# Teaching HOPE

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# Fundraising Guide

Teaching HOPE relies on donations and grants from individuals, organizations, and corporations around the country to fund our programs benefiting Colombian orphans.  These funds will be used primarily for program management, as our board of directors is committed to raising all funds for our operating costs.

**Goal Setting**

Begin by setting a manageable goal for yourself. Some people can commit to raising $500, others $1,000, and others even more. Setting a goal for your fundraising is important because you and your donors can see your progress along the way. When the goal is met, in addition to knowing exactly what your work will bring to the children, you can feel satisfied that you have succeeded in meeting your goal.

If you are like most people, asking for money is probably not one of your favorite things to do.  Remember that you aren’t asking for yourself, you are raising money for an organization that makes a tremendous difference in children’s lives.  You won’t be doing it alone. We are here to help you!

### Getting Started

You may want to begin by breaking up your goal into smaller, more manageable amounts. Set a schedule with deadlines for raising each part. Once you do that, you may be surprised at how easy it can be.

Again, remember that we are here to help.  If you provide us with information about your local businesses and prospects, or if you arrange meetings with major donors, a Teaching HOPE board member will assist you with the presentation.  Teaching HOPE’s board and other volunteers will continue to raise money to help support all the programs as well.  It may be easier and more fun to link up with another volunteer or a friend who wants to help to combine your goals and raise money together.

Try to keep your overall expenses to 10 percent of the amount you expect to raise.  All expenses must be tracked on the budget worksheet so we can see what it costs each volunteer to meet their fundraising goal.

To help you get started, we have developed this document on fundraising ideas.  You’ll also find some useful samples in the attached exhibits, which can be copied for your local fundraising efforts.  Good luck, and please be sure to share your successful fundraising ideas with us!

**Individual Benefits of Giving**

It’s important to communicate the benefits of supporting Teaching HOPE. The more clearly you can articulate the importance of an individual or organization’s gift, the larger the gift you’re likely to receive.   Here are some benefits:

* The satisfaction of doing something to help a child (or children) who would otherwise never learn English, take a computer class, or learn needed life skills.
* Knowing you have helped provide a child with a brighter future – the opportunity to find a career and lead a successful adult life.
* Special recognition in Teaching HOPE’s materials.
* For major corporate sponsors ($5,000+): Recognition in our promotional materials and the opportunity to build a corporate reputation as a company that cares about children. Opportunity to sponsor our events.
* For sponsors (in denominations of $25, $100, and $500): mention on the donation page of our website.

**Fundraising Ideas**

Every dollar does help, but fundraising can be hard work.To meet your fundraising goal, you may need to focus on several types of fundraisers. Plan your time accordingly and focus on the events that will bring in the most money and that you enjoy. We don’t want our volunteers to exhaust themselves by taking on too much at once.

We have divided this section into four parts: (1) Major Events, (2) Community Resources, (3) Friends and Families, (4) Host a Potluck Party, (5) Children as Helpers.

**Tracking Donations**

Be sure you have an organized system for handling the donations you receive early on.  Attached is a donation tracking sheet for your use.  On a regular basis (preferably weekly), send any checks that you have received to Teaching HOPE (please write a check to cover cash donations) along with the spreadsheet so that we may designate the funds accurately and thank your donors.

Please mail checks to:   **Teaching HOPE**

**12808 Melvue Court**

**Fairfax, VA** **22033**

Donations can also be made via credit card via our website, but this can be difficult for us to track. Also, each credit card transaction carries a small fee. To ensure that donations are accurately recorded and 100% of each donation goes to Teaching HOPE, the best way to make a donation is by check.   **Please see Example A.**

***1.  Major Events***

Major events are more time consuming than the smaller projects, but the payoff will be well worth the effort.  Start planning early if you decide to plan a major event!

###### Silent Auction, Live Auction and Gala

A great deal of money can be raised by organizing a silent/live auction.  These events may include dinner and entertainment, along with live and/or silent auctions.  This may require several volunteers working together as a committee. If you decide to do this, the group should meet early to organize this event.

Many local organizations and businesses in your community may be willing to donate goods and services, rather than cash.  For example, a trip donated by a travel agent, a piece of jewelry from a local jewelry store, a painting from a local artist, a two-night stay from a local hotel and/or a hotel you frequent for business travel, dinner for two from your favorite restaurant.  Also, local sports teams or celebrities may be willing to donate memorabilia.  If you have 5 friends who are responsible for getting ten donated items, you can potentially raise a lot of money.  It is up to you how large you would like your event to be.  Keep in mind that the steps to organizing your fundraiser are nearly identical, no matter how big or small it is.  **See Examples B, C, D-1 and D-3.**

***2.  Community Resources***

Your local community is an ideal target for donations and support. By reaching out to the community, you not only provide yourself with the chance to bring in new donors, but you are also spreading the word about Teaching HOPE’s mission.

You will need monetary donations AND donations of services and goods.  Below is a list of sources that you may wish to approach for donations of money, services, and products.

##### Local Businesses

Make a list of local businesses, banks and major corporations in your area, including the places where you and your friends work.  Ask your family, friends and other volunteers to determine if they know anyone at these companies who can help get your proposal to top management.  If possible, learn about the business’ past giving history, and then decide what you want to ask for.  You can often find information on corporate websites about their community giving policy and programs.  Consider the following:

* Ask each local business to sponsor one of Teaching HOPE’s programs.  Or ask several businesses to come together to sponsor a child, a class, or an entire foundation.
* Get one major business to put up a matching gift and ask other local businesses to contribute to the match.
* Ask businesses to provide services.  Printers and graphic artists, for example, do donate their services and can help you keep within your budget.

**Please see Examples D-1 to D-3.**

###### Wal-Mart and Sam’s Club

Wal-Mart Stores, Inc. believes each Wal-Mart store, SAM'S CLUB and distribution center has a responsibility to contribute to the well being of the local community.

Wal-Mart's Good Works community involvement program is based on the philosophy of operating globally and giving back locally.  They rely on store associates to know which organizations are the most important to their hometowns, and to determine how Wal-Mart Foundation dollars will be spent.  Wal-Mart’s funding initiatives are channeled directly into local communities by the store associates who live there.

All requests for funding must be directed to the Good. Works. Coordinator at your local Wal-Mart store, SAM'S CLUB, Neighborhood Market or Distribution Center.  Proposals mailed directly to the Wal-Mart Foundation will not be considered. For more information about the Wal-Mart Foundation, call 800-530-9925, or visit the Good Works Coordinator in your local Wal-Mart.

##### Citigroup and IBM

Citigroup and IBM have incredible volunteer rewards programs for their employees.

The Citigroup Volunteer Incentive Program is designed to recognize employees who devote their personal time to community service and to support the organizations for which they volunteer. To qualify for a grant, an employee must complete 50 hours of service with an eligible 501(c)(3) nonprofit organization during a 12-month period or less. The Citigroup Foundation will award a $500 grant to the nonprofit organization that benefits from the employee’s service. An employee may request one grant per calendar year.

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##### Citigroup owns a number of businesses, including Smith Barney, Diners Club International, Primerica, Banamex, Travelers Life and Annuity, Citibank, Citi Mortgage, Citi Insurance, etc.

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##### IBM also has a similar program that awards $1,000 to organizations that their employees volunteer a set number of hours for.

*Be sure to find out if any of your friends or family work for IBM or a Citigroup business!*

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###### SAP

Technology leader SAP also has a unique program that rewards its US-based employees for their volunteer activities: “SAP Dollars for Doers.”  Dollars for Doers adheres to the old adage - time is money.  Employees record and submit their volunteer time to the program's Website.  In turn, their time is converted to dollars, payable to the charity at which they volunteer, up to $50 per hour. SAP also has a Dollar-for-Dollar Matching Gift Program.

##### Churches

Make a list of local churches and synagogues in your area.  Call or write letters to ask their congregations for assistance.  If they are responsive, make presentations to these congregations.  Write an article about your personal story for your synagogue or church bulletin.  Ask each church or synagogue to support one child, class, or foundation.

**Please see Examples** **E-1 and E-2.**

##### Parent Networks and Civic Groups

Consider Kiwanis, Rotary and Lions Clubs, Junior Leagues, Moms’ Clubs, sororities, fraternities, and other similar groups.  Make a presentation and ask for volunteers as well as funding from these groups. Members can be asked to seek matching funds from their employers or religious affiliations.

**Please see Examples E-1 and E-2.**

##### Employer-Matching Donations

See if any of your family or friends’ employers will sponsor a computer lab, computer lessons, etc.  Find out if these employers have a “matching gift” program, enabling you to double the amount of money you raise.  Many companies also have charitable giving programs, with guidelines for corporate contributions.  Ask your own employer’s Human Resources Department, as well as others in your local area.

Please call us if you need assistance, or if you feel the proposal would be better received if it comes directly from Teaching HOPE.  Before your contact major corporations and foundations in your area, be sure to contact our office to make sure that we are not both asking for money from the same source!

**Please see Examples D-1 to D-3.**

**Igive**

The Mall at iGive.com makes it easy for members to make their everyday Internet shopping count for something more. Each time an iGive.com member makes a purchase from the Mall, up to 26% of the purchase price is donated to the shopper’s favorite cause.

There are over 600 popular merchants available in the Mall at iGive.com, with new stores added continually.  The Mall offers books, CDs, fashion, electronics, toys, healthcare products, office supplies and more. From A&E Online Store to Zales.com and everything in between, shoppers are sure to find exactly what they’re looking for.  There is never an extra cost to the member or the cause.

Shopping through iGive.com is safe and secure. They respect members' privacy and never sell any personal information. Members enjoy exceptional prices and special first-time buyer and free shipping offers, exclusive to iGive.com.

After a member makes a purchase, we receive a check from iGive.com for the donation percentage listed adjacent to each merchant on the site.  Members can use the Web site to track the funds they’ve raised, or to see how much their cause has received overall.  So far, Teaching HOPE has raised over $300 through Igive!

Here’s how it works:

1.              Join iGive.com for FREE: ***www.iGive.com/teachinghope***

2.              Shop online at any of the 600+ stores in the Mall at iGive.com.  You’ll see all your favorites, including Lands’ End, Barnes & Noble, Dell, Expedia, and JCPenney!

3.              Teaching HOPE receives a check for up to 26% of each purchase!

Email [kelly@teachinghope.org](mailto:kelly@teachinghope.org) for igive fliers.

**See Example I.**

##### Escrip

Teaching HOPE is a member of e-scrip, an automatic charitable donation program operating in many areas.  Members register their credit cards and their grocery card and designate Teaching HOPE as the organization to benefit.  Thereafter, in any month where the credit or supermarket card have been swiped at point of purchase of participating merchants (Von’s/Safeway, Chevron Oil, Old Navy, Eddie Bauer, the Sharper Image, Fresh Foods, American Airlines, and more), Teaching HOPE will receive 2 to 4% of the purchases made (depending on the amount purchased over the month and the company’s donation level).  Other than the $10 initial fee, it costs the person nothing and Teaching HOPE receives money from each purchase.  It is an absolutely painless way to give.  Teaching HOPE’s e-scrip ID# is \_\_\_\_\_\_\_\_\_\_\_\_.

Please encourage new supporters to register today and take full advantage of shopping that will add up for Teaching HOPE.  E-Scrip on-line registration is now available for all new supporters at http://www.escrip.com.  On-line registration is fast and easy and allows supporters to begin earning contributions almost immediately.

Find out if there is something similar in your area.  (For example, the Ralph’s grocery store chain has its own “percentage of sales” giving program.  So does the Albertson’s/Savon chain.)  If there is a similar program in your area, Teaching HOPE can apply; we will use the money raised in your area toward your fundraising goal.

***3. Friends and Families***

Some of the ideas listed below may not generate large sums of money, but they are less time consuming and have low overhead costs.  (Remember to focus the majority of your attention on your big events, but keep these ideas in mind.)  Some of your volunteers may not have a lot of time to donate, but may be willing to organize one of these smaller projects!

**Letters to Friends and Family**

One of the easiest ways to raise money is through friends, family and acquaintances in your community.  You can write letters to them, describing your experience with Teaching HOPE and asking them to help by donating money, goods or services.  Create a list of potential donors; if possible, find out what they have given to other non-profits first.  Include anyone from your college roommate to your child’s teacher … to your auto mechanic. Use first names and include a specific donation amount in your letter.  We can provide you with letterhead for your letters.  Two weeks after you mail the letters, follow up with a phone call to everyone who has not yet donated.  Do not forget to track your donations so that we can send thank you notes to your donors!  Attached is a spreadsheet to help you keep track of your contacts.

**Please see Example** **G.**

**Yard Sales**

Clean out your closets and raise money for Teaching HOPE! A yard sale is a very inexpensive way to raise funds (Our past yard sales have raised between $300 - $600 each!). Ask friends, family, your church, and/or civic group for donations of old clothes and knickknacks, and have a yard sale. Publicize your yard sale with signs throughout your neighborhood and an ad in your local paper. Put up signs telling customers that all proceeds will be donated to Teaching HOPE, and have some brochures handy in case anyone would like extra information.  Make sure to include a donation jar, in case customers would like to give a little extra! Teaching HOPE has created yard sale kit that contains templates for signs, price labels, and local newspaper contact information. For this kit, email Kelly Duer: [kelly@teachinghope.org](mailto:kelly@teachinghope.org)

**Bake Sales**

Get your local schools to conduct bake sales, or have one with some friends.  Get permission from high-traffic local retailers (such as Giant and Safeway) to conduct bake sales and raffles in front of their establishments.  Some retailers will match, dollar for dollar, all that you raise.

**Car Washes**

Get some friends together and have a car wash! Ask a local gas station if they will allow you to have a car wash on their property, using their water supply. Make signs announcing the car wash. Bring friends, a few buckets, soap, sponges and towels. You can charge a set amount per car or give a car wash free with any donation to Teaching HOPE.

**Coin Drives**

Create canisters with information about Teaching HOPE.  Place them in the stores you frequent in the community.  Attached is a sample label.

**Please see Example H.**

**Collect Ink Cartridges**

Teaching HOPE can earn money for used ink and toner cartridges through Escrip! Set up a collection at work, at home, or among your friends and family, and earn money for free while helping the environment! When you have collected 20 or so, bring them to an event or meeting, or email Kelly Duer: [kelly@teachinghope.org](mailto:kelly@teachinghope.org)

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### Donated Stock

If you (or someone you know) own stock that has greatly increased in value, it can be transferred to Teaching HOPE, and the gain on the tax can be taken as a tax deduction.  This is a great way to donate and avoid capital gains tax.

**Holiday and Special Occasion Gifts**

How many more scarves do people really need at Christmas, Hanukkah, New Year’s, Valentine’s, Mother’s Day, Father’s Day, etc?  Consider making a donation to Kidsave in their honor, in lieu of getting gifts, saying thank you or remembering a loved one.  If it’s your special day, you could request donations to Teaching HOPE in lieu of gifts.

###### Restaurant Nights

Many restaurants, including Baja Fresh, Chevys Mexican Grill, and Glory Days, have programs where they donate a percentage of a night’s profits to a non-profit organization.  If you are unsure if a restaurant does this type of program, just ask! Many times, restaurants are happy to oblige once they find out it is for a good cause. There is usually no cost for this; all that is generally needed is a phone call to the restaurant’s manager to set the date. In the meantime, publicize the event so that as many people eat at the restaurant that night as possible.

Austin Grill

<http://www.austingrill.com/austingrillee/index.php?/austin_grill_main/first_monday/>

Chevys

<http://www.chevys.com/frameset.html>

Glory Days

<http://www.glorydaysgrill.com/fundraising/index.htm>

Uno Chicago Grill

<http://www.unos.com/fund.html>

###### Restaurant/Pizza Cards

Several restaurants sell discount cards to non-profit groups for very low prices. Non-profits can re-sell these cards to the public for a specified amount of money and keep the revenue. You generally have a minimum number of cards you must sell.

Domino’s Pizza

<http://www.dominos.com/Public-EN/Site+Content/Secondary/Inside+Dominos/Domino's+Pizza+Fundraising/>

Entertainment Books

<https://fundraising.entertainment.com/psp/pacpc/CUSTOMER/CUST/h/?tab=EP_FUND_HOME>

Great Lakes Scrip Center

<http://www.glscrip.com/index.aspx>

Krispy Kreme Doughnuts

<http://www.krispykreme.com/fund.html>

Panera Bread

<http://www.panerabread.com/about/community/>

###### Sporting Events

###### Some sports teams have established a group events program whereby they will sell you a group of tickets at a reduced, which you can resell at full price.  You can keep the difference to help you reach your fundraising goal!  Consider contacting your local sports teams to see if they will offer you a similar price break and program.

#### *4. Host a Potluck Party*

You can raise money *and* spread the word about Teaching HOPE by hosting a fundraising party.

Compile a guest list. Try to invite as many people as you can.  Create an invitation that clearly states that the party is a potluck, and you are asking for a donation from each person who attends (this can be a set amount, such as $25, or any amount).  After sending out the invitations, follow them up with reminder phone calls.  Keep the focus on why your guests are there: to help your community make changes in the lives of children who are in great need of their help.  Have photos of children that Teaching HOPE is working with, brochures, and merchandise on hand.  Contact our office if you need any of these materials.

***5. Children as Helpers***

You may find that your hard work is inspiring children in your area to pitch in.  Don’t let their motivation go to waste!  Let them help with your fundraising efforts, and give them some projects of their own.

##### Student Fundraisers

Community service groups operate in almost every high school in America.  Even elementary school students can be recruited to help fundraise for Teaching HOPE.  A school (or even a class) can be asked to help.  These students can provide the much needed “arms and legs” into the community.  Students can ask local businesses (such as a nursery or a coffee shop) to donate a week of profits or a percentage of a month’s sales.  They can run car washes, bake sales, bowling events, distribute donation cans, and write letters to their friends and their parents’ friends.  Some students donate a week of spending money.  Others forego one birthday present and are suggesting that their friends do not buy them gifts, but instead donate the gift money.

Teenagers can be very persuasive when they are committed to a cause.

**Please see Examples** **E1, E2 and F**.

**Kids’ Letters**

Set a fundraising goal for each children’s group in your community.  Encourage the children to write a letter to their friends (and families) expressing their interest in helping other children (make sure they don’t send letters to potential donors you’ve already solicited!)

**Example A:**

**Donor Tracking Sheet**

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**Teaching HOPE** **Donor Tracking Sheet**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Address | Donation Date | Method (Call/Letter/  Meeting/ Event) | $ Amt. Received |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 4. |  |  |  |  |
| 5. |  |  |  |  |
| 6. |  |  |  |  |
| 7. |  |  |  |  |
| 8. |  |  |  |  |
| 9. |  |  |  |  |
| 10. |  |  |  |  |
| 11. |  |  |  |  |
| 12. |  |  |  |  |
| 13. |  |  |  |  |
| 14. |  |  |  |  |
| 15. |  |  |  |  |

**Example B:**

**Donation Form**

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**Teaching HOPE**

# Donation Form

**Company Name:              \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Contact Name:              \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

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

**Phone/Fax:                         \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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

**DONATION DESCRIPTION**

**SPECIAL INSTRUCTIONS/RESTRICTIONS**

**ESTIMATED VALUE:  $                                       EXPIRATION DATE:**

**SIGNATURE:                                                                           DATE:**

###### PLEASE CHECK ONE:  ࿽  DONATION ENCLOSED                ࿽  TO BE DELIVERED

࿽**TO BE PICKED UP** ࿽**PLEASE CREATE CERTIFICATE**

**Please return this form to:**

**Teaching HOPE**

**12808 Melvue Court**

**Fairfax, VA** **22033**

**www.teachinghope.org**

**PHONE:  703-722-6081**

Teaching HOPE is a 501(c)(3) organization.  Tax ID #: (20-5788626)

THANK YOU!

**Example C:**

**Auction Bid Sheet**

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**Auction Bid Sheet**

**Teaching HOPE**

|  |  |
| --- | --- |
| Silent Items |  |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**    Suggested Retail Value: $  Buy It Now Price:  $  Minimum Bid:  $ |  |

To place a bid, please print your name and phone number in the bid box to the right of the Bid

Amount.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Bid Amount* | Your Name & Email |  | *Bid Amount* | Your Name & Email |
| 1.  $ |  |  | 6.  $ |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2.  $ |  |  | 7.  $ |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 3.  $ |  |  | 8.  $ |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 4.  $ |  |  | 9.  $ |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 5.  $ |  |  | 10.  $ |  |

|  |  |
| --- | --- |
| **BUY IT NOW PRICE**    **$** | **To Place a Bid, Please Print Your Name in the Bid Box to the Right of the Bid Amount.** |

**Example D-1:**

**Corporate Solicitation Letter: Any Donation**

(to be printed on TH letterhead, highlighting removed)

(Date)

Dear (Name),

I’m writing to introduce Teaching Hope and to request that (company name) consider providing us with a grant to support our programs for older orphaned and abandoned children. Teaching Hope is a 501(c)(3) non-profit organization (tax ID# 20-5788626).

Teaching Hope aims to improve the lives of orphaned youth (13 to 18 years old) by establishing three programs to help them transition to independent adulthood: Vocational training, Network of Caring Adults, and Transitional Housing.  Vocational training includes classes for gaining marketable skills, such as English and computer skills, and life skills training.  These skills will assist the youth with finding and maintaining gainful employment.  The network of caring adults aims to provide a support network that the youth can rely on after leaving the orphanage. Transitional housing will be provided to children leaving the orphanage so they can have a safe place to live while they establish themselves in their trade.

During 2007, Teaching Hope will provide daily English classes for 30 orphaned girls living at Amparo de Niñas in Bogotá, Colombia.  We will also open a computer lab at the orphanage and begin teaching life skills courses. In the future, we plan to open a Transitional House and expand our programs to orphanages throughout Colombia.

We need your support to begin teaching computer classes to the children at Amparo de Niñas. A computer teacher for 10 children for 40 instructional hours costs about $400, and we plan to provide 10 computers for the laboratory, which will cost approximately $600 each. A donation of any amount will help us in teaching technological skills that the children can rely on later in life.

I hope that you will consider becoming a partner in this effort to help orphaned youth to transition to independent adulthood. This would be a wonderful opportunity for (company) to step forward for a children’s issue in a major way. Naturally, Teaching Hope would promote (company’s) corporate philanthropy on our website.

Enclosed you will find a description of Teaching Hope’s programs. More information can be found on Teaching Hope’s website at [www.teachinghope.org](http://www.teachinghope.org)***.*** Please don’t hesitate to call me at (703) 722-6081 if I can provide with you any more information.

Sincerely,

(Your Name)

(Title)

**Example D-2:**

**Corporate Solicitation Letter: Computer Lab**

(to be printed on TH letterhead, highlighting removed)

(Date)

Dear (Name),

I’m writing to introduce Teaching Hope and to request that (company name) consider providing us with a grant to support our programs for older orphaned and abandoned children. Teaching Hope is a 501(c)(3) non-profit organization (tax ID# 20-5788626).

Teaching HOPE aims to improve the lives of orphaned youth (13 to 18 years old) by establishing three programs to help them transition to independent adulthood: Vocational training, Network of Caring Adults, and Transitional Housing.  Vocational training includes classes for gaining marketable skills, such as English and computer skills, and life skills training.  These skills will assist the youth with finding and maintaining gainful employment.  The network of caring adults aims to provide a support network that the youth can rely on after leaving the orphanage. Transitional housing will be provided to children leaving the orphanage so they can have a safe place to live while they establish themselves in their trade.

During 2007, Teaching Hope will provide daily English classes for 30 orphaned girls living at Amparo de Niñas in Bogotá, Colombia.  We will also open a computer lab at the orphanage and begin teaching life skills courses. In the future, we plan to open a Transitional House and expand our programs to orphanages throughout Colombia.

We need your support to create a computer laboratory at Amparo de Niñas. It costs about $ 6,000 to purchase the 10 computers we need to open the computer lab. A grant of $10,000 from (company) would purchase all of the technology needed, including computers and printers, for the lab so that the children can gain technological skills that they can rely on later in life.

I hope that you will consider becoming a partner in this effort to help orphaned youth to transition to independent adulthood. This would be a wonderful opportunity for (company) to step forward for a children’s issue in a major way. Naturally, Teaching Hope would promote (company’s) corporate philanthropy on our website and at our events.

Enclosed you will find a description of Teaching Hope’s programs. More information can be found on Teaching Hope’s website at [www.teachinghope.org](http://www.teachinghope.org)***.*** Please don’t hesitate to call me at (703) 722-6081 if I can provide with you any more information.

Sincerely,

(Your Name)

(Title)

**Example D-3:**

**Sample Corporate Solicitation Letter Options**

(Remove highlighting before printing)

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*(If this is a referral from someone else)*

(Referring employee, friend, colleague name) suggested I contact you to apply about helping to sponsor one of our programs.

*(If you are the employee)*

As an employee of (company), I know we support (type of related philanthropy – e.g. children’s causes, community projects, etc.), so I am applying for a grant from (company) to help Teaching Hope teach older orphans skills that will help them to succeed in adult life.

*(If applying for matching funds)*

We are trying to raise money from a variety of community sources to (write what the money you are raising would buy).  I would like to apply for (amount) in matching funds from (company).  We will use this to solicit funds from others in the community.

*(If someone has agreed to match funds)*

A generous (write “anonymous” or name the donor) has agreed to match all funds raised.

*(If you are requesting donations for a silent auction)*

We are planning a(n) (event) for the month of (month) to raise money for our

programs. We hope your business would be able to donate a(n) (write “item” or the

specific item you are requesting) or gift certificate for the silent auction that will be held at this event. A monetary donation would be greatly appreciated as well. I hope that you will consider becoming a partner in this effort to help orphaned youth to transition to independent adulthood. Naturally, Teaching Hope would promote (company’s) corporate philanthropy at this event and on our website.

\* Silent auction solicitations can also be faxed or emailed. If you choose to do this, make

   sure to edit the letter to reflect that it has been faxed (i.e., write “attached” instead of

   “enclosed” in an email).

**Example** **E-1:**

**Schools, Groups & Churches**

# Involving Schools and Churches

**in your fundraising efforts**

# *Who to contact*

Schools:              Head of school’s community service program

Teacher or administrator whom you know personally

Schools that your friends and family are familiar with, asking them to contact the schools, or put you in contact with the appropriate people

Churches:              Churches that your friends or family attend (ask them to make

initial contact)

## *What comes next*

Personalize a letter to your contact **(see Example E-2)**

Follow up the initial phone call by mailing a packet of information (include cover letter, brochure, newspaper articles).  Your contact may also ask you to include the 501(c)(3) letter from the IRS.  Teaching HOPE can provide you with the IRS letter.  If the school/church is interested in participating, arrange a time when you can come to make your presentation.

# *What to bring*

* Presentation materials for distribution
* Brochures
* Teaching HOPE display board
* Newspaper articles (most recent)
* Sign up sheet
* Photos of the children

# *What to ask for*

Groups, schools and churches can commit to:

* Raising $10,000 to open a computer laboratory at an orphanage
* Raising $6,000 to purchase 10 computers for a computer lab
* Raising $600 to purchase one computer
* Raising $400 to hire a computer teacher to teach 10 children for 40 hours

### *How to raise it*

* During your presentation, ask them to brainstorm about what sorts of fundraising activities they would like to do (car wash, bake sale, candy sales, walk/run…)
* Church members may choose to make personal donations
* Do not encourage the students to do any door-to-door fundraising
* We do not want to involve students in specific fundraising activities that will compete with fundraisers they are doing for their schools

# *How to follow-up*

* After making your presentation, call your contact a day or two later to see if they have any questions.
* Have the head of the school or church project arrange a meeting with school and church members that might like to participate.
* Ask the group leader to provide you with the contact information for group members
* Determine the fundraising goal and make a plan to reach it …. and stick to it.

**Example** **E-2:**

**Cover letter: Church, Group or School**

(To be printed on TH letterhead, highlighting removed)

(Date)

(Name)

(Name of church, group, or school)

(Address)

Dear (Name)

It was a great pleasure speaking with you (when, i.e. “yesterday”).  I am thrilled to know that you are interested in Teaching Hope’s mission.  I am hoping that we will work together with members of your church to help more orphaned children from Colombia make successful transitions to adulthood.

Teaching Hope aims to improve the lives of orphaned youth (13 to 18 years old) by establishing three programs to help them transition to independent adulthood: Vocational Training, Network of Caring Adults, and  Transitional Housing.  Vocational training includes classes for gaining marketable skills, such as English and computer skills, and life skills training.  These skills will assist the youth with finding and maintaining gainful employment. The network of caring adults is a critical component of the Teaching Hope program which aims to provide the support network that the youth can rely on after leaving the orphanage.  Teaching Hope will provide transitional housing to children leaving the orphanage so they can have a safe place to live while they establish themselves in their trade

During 2007, Teaching Hope will provide daily English classes for 30 orphaned girls in Colombia, ages 13-18.  We will also open a computer lab at the orphanage and begin teaching life skills courses. In time, Teaching Hope will create transitional housing and expand our programs to orphanages throughout Colombia.

What we would like to ask of you and the other members of your church is to help us raise funds to (specific reason for funding).  Teaching Hope relies on donations to run this program. We hope that your church will work with us to raise (amount), which will cover the cost of (specific reason for funding).

I look forward to speaking with you next week. Please feel free to contact me at   (phone number) with any questions.  You may also wish to visit our website, [www.teachinghope.org](http://www.teachinghope.org), for more information.

Many thanks,

(Your Name)

(Title)

Teaching Hope

**Example F:**

**Letter to school groups**

(To be printed on TH letterhead, highlighting removed)

(Date)

Dear Students,

Thank you for your desire to make a difference in the life of an orphaned child by helping Teaching Hope prepare them for adulthood.  Students can advocate and help raise the funds needed to give older orphaned children the opportunity to gain the skills they will need to succeed in adult life.  As a non-profit organization, Teaching Hope relies on donations and grants to fund its programs.  Your goal as a participant in this community services program will be to work with other students in the program to raise (amount) to (specific reason for funding).

You will be rewarded for all your hard work!  Here is what participants will receive:

* A “Certificate of Appreciation”
* After raising your first $1,000, you will receive a Teaching Hope t-shirt you can wear to all your fundraising events.
* Most importantly, you will get a chance to participate in fun events and see the difference you have made in the life of an orphaned child.

Raising (amount) may seem like a daunting task at first.  We will help you!  We will be happy to help you brainstorm about ways to raise this money and to work with you to organize fundraising activities.

We look forward to your participation in Teaching Hope’s fundraising efforts.  We will be happy to speak with you more about our program.  You may visit our website at [www.teachinghope.org](http://www.teachinghope.org) for more information, and you can call us anytime at (703) 722-6081.

Many Thanks,

(Your Name)

(Title)

Teaching Hope

**Example** **G:**

**Personal Letter**

May 1, 2007

Dear Family and Friends,

              I hope you are all doing well. Benjamin, Annie, Lee and I are doing great. Thank you all so much for your support in this past year. It has meant so much to us.

              Many of you know that I spent a lot of time last year volunteering for Kidsave in order to bring some of Annie’s friends to DC. In the process, I met a wonderful group of women who are passionate about helping orphaned children in Colombia. For the past 6 months, we have been building a non-profit that will help older orphans who are aging out of institutions.  Our non-profit, Teaching Hope, will provide vocational training, teach life skills and (most importantly) create a network of caring adults who will be available to the children after they leave institutional care.

Teaching Hope was incorporated in January, has had initial meetings with ICBF (the Colombian child welfare department) and submitted our paperwork for 501 (c)(3) status. We hope to be matched soon with the orphanage where we will begin our pilot project.  Our first goal is to hire two full-time English teachers at this orphanage in order to teach the children a skill that will enable them to take higher-paying jobs when they leave.  We also hope to have created a computer lab and a network of caring adults by the end of 2007.  In the next few years, we plan to open a transitional home, where children leaving institutional care can live for 1-2 years until they get on their feet.

              Since Ben and Annie have been home, the need for this type of program in Colombia has become more clear to me than ever.  In November, my children, ages 13 and 14, did not have a basic understanding of bank accounts. They thought that when people have checkbooks, they can write checks for any amount, and the bank will pay them. Until a few weeks ago, when we had a conversation about melanoma, Benjamin believed that AIDS and cancer were the same thing.  The kids confided in me recently that in Colombia, they never brought homework home. The reason, they explained, was that there was no one available to help them with it, or who even cared if they did it or not. Many of you already know that both of their first American report cards were straight A’s and B’s. What a difference a caring adult can make!

              We hope that we will be able to count on support from family and friends. The most pressing need for us is financial support, which will enable us to purchase teaching materials and computers, and to give a small stipend to our teachers. Please know that 100% of your donation will go directly to programs for the children, as our board is committed to funding all of Teaching Hope’s administrative costs. If you are able to donate, please make checks payable to Teaching Hope and return them in the envelope provided. Payments can also be made with a credit card on our website: [www.teachinghope.org](http://www.teachinghope.org).

              Again, thank you so much for your support. It means so much to all of us.

                                                                                           Love,

                                                                                           Kelly

**Example H:**

**Coin Drive**

**Your spare change can make a difference!**

****                           **Teaching HOPE**

*Empowering Orphaned Teens!*

  

**✓ Education**

**✓ Network of Caring Adults**

**✓ Transitional Housing**

**Starting a pilot project**

**at an orphanage in Colombia!**

**[www.teachinghope.org](http://www.teachinghope.org)**

**Example I:**

**Email Introducing igive**

# igive  E-MAIL #1

Dear Supporter,

If you could give Teaching Hope up to 26% or more of each everyday purchase you made at no extra cost to you … would you?

I thought you would. And that’s exactly what happens when you join the online community called iGive.com.

It doesn’t cost a cent to join and once you’re a member, every time you shop the Mall at iGive.com we can get a percentage of each purchase you make.

Just think of it –– free money for Teaching Hope, your choice of over 600 nationally known online merchants like Barnes & Noble, Eddie Bauer, Lands’ End and PETsMART, your privacy guaranteed, plus money-saving deals and specials every day!

We hope you can’t resist!

Join www.iGive.com/teachinghope now.

(Cause Member Name)

# 

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