

# BELONGING BEGINS HERE

# **FUNDRAISING TOOLKIT**

### **KYC AT A GLANCE**



KYC's mission is to serve and support LGBTQIA+ youth and young adults, ages 12 - 24.

- In 2021, hundreds of young people were provided safer and affirming spaces through the Drop-in Center and virtual spaces, such as KYC's Discord server.
- 73% of current youth identify as trans or nonbinary
- Over a third of current KYC youth is a person of color.

Services at KYC include a Drop-in Center, community education and training, advocacy and civic engagement, health and wellness, and housing opportunities.

THANK YOU for taking the first steps to support Kaleidoscope Youth Center (KYC) and LGBTQIA+ young people by hosting a fundraiser!

This packet will help you get started in doing your very own community fundraiser that will directly impact and advocate for LGBTQIA+ young people in Ohio.

Inside you will find information on:

- Steps to a successful fundraiser
- Social media tips
- How to donate what you raise
- Additional fundraising guidelines

If you have questions about anything you see here, please reach out to us at info@kycohio.org.

We sincerely thank you for your time and commitment and wish you all the luck at your fundraising event!







# STEPS TO A SUCCESSFUL FUNDRAISER:

### 1) Decide what to do!

There is an endless list of things you can do to fundraise for KYC! **Do something that excites you!** It can be as elaborate or simple as you want! Examples include:

- Host a house party
- Sell raffle tickets
- Put together a bake sale
- Run a benefit concert
- Host a fun sport's event

- Host a stand-up comedy show
- Curate an art sale
- Sell your handmade products
- Host a drag show
- Donate your birthday to KYC



Nina West and Virginia West hosting a fundraiser for KYC. Drag Brunches and other entertainment events are popular fundraising opportunities!

### 2) Set a fundraising goal!

Raising \$1,000-\$2,000 is a typical amount for a community fundraiser, but every little bit you raise will help provide safe and empowering spaces for LGBTQIA+ young people! Be realistic in your goals based on the type of fundraiser you want to do! Ex: Benefit concerts will probably raise more than a bake sale! Consider doing personal matches or finding someone else who is willing to match donations up to a certain amount to help you reach your goal!

### 3) Set a date, time, and location!

If you want to host a drag show, decide when and where! **Contact your potential location first** and find out what date and times are available. Also, check and see if there are any costs involved in renting their space, as you'll need to factor that into your fundraising goals.

### 4) Promote!

The easiest way to promote your event is through social media! If you're on Facebook, create a Facebook Event and invite people. Tag KYC (@kycohio) and we'll try to share your event!

If you're feeling artistic, you can create flyers and print them to display around town in local coffee shops or other places you frequent! Finally, email your family and friends and let them know what you're doing! Encourage them to join you in supporting LGBTQIA+ young people in our community!

#### **SOCIAL MEDIA TIPS:**



Follow @KYCOhio





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Promote your event using social media, whether it's Facebook, Twitter, Instagram, Pinterest, or wherever you frequent!

- Get personal with your audience! Share why you support KYC!
- Follow and share KYC's posts to help people in your network familiarize themselves with our organization!
- Let people know how their donations are used. Ex: \$25 provides
   15 bus passes for youth!
- Have fun and create a hashtag for your fundraiser so others can share photos and link back to your event! #BelongingBeginsHere

# HOW TO DONATE:

Once you've raised money, you can donate to KYC in a variety of ways!

The most cost effective and straightforward method is a debit or credit card via our website at: www.kycohio.org/donate

When donating through the website, leave a message when filling out the online form that this was a fundraising event!

You can also make checks payable to **Kaleidoscope Youth Center** and mailed to:

PO Box 8104 Columbus, OH 43201

Or contact info@kycohio.org for other available payment methods!



Bank of America's BRG group raised money through a bake sale to help purchase a new vacuum for KYC's Center!



KYC youth having fun at a KYC fundraising event!



Field trips are an important part of summer activites!

# YOUR DOLLARS AT WORK

\$25	Provides 15 bus passes for youth in
<b>T</b>	need of transportation, or a daily meal
	served fresh for 10 youth

\$50	Provides Pizza for weekly Pizza/Movie
ΨΟΟ	night

Trovides one weeks worth or Grocerie	\$1	100	Provides	one weeks	worth of	Grocerie
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\$250	Provides transportation for up to
<b></b>	20 youth

\$500	Helps 15 youth attend one night of
<b>,</b> , , , ,	programming

**\$1000** Funds an entire field trip for youth to take around Columbus

**\$2500** Cost of funding one school outreach opportunity, training, or other support service to build a safe and empowering community

**\$5000** Provides one month of programming for up to 5 youth, connecting them with vital resources

# FUNDRAISING GUIDELINES:

KYC is sincerely grateful to everyone who volunteers their time to fundraise and support KYC and LGBTQIA+ youth in our community. To ensure that your fundraisers are of the highest quality, KYC asks that organizers agree and adhere to the following guidelines:

- All messaging should be clear that your event is raising funds for KYC, and is not an event organized by KYC.
- All costs like renting space, catering, decorations must be covered by the organizer and not KYC.
- Organizer agrees to hold KYC harmless from all claims and liability related to the fundraiser.
- If you are planning to conduct a raffle or other gaming event, the organizer is responsible for complying with all state and local gaming laws and legal requirements associated with similar activities.
- The organizer must be responsible for donation collection.
- The organizer will automatically receive an acknowledgment letter for the event, and must make available donor name and address information available for those who wish to also receive an acknowledgment letter.
- Please remember to thank your donors and supporters!



For more information on fundraising opportunities, please contact:

- email: info@kycohio.org
- P: 614-294-5437
- Mailing Address:
   PO Box 8104
   Columbus, OH 43201
- Physical Address:
  603 E. Town St.
  Columbus, OH 43215

#### WHAT KYC CAN AND CAN'T DO:

#### Can:

- Provide and approve the use of KYC's logo and name.
- Promote your fundraiser through our social media accounts, when time permits.
- Provide limited amounts of KYC promotional materials for your fundraiser. You will need to arrange to pick up the materials from KYC, Mon-Fri 11am-2:30pm.
- Provide a tax receipt for donors who make a contribution to your fundraiser - donor's name, address, and contact info required.
- Provide KYC's Letters of Incorporation, W-9, 990, or other related documents if required by a venue for your fundraiser.

#### Can't:

- Process sales, tickets, or other donations for your fundraiser.
- Extend our tax exemption status to you.
- Provide insurance coverage.
- Provide funding or reimbursement for expenses.
- Solicit sponsorship revenues for your fundraiser.
- Provide you a list of volunteers, donors, youth participants, or any of KYC's mailing lists.
- Guarantee media coverage.
- Guarantee a KYC representative can attend your fundraiser (but we'll do our best!).

www.kycohio.org 614-294-5437 info@kycohio.org