



THE CHILDREN'S ADVOCACY CENTER

OF NORTH & NORTHWEST COOK COUNTY

Healing children one story at a time.



Friends of CAC Fundraising Toolkit

Table of Contents

Our impact & mission _____ 3

What is a Friends of CAC fundraiser? _____ 5

Why we need your support _____ 5

What we do with your support _____ 5

How we can support you _____ 6

Fundraising ideas _____ 7

Planning checklist _____ 8

Budget Template _____ 11

Solicitation Template _____ 12

Thank-you Letter Template _____ 13



Get in touch

If you have any questions,
please contact Taylor Jacob,
CAC Development Officer, at
tjacob@cachelps.org or
847-885-0100 x229

Thank you so much for your interest in supporting CAC. We are strong believers in creating partnerships and know that great things are possible when people work together. That's where you come in. Every dollar raised has a lasting impact in our community and we would love to partner with you to bring your ideas to life.

In this Toolkit you will learn about CAC, how you can help, and in turn, how we can assist you, including a planning checklist to get you started. You can also access our [Fundraiser Application](#) on our website. Once you have submitted the application, you can expect to hear from us within three business days.

Together, let's give children a safe place to begin healing!

Our impact and mission

The Children's Advocacy Center of North and Northwest Cook County (CAC) serves as the leading resource to empower and heal children who have been impacted by abuse and prevent violence against children. Founded in 1989, the Center provides investigative, advocacy, medical, and therapeutic services for children who have been sexually or severely physically abused and the non-offending members of their families. All services are provided at no cost to families in both English and Spanish.

In recent years, CAC expanded its services to include child victims of severe physical abuse and victims of, or witnesses to, other crimes. In 2001, CAC began offering the Safe from the Start Program, which serves children from birth through age 5 who have been exposed to violence, and their parents and siblings. This program offers specialized trauma assessments, comprehensive case planning, evidence-based therapeutic interventions, professional consultation and community education.

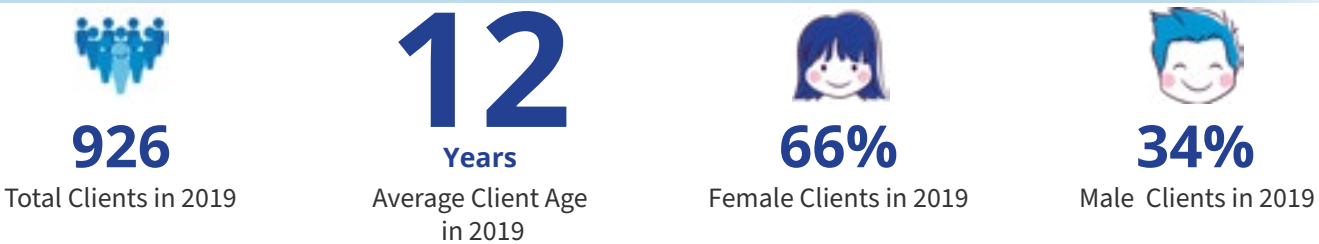
CAC has helped more than 11,000 children and their family members address and survive the trauma of sexual abuse, severe physical abuse and other forms of family violence.



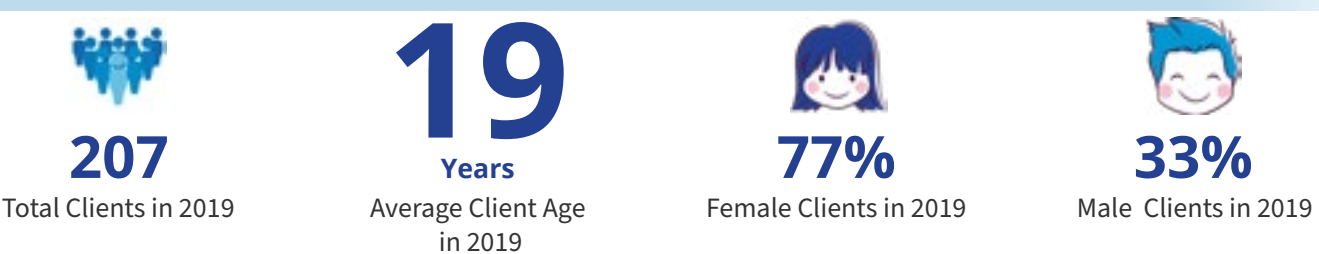
Founded
1989

12,000 +
Children & Families served

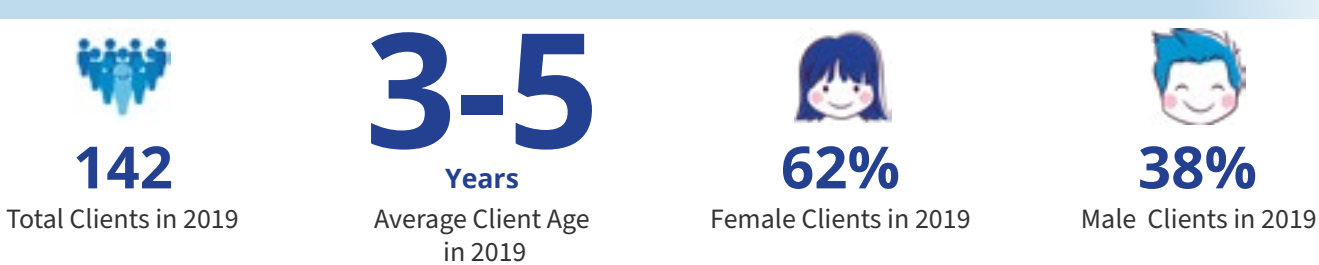
Forensic & Advocacy Services



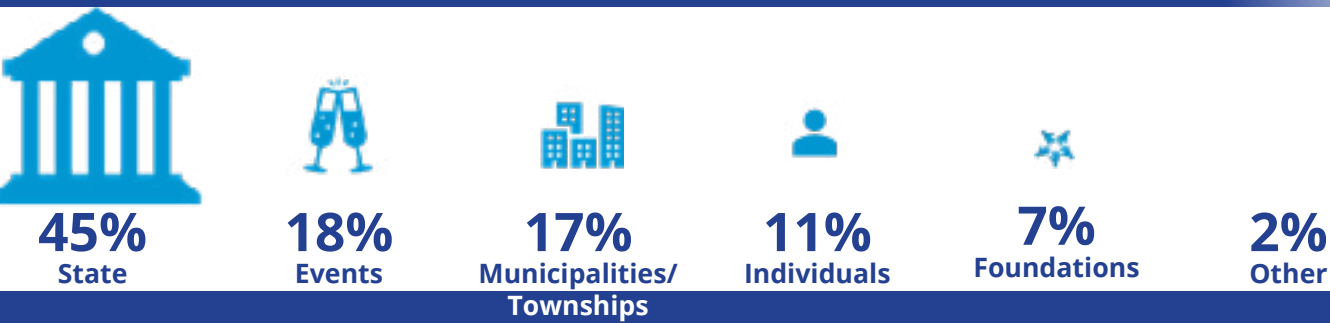
Family Support Services



Safe from the Start



2019 Income Sources



What is a Friends of CAC fundraiser?

Friends of CAC fundraisers are events or initiatives organized by an individual, company, or community organization that benefits CAC’s work and clients. Acting independently and with CAC’s approval, Friends of CAC fundraisers are an important resource for raising funds and increasing awareness of the organization.

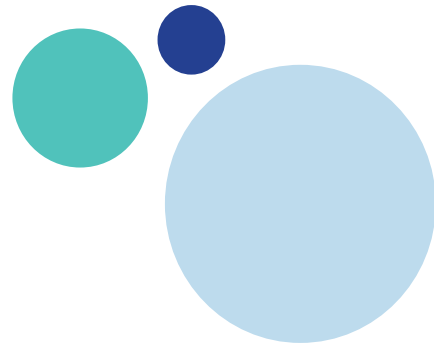
Why we need your support

Community connection and awareness is at the core of what we do. You can play an important role in strengthening that by organizing a Friends of CAC fundraiser in support of CAC. These events and initiatives are a great way to broaden our support base, increase awareness about the services we offer, and inspire people within your own network to support something you are passionate about.

What we do with your support

CAC provides Forensic Interviews, court advocacy, therapy and referrals for victims of abuse. We also serve as a community resource to facilitate the identification, intervention and prevention of child abuse. Donations are used to ensure that these services are always completely free for children and their families and the community.





How we can support you

From helping you form or refine your initial idea to supporting your planning and donor follow up, we look forward to working with you in support of CAC.

Depending on your idea, here are some ways we can help:

PLANNING: You will have access to a CAC staff member to answer questions and provide fundraising and planning support.

IMPLEMENTATION: This toolkit includes fundraising tools such as a budget tracking form, planning checklist, and custom online fundraising pages.

PROMOTION: You will have access to a “Proudly Supporting CAC” logo, and quick facts and stats to help you convey the impact of CAC in your community. Depending on your event, there may also be additional opportunities for social media shout outs, promotion on the CAC website and monthly e-newsletter.

POST-EVENT: You will be responsible for ensuring your supporters are thanked and donations are submitted to CAC. We will provide tax receipts to donors and are here to help you with any questions about the process.



Fundraising ideas

Fundraisers come in many forms and we welcome your ideas. Whether you are looking to bring people together for an event, host an online initiative or bring a new idea to the table, we encourage you to get creative.

EVENT EXAMPLES:

- > Bring the community together: Organize a barbecue, car wash, trivia night, bake sale, bingo night, karaoke night, or paint ‘n sip
- > Turn your passion into a purpose: Host a yoga class or walking group, plan a baking or chili cook-off, or organize a gaming event
- > Challenge yourself: Collect pledges to try and break a record, swim across a lake, or bike a certain number of miles
- > Challenge others: Host a tournament in any number of activities from golf to ping pong

INITIATIVE EXAMPLES:

- > Ask people to donate to CAC in lieu of gifts for your birthday or wedding
- > Inspire giving in your workplace by coordinating a jeans day with a donation, payroll deductions, monthly giving, corporate matching programs etc.
- > Encourage your kids to get involved with classroom or team challenges
- > Ask a restaurant that you frequent to donate proceeds from a menu item or ask customers to add a donation to their total



Planning checklist

You have an idea. We'll provide the support. Philanthropy should be inspiring work and we have compiled a checklist to get you started in your planning. After you have reviewed this checklist, fill out the Fundraiser Application and we will get in touch with you to move ideas into action.

Every donation makes a difference to our organization.

STEP 1 – CHECK OUT OUR RESOURCES

- > Fundraiser Application: Use this form to solidify your idea and apply to host an event or initiative.
- > Budget Template: Use this form to keep track of money related to your event.
- > Solicitation Letter: Use this letter to support your donation and in-kind asks.
- > Thank-You Letter Template: Use this letter to thank you donors and supporters.

STEP 2 – DEVELOP A PLAN

- > Is your fundraising going to be event or initiative based?
- > Where can you host your event (in person or online)?
- > What is your fundraising goal?
- > How will you raise money?
- > How are you going to promote your fundraising?
- > Do you need a committee to help you plan?
- > Do you require any licenses? (i.e. gaming, event, FOOD-SAFE, etc.)



STEP 3 – SHARE YOUR FUNDRAISING IDEA WITH CAC

- > Complete and submit the Fundraiser Application to Taylor Jacob, Development Officer, at tjacob@cachelps.org.
- > We will contact you within three business days following your submission.

STEP 4 – PLAN FOR EXPENSES

- > Make a list of supplies, rentals, and items you will need for your fundraising efforts with associated costs.
- > Use the CAC supplied solicitation letter to source donations for above items.
- > Use the Budget Template as a guiding tool or contact us if you need help creating your budget.

STEP 5 – SET YOUR FUNDRAISING GOAL

- > Setting a goal is important to give you direction and help your donors feel encouraged to give. Every dollar raised makes a difference!
- > Talk to us about successful fundraisers people have hosted in the past.

STEP 6 – COLLECT DONATIONS

- > Online: CAC can set up an online fundraising page for you. Online fundraising can increase your success and make it easier for your guests and participants to donate to your cause.
- > In person: Track donations coming in for those wanting tax receipts. CAC needs the following donor information to issue a tax receipt to eligible donors:
 - Name
 - Amount donated
 - Mailing or email address for receipt

*Please note, due to IRS regulations, we can only provide a tax receipt to the person/entity making the donation. Therefore, please do not lump donations into one check or we will not be able to provide individual receipts.





STEP 7 – CELEBRATE AND SHARE

- > We want to hear about your fundraising successes and stories! Please share stories and photos with us along the way by tagging or emailing your CAC representative.
- > Get social! Channels such as Facebook, Instagram, and Twitter are great places to promote and celebrate the success of your fundraising. This can also help encourage others to support CAC with creative fundraising ideas. Be sure to tag CAC in your posts!

STEP 8 – THANK YOUR PARTICIPANTS AND DONORS

- > A thank you goes a long way. Make sure to thank all participants, sponsors and donors as soon as possible for their generous contributions. This is a great opportunity to update them on your overall fundraising success and remind them of how their support will help people in their own community. If there is someone who went above and beyond in their support, let us know so we can thank them, too!
- > Use the Thank-You Letter Template as a starting point for your thank you's!

STEP 9 – SEND IN YOUR DONATIONS/PROCEEDS

- > Submit your fundraising proceeds within 30 days of the completion of your event/ initiative. Please note that receipts are issued for the year CAC receives the donation.
- > Checks should be made payable to CAC.
- > Mail or drop off all cash and checks to:

Children’s Advocacy Center of N & NW Cook County
Attn: Development Department
640 Illinois Blvd.
Hoffman Estates, IL 60169

Thank you for your support! We look forward to working with you.

Budget Template

Income	Expenses
Tickets/Admission \$	Rental Fees \$
Sponsors \$	Labor \$
Donations \$	Entertainment \$
Underwriters \$	Food/Beverages \$
Other Income (list in detail) \$	Printing/Graphics \$
Description: \$	Supplies \$
Description: \$	Decorations \$
Description: \$	Postage \$
Description: \$	Other Fees (list in detail) \$
Total Income \$	Total Expenses \$

Net Income (TOTAL INCOME minus TOTAL EXPENSES)
\$ _____



Solicitation Letter Template

Dear [NAME],

We invite you to partner with us at [NAME OF EVENT] on [DATE OF EVENT] in [LOCATION OF EVENT]. This event will raise vital funding for the Children’s Advocacy Center of North and Northwest Cook County (CAC) to help children who have suffered from physical, psychological, and sexual abuse.

CAC serves as the leading resource to empower and heal children who have been abused and works to prevent violence against children. CAC’s goal is always to minimize trauma and maximize the opportunity for healing through free therapy and support services.

Would you consider making an in-kind donation to help support the raffle and silent auction portion of the event?

All donations and sponsorships are tax deductible. We hope you will partner with us by [donating to or sponsoring] the [NAME OF EVENT].

Thank you for your consideration! We look forward to hearing from you.

Sincerely,
[YOUR NAME]

Thank-You Letter Template

Dear [NAME],

Thank you for [participating in or supporting] the [NAME OF YOUR EVENT] on [EVENT DATE]. We raised \$[DOLLAR AMOUNT RAISED] in support of the Children’s Advocacy Center of North and Northwest Cook County! Your support helps CAC continue to provide free services for hundreds of children and their families who have experienced!

Together, we are giving children a safe space to share their story and begin healing after enduring sexual or physical abuse. CAC serves over 1,000 families every year and provide services completely free in English and Spanish.

Thank you for helping make this possible!

Sincerely,
[YOUR NAME]

