

Special Events Policy

CHRISTIAN CITY has been dedicated to helping children and seniors live better lives since 1965. We are a not-for-profit organization that provides vibrant living, life-changing hope and a community of loving friends. Life at Christian City is all about looking forward to a better day and living life to the fullest. With generous philanthropic and volunteer support, Christian City continues to improve the lives of children and seniors in our community and beyond.

Every year, many Georgia residents choose to hold community fundraisers large and small that raise money to help us provide high-quality care. On behalf of all who have benefitted, thank you for choosing to support Christian City with your fundraising activities.

With a spirit of gratitude, we want to provide as much guidance and support as we can while you plan your community event. We are bound by some regulations that we must share with all community members who are organizing fundraising events in support of Christian City.

Please use this guide as you begin planning

Inside this packet you will find:

- What we support
- Logo use agreement
- Ways to support Christian City
- Financial Guidelines
- Community Event Guidelines
- How Christian City can help
- Fundraising Event Application

Call the Christian City Development Office at (678) 466-1093 with any questions you may have along the way.

Sincerely,



LaVann Pearson Landrum

Development Officer

Christian City Inc.

What we support:



CHILDREN'S VILLAGE RESIDENTIAL GROUP HOMES are family-style homes for youth who are victims of abuse, abandonment or neglect. Each home is staffed by full-time house parents who provide a nurturing family environment.



THE NATIONAL SAFE PLACE PROGRAM provides over 70 locations in the metro area where children in crisis can go if they feel they are in danger. We are on call 24/7 to bring these children to safety at the Children's Village where our team of professionals work with their family to reunite them or to find the best place for them.



THE CROSSROADS FOSTER CARE AND ADOPTION PROGRAM recruits and equips wonderful families for children in need of a loving home. Our focus is to provide support services for foster and adoptive families, and permanent relationships for kids in need. There are currently more than 15,000 children in foster care in the state of Georgia alone.



AN AFFORDABLE INDEPENDENT LIVING COMMUNITY for adults age 60+ in a serene and convenient location with amenities to encourage a vibrant lifestyle. We provide 287 apartments and 212 life-lease patio homes.

To support your event, Christian City can:

- Advise and provide guidance on organizing a fundraising event.
- Approve the use of name and/or logo (The event organizer must obtain permission from Christian City to use the Christian City name, and all materials with Christian City's name and/or logo must be approved before they are distributed.)
- Make sure people know your event is approved by providing a letter of endorsement.
- Provide IRS-compliant tax receipts for donations made directly to Christian City.
- Receive and deposit all donations or the event can receive the money and write a check with the full amount to Christian City.
- Promote your event on Christian City's social media pages as appropriate. This cannot be guaranteed for every event.
- Take part in celebratory check presentations (based on availability).

To support your event, Christian City cannot:

- Release donor, volunteer, employee, or other mailing lists for the purpose of additional solicitation of funds by outside groups.
- Guarantee promotion of an event through Christian City's publications and media outlets.
- Be responsible for selling tickets for events.
- Be responsible for providing staff or volunteer support leading up to the event.
- Guarantee staff or volunteer participation at the event, or patient family attendance.
- Provide facilities to hold the event.
- Pay out of pocket expenses.
- Sponsor or endorse fundraising events or products. Printed materials and other information should state "Proceeds will benefit the Christian City Children's Village" or the program where money will be designated.
- Provide contact information of its corporate sponsors, donors and supporters for solicitation purposes.

Ways to Support Christian City:

There are many ways to support Christian City. The possibilities are limited only by your imagination. Here are some ideas to help you get started:

- **Put it on the menu:** A restaurant or local store can donate a portion of sales or gratuities to Christian City.
- **Sporting activities:** Consider organizing a running or cycling event, tennis tournament, fishing event, walk-a-thon or any number of activities that engage sporting enthusiasts.
- **School fundraisers:** Students searching for a great community service or club project may be interested in raising funds and awareness for Christian City. Consider hosting a fundraiser during a pep rally, field day or school dance.
- **Church event:** Consider asking your church congregation to donate a portion of funds donated at your Sunday church service to Christian City during a religious holiday or special service.
- **Unwrapping help:** Rather than asking for birthday or other special occasion gift, invite party guests to bring a gift for Christian City. While enjoying a fun celebration, attendees will know they are helping the young children at the Children's Village.

Financial Guidelines:

- If event expenses are greater than amount collected, the group holding the event is responsible for payment of these additional expenses.
- Within 3 days after the last day of the fundraising event, please send a final accounting of income and within 30 days for all expenses to the Development Office. A check made payable to:
- Christian City, Inc., 7345 Red Oak Road, Union City, GA 30291.
- Until written permission is received, the name "Christian City" should not be used for any purpose, and contributions should not be solicited.
- If more than one organization is benefitting from your event, Christian City should receive no less than 50% of the proceeds.

Tips for success:

- Tell us about your event so we can help with promotion when appropriate. Be aware that we try our best, but it's not possible for our staff to attend all community events.
- Have plenty of volunteers to help. Christian City is unable to provide staff or volunteers for every event.
- Ask your insurance agent if they think you might need liability insurance for your event.
- Get the word out. Ask friends and volunteers to spread the word by email, flyers and social media. Christian City can provide only limited social media support.
- Plan your budget to cover your expenses. Aim to spend no more than 25 cents to raise a dollar.
- Say thank you. Your supporters will feel great knowing that they made a difference. Let them know how much they raised and remind them that their gifts support the Christian City.

Community Event Guidelines:

- As you begin planning your event, we ask that you complete the event application at the end of the policy.
- By registering your event with us, you will receive support, advice and approved use of our benefitting logo. We will also provide a letter of endorsement so that people know your event benefits Christian City.
- When considering an event to benefit Christian City, there are some rules we are obligated to follow. Before submitting your application, be sure that the following requirements are met:
 - Organizers of community events benefitting Christian City should complete and submit a community fundraising event application. Fill out the Event Application pages to complete the form.
 - Christian City reserves the right to decline approval of an event at any time if there is a conflict of interest.
 - All event publicity in which the benefitting Christian City logo is used should comply with our logo usage guidelines.
 - Christian City must approve all gift solicitations to corporations made on our behalf.
 - If Christian City is not the sole beneficiary of funds raised, organizers should clearly state on event materials the percentage of proceeds being directed to the organization and assure a minimum of 50% of proceeds goes to Christian City.

Logo Use Agreement

- The Christian City benefitting logo can only be used with written permission and approval of use. We will provide you with a benefitting logo to use when promoting your approved event.
- When listing an event on your materials, choose from the following options:
 - An event benefitting Christian City (or the designated program)
 - (Event name), benefitting Christian City (or the designated program)