



## Section V: Resource Development

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## **Resource Development**

### **Event Sponsorships**

Many times, a donor chooses to participate in a Childhelp fundraising event by serving as a table sponsor or an underwriting sponsor for a portion of the event (i.e. dinner sponsor, entertainment sponsor, etc.). Typically, there are different financial levels of sponsorship; and each level includes a benefit package listing a variety of goods/services the donor will receive. Please see the Events Sponsorship Guide in Section III of the Chapter Resource Manual for helpful hints and securing and maintaining event sponsors.

### **Naming Opportunities**

Over the years, Childhelp has had many generous individuals and corporations contribute a significant set amount to be used to fund a project or activity for Childhelp. For this contribution, they may be given a “naming opportunity.” Examples include giving monies to build a new cottage at a village or funding the construction of an activity center. In recognition of their generosity, and if the donor wishes to do so, Childhelp will name the project after them or someone of their choosing. For more information on naming opportunities, please contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters.

### **Major Gifts**

We define a major gift donor as an individual who gives a cumulative gift of \$1,000,000 or more during a 12-month period. Our role is to treat these major donors with the proper thankfulness and respect they deserve. In so doing, we hope they will continue to support us in a significant way and encourage others in their sphere of influence to participate at this level. Some at this level give an appreciated asset. In most cases, it is appreciated stock. The attractiveness is the donor can give the gift of stock directly and take the tax deduction on the “fair market value” of the stock when given (i.e. the price of the stock multiplied by the number of shares). In addition, the donor pays no capital gains on the gift. Childhelp has an established account with Morgan Stanley to receive direct wire stock transfers. For more information on Major Gifts, please contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters.

### **Corporate Partnerships/Cause-Related Marketing (CRM)**

Chapter/Auxiliary members might have relationships with national companies looking for a charity with whom they can align for mutual benefit. Most likely it is to use the non-profit’s name in order to sell more product and then give the charity a percentage of the sales from the promotion. Childhelp has established the necessary legal steps needed to ensure a win-win situation for all involved. Additional partnership opportunities might include Childhelp as the recipient of an employee campaign, a benefactor of a corporate event, or an outright gift from a company foundation or corporate giving program. Please

contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters. It is necessary for National to be involved and informed on all levels to help you make these relationships official. Some of our Childhelp corporate partners include Philosophy®, Grayse, Jane Seymour Home, SEMA, Eufora, Grimaldi's Pizzeria, Origami Owl, Lyft and Bondurant School of High Performance Racing.

## **Foundations/Grants**

Childhelp has many innovative programs and facilities that are attractive for potential grant funding. Funding is available through private, family, club, and community foundations, as well as corporate foundations. Chapter/Auxiliary members are often uniquely positioned through their own professional or personal contacts to develop a relationship with a decision-maker at a foundation. They may also be knowledgeable about new grant opportunities or community service awards that may benefit the organization. These contacts are very valuable to Childhelp, and we welcome introductions from Chapter and Auxiliary members. For more information on grants, please contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters.

## **Planned Giving – Childhelp Legacy Society**

Planned Giving is a critical component to the on-going sustenance of the work Childhelp does with abused children. For those constituents who would like advice on proper and effective planning of wills and estates, we encourage them to first identify and retain local legal counsel. We would then ask that their counsel contact the legal representative of Childhelp to discuss the various planned giving instruments available that would best suit the constituent's needs. This will help our donors minimize their tax liability and maximize their charitable giving. Childhelp has partnered with FreeWill to provide an online tool to assist supporters to make a QCD (qualified charitable distribution), stock gift, or to write a will easily and for free. Childhelp can also assist donors with DAFs (donor advised funds). Please visit the following links or contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters.

\*Start a free will <https://www.freewill.com/childhelp>

\*Make a stock gift <https://www.freewill.com/stocks/childhelp>

\*Make a qualified charitable distribution <https://www.freewill.com/qcd/childhelp>

## **Wills/Trusts/Estates**



At Childhelp, many of our members have left their legacy long after their death through placing Childhelp in their wills, trusts or estates. Childhelp has high-quality legal representation ready to work with one's own attorney to accomplish the goals of the donor. After the donor passes away, Childhelp will be committed to fulfilling the wishes of the donor with resources received from an estate. For more information, please contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters. We don't offer a memorial card.

Childhelp has partnered with FreeWill to provide an online tool to help supporters write a will for free. The FreeWill platform also allows supporters to make stock and quarterly charitable distribution gifts easily at their own convenience. For will planning, this tool removed the expensive legal costs associated with writing a will and takes 20 minutes or less to complete. Over 280,000 Americans have written free wills using this easy platform to create documents like a living will (also known as Advanced Healthcare Directive) or Financial Power of attorney. Supporters can join them in cementing a legacy with Childhelp by creating an optional gift that can help victims of child abuse gain the freedom of independence and the will to move on towards brighter futures. Please contact your Regional Chapter Director, and they will put you in touch with the appropriate person at Childhelp Headquarters. Visit [FreeWill](#)

### Sustained Giving – Childhelp Champions for Children



The backbone of any Resource Development Department is sustained giving. Sustaining donors give on a regular basis and partner with Childhelp to accomplish its mission.

Sustained giving includes the following:

- **Direct mail program:** Ongoing communication by Childhelp via mail/email to donor constituents that include annual, single and opportunities for monthly giving.
- **Champions for Children:** Donors who want to support Childhelp monthly basis.
- **Online donations:** donors are free to make a monthly sustaining gift on our event and online donation forms.

Please contact your Regional Chapter Director with any questions.