

Celebrating  
25 years of  
serving and  
supporting  
LGBTQIA  
youth



# #25in25

Community Fundraising Toolkit



## KYC at a Glance



### Mission:

To serve and support  
LGBTQIA+ youth and  
young adults

- Nearly 500 unique youth visited KYC in 2018
- 37% identified as trans or genderfluid
- 35% identified as a person of color.

Programs include the Drop-In Center, Ohio GSA Network, and Community Education and Outreach

For 2019, KYC is expanding to include NEW housing initiatives to help prevent homelessness and housing insecurity

**THANK YOU** for joining Kaleidoscope Youth Center (KYC) as we celebrate our 25th Anniversary of working in partnership with LGBTQIA+ young people in our community!

You are taking your first steps in helping us provide a safe, affirming, and empowering community by hosting a **#25in25** fundraiser!

This packet will help you get started in doing your very own community fundraiser that will directly impact 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

We sincerely thank you for your time and commitment and wish you all the luck in your fundraising endeavors!



# 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
- Host a Stand-Up Comedy Show
- Sell raffle tickets
- Curate an Art Sale
- Put together a bake sale
- Sell your handmade products
- Run a benefit concert
- Host a Drag Show
- Host a fun sports event
- Donate your Birthday to KYC



The Columbus Rainbow Run is an annual fundraising event that was started by a local college student to raise money for KYC in a fun and different way!

## 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 in to 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 (@kycoho) and we'll try to share your event!

If you're 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 @KYCOho



Scan me

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 or posts and link back to your posts! #25in25 #KYC



# 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.kycoho.org/donate](http://www.kycoho.org/donate)

When donating through the website, leave a message when filling out the online form that this is a #25in25 event!

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

PO Box 8104  
Columbus, OH  
43201

Or contact [jen@kycoho.org](mailto:jen@kycoho.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!



## Your Dollars at Work

- \$25** Provides 15 bus passes for youth in need transportation or a daily meal served fresh for 10 youth!
- \$50** Provide Pizza for weekly Pizza/Movie night!
- \$100** Provides one weeks worth of Groceries
- \$150** Funds one school visit
- \$250** Provides transportation for up to 20 youth
- \$500** Helps 15 youth attend one night of 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 LGBTQ+ 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: [jen@kycohoio.org](mailto:jen@kycohoio.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 (time permitting.)
- 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 (name, address, and contact info will be 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!)