

OEC Fundraising Guidelines

Thank you for your interest in supporting Operation Ensuring Christmas...*for Children of Fallen Troops* by hosting a fundraising event. These children truly are **VIPs**, **Very Important 'Precious lil heroes'** who are so deserving of the generosity of you and friends in your community. Thank you for sharing our commitment to provide Gift Cards during the Holidays and memorable, all expense paid, VIP Theme Park vacations for the children of the Fallen.

The money you share with us will be directly supporting our important programs which provide a direct benefit to the Children that they can appreciate and enjoy now. We remain committed to making every dollar count. Please help us continue this invaluable work with your fundraiser donation today.

OEC is striving to develop a reputation as an **ethical, respected organization** serving these very special children. Our image as an ethical organization is very important in order to continue to attract funding from all sources. It is even more important to the hundreds of children who are looking forward to benefitting from our programs. Please keep the children in mind foremost and the image OEC must garner and maintain when choosing sponsors, promoting the event, etc.

Putting on this event will not be an easy task, but you also know as we do that it is not "easy" for our troops who are in harms way serving our nation and that it is not "easy" for these children who suffer the loss of a parent in war. OEC sincerely appreciates the fact that you are willing to undertake a mission that will require a relatively small sacrifice of time and energy for these children who have made the **Ultimate Sacrifice** that a *child* can make for our country, the loss of a parent serving our nation in a time of war.

Important Note: The guidelines below are for large, major events only, such as large golf tournaments, marathons, etc. If you are planning a fundraiser such as a company fundraiser, church or organization fundraiser, Christmas party fundraiser, etc. you do not need to read the guidelines below. If you have any questions please call 321-251-7850 or [e-mail OEC](#). If you are planning an event like the ones described please feel free to just put on your event and send proceeds to:

Operation Ensuring Christmas
10151 University Blvd #146
Orlando, FL 32817

(Make checks payable to: Operation Ensuring Christmas, Inc.)

Thank you for putting on a fundraiser to benefit these very special *'precious lil heroes'*.

Again...The guidelines below are **for large, major events only** such as large golf tournaments, marathons, etc.

Please review OEC's Fundraising Guidelines below. GOOD LUCK with your event!

OEC Fund Raising Guidelines:

1. A simple, completed "Fundraising Proposal Form" must be submitted to and approved by Operation Ensuring Christmas, Inc. heretofore known as OEC, prior to advertising your event. (These guidelines and the proposal form will be available in a printer friendly, PDF format, 8/24/06.)

2. Events should complement the mission and image of OEC. Companies that conflict with the organization's mission or values may not be sponsors.

3. The event organizer must obtain any necessary permits, licenses or insurance.

4. The Council of Better Business Bureau states that, "reasonable use of funds requires that at least 50% of total income from all sources be spent on programs and activities directly related to the organization's purposes." This should be easy for established events. For first annual events we ask that you strive to reach or surpass this goal. Utilizing donations from your community for prizes and sponsorship will help reduce costs. Because OEC resources are subject to budgetary constraints, we are unable to provide support for fundraising activities that benefit OEC.

5. OEC does not at this time require approval in advance for copy for invitations, advertisements, press releases, posters or other promotional information related to your project. We again insist that you keep the image of OEC and the children in mind when writing your copy. All fundraising events must comply with federal, state and local laws governing charitable fundraising. Please check with local authorities to determine unique requirements for each type of event.

6. Operation Ensuring Christmas...for Children of Fallen Troops may only be identified as the beneficiary of the event. For example, event organizers should not call an event "The Operation Ensuring Christmas Golf Tournament." Your event should be promoted as the "The {Name} Golf Tournament to benefit Operation Ensuring Christmas. ('Name', might be a Sponsor, Community, etc. or simply Holiday or Christmas.) We have used

OEC for these guidelines only, do not abbreviate for your event, please spell out Operation Ensuring Christmas and follow with ' ...for Children of Fallen Troops ' wherever possible.

7. The public should be informed regarding any net amounts that will be donated to OEC. If OEC will not receive all of the proceeds from the event, then the exact percentage of the proceeds that benefit OEC must be stated clearly on all invitation copy, advertising and promotional materials.
8. Events must comply with all federal, state and local laws governing charitable fund raising, gift reporting and special events. The IRS requires that all tickets, invitations or entry forms state which portion of the contribution is tax-deductible. If a donor receives a product or service in exchange for their donation, subtract the value (whether or not it is donated) of the product or service from the contribution. The remaining amount is tax-deductible. If your donors send their contributions directly to OEC you must inform OEC of the value of any goods or services the donor received in return for the contribution.
9. OEC requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the Event.
10. Event planners may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, the event planner is responsible for paying those expenses.
11. The sponsoring organization or individual must seek approval from OEC to repeat an event in each succeeding year.
12. OEC must be notified if there are any significant changes planned for the event. If circumstances warrant, (fraud, non compliance with guidelines etc.), OEC may at any time, through members of its Board of Trustees, direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release OEC and its officers and employees from any and all liability and connection to any such action.
13. OEC, its Board of Directors and employees are not liable for any injuries sustained by event volunteers or participants related to an event benefitting OEC, and cannot assume any type of liability for your event. All aspects of financial and public liability and public safety are the responsibility of the event organizer. As OEC is not the event organiser it does not cover any liability on your behalf. The Fundraiser agrees to release OEC to the fullest extent permissible under law for all claims, except where such liability arises because of the negligence of Starlight or its agents. Therefore, please ensure that any

space or venue used for your fundraising activities has the required public liability insurance.

What We Can Do to Help You:

- provide a letter of authorization to be used to validate the authenticity of the event and its organizers - provide and approve the use of OEC's logo - promote the event on OEC's Web site - send press releases to your local Radio, TV and print media - provide a written tax receipt to donors who make their checks payable to Operation Ensuring Christmas

What We Cannot Do to Help You - offer advice and expertise on event planning. We ask that you seek advice from your friends and others in your community. Find experts and others who have hosted similar events in your community. 'Google' your event for pages and pages of great information on putting on your event. - guarantee on-site staff or volunteer support at your event - extend our tax exemption to you - provide insurance coverage – provide funding or reimbursement for expenses - solicit sponsorship revenue for your fund-raising activities A few helpful hints to ensure a successful event:

1. **Register your event.** OEC will review your proposal and contact you with a decision within two weeks of receipt of the completed forms.
2. **Form a planning committee.** A group of dedicated individuals who plan and organize an event increase the probability of success.
3. **Contact local authorities** (city, county, complex management, etc.) for procedural information. Many times permits are required for large gatherings, possible road closures or heavy traffic. You may also need to have medical personnel available.
4. Determine whether you need to purchase **liability insurance** for your event, or not.
5. **Establish goals.** Have realistic and measurable financial goals.
6. **Identify your participants.** Choosing the "right" event for those participating is crucial to achieving your goals.
7. **Brainstorm ideas.** Several ideas are better than one.
8. Plan the budget. Determine needs such as printing, promotion, prizes, etc. Doing this before the event will help keep costs down and may even identify sources for donations.

9. **Schedule the event.**

10. **Contact appropriate media.** (OEC will assist.)

11. **Keep records** of all donations. You will want to thank these people later and OEC needs a record of all donors at the end of the event

12. **Schedule volunteers.** Plan to meet for training and information. A well informed group of volunteers will make your day much less stressful.

13. **Host the event.**

14. **Collect funds.** We ask that all funds be forwarded to OEC within two weeks of your event. Submit any receipts/invoices paid from the proceeds. (Not to exceed amount donated.) Checks should be made payable to Operation Ensuring Christmas. If you are accepting pre-payment for registration, monies collected that are not needed for expenses should be sent to OEC on a regular basis, typically two weeks or less after receipt. Please include a note with your name and the name of your event, with all correspondence.

15. **THANK YOU!** Be sure to acknowledge all who were involved in your event

Please e-mail OECFundraiser@aol.com if you have any questions or to let us know you will be starting the planning for your fundraiser to benefit... **Operation Ensuring Christmas...for Children of Fallen Troops.**

**OPERATION ENSURING CHRISTMAS
EVENT PROPOSAL FORM**

Contact: _____

Phone Number: _____ Fax Number: _____

Email: _____

Street Address: _____

City/State/Zip: _____

Name of event: _____

Date and Time of event: _____

Location of event (exact venue name & address): _____

Theme (i.e. 5K, Golf Tournament, etc.): _____

Detailed activities planned (if applicable: Sponsors, what do participants get for their registration fees, list type of vendors attending, entertainment, etc)

Signature: _____ Date: _____

Mail form to:

Operation Ensuring Christmas, Inc.
10151 University Blvd #146
Orlando, FL 32817

or...

Fax Form to:
321-206-3414