how the event will be publicized: _____

10. Estimated Number Attendees/Participants: _____

THIRD PARTY FUNDRAISING PROPOSAL PACKAGE

THIRD PARTY FUNDRAISERS PROPOSAL FORM

11. How will the revenue be generated? _____

12. Please attach a proposed budget for your event. Be as specific as possible.

13. Please describe what assistance, if any, you are requesting from Camp Quality USA, Inc. staff and/or volunteers:

14. What percentage of your estimated net proceeds will be contributed to Camp Quality USA, Inc.: _____

If less than 100%, what other organization(s) will share in the net proceeds?

Date.

Signature of Responsible Party

Print Name

Camp Quality USA, Inc. use:

Name of Person/Group Sponsoring Fundraiser: _____

Date application received _____

Approved _____ Declined _____ Date _____

Comments _____

Signature _____

