



Shepherd Center  
FOUNDATION



Pursuing Possible  
The Campaign for Shepherd Center

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# Shepherd Center's Community Fundraising Tool Kit

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The Campaign for Shepherd Center

## Your Support Matters

Thank you for considering an event or fundraiser benefitting Shepherd Center Foundation. Shepherd Center is an extraordinary place where health and spirit are renewed. Our efforts are aided by the generous support received from our friends in the community. Since 1975, our mission and vision for the future remain constant – to help patients and families rebuild their lives with hope, independence, and dignity.

With a spirit of gratitude, we want to provide as much guidance and support as possible while you plan your community event. We are bound by regulations that we must share with all community members who would like to organize events in support of Shepherd Center.

Please use this guide as you begin planning.

Inside this packet you will find:

- Restoring Hope Rebuilding Lives
- Community event guidelines
- Tips for success
- Application Form
- Questions & Answers

Call Shepherd Center Foundation at 404-350-5064 with any questions you may have along the way.

Sincerely,

**Sarah Batts**

Executive Director

Shepherd Center Foundation

## Examples of Community Fundraisers

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[Buckhead Baseball](#): Peer to peer fundraising example

[Shepherd's Men](#): Silent auction, clay shoot tournament and dinner

[Annie Oakley's](#): Auction and clay shoot tournament

[Sophie and Will](#): In Lieu of gifts for wedding to honor dad as a previous patient

[The Conlan Cup](#): A previous patients company golf tournament

[RPM 9-11 5K](#): Military run to support post 9/11 veterans in honor of Ryan Means

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## **Restoring Hope Rebuilding Lives**

With support from the community, Shepherd Center continues to provide the very best care for thousands of patients and families who are dealing with spinal cord injuries, brain injuries, multiple sclerosis, and other neuromuscular conditions. Shepherd Center provides more than twenty unique programs and services that enable our patients and their families to fully recover from a catastrophic injury and successfully re-engage in their communities. Shepherd Center Foundation relies on donor support to ensure the continuity of these vital services and provide support for ongoing capital needs and improvements. The list below highlights several of these donor-funded programs\* that are not reimbursed by insurance providers but are integral to helping patients and families rebuild their lives with hope, dignity, and independence.

*Recreation Therapy* works to ensure that patients can return to the leisure activities they enjoy or discover new hobbies and ways to engage in their communities. They are thus, empowered to pursue happy, healthy, and independent lives after they leave Shepherd Center.

*Family Housing* provides patient family members who live 60 or more miles from the hospital with 30 days of complimentary onsite housing so they can be close by during their loved one's most critical days of recovery and rehabilitation.

*Transition Support* works with Shepherd's most at-risk patients to prevent re-hospitalization and promote health and safety in the home for patients after they leave Shepherd Center.

*Assistive Technology* utilizes a broad range of devices that help people with disabilities safely and effectively maintain control of their environments, providing them with independence to return to the life they were living and the goals they were pursuing prior to their injury or illness.

*Chaplaincy* is an important part of Shepherd's comprehensive approach, with two full-time chaplains ensuring that patients and families' spiritual needs are honored in all aspects of their care.

*Animal Assisted Therapy* includes a team of facility dogs, weekly visits from local volunteers accompanied by trained therapy dogs, and equine therapy outings. These services provide physical and occupational therapy, as well as emotional and psychological benefits for patients and families.

*Injury Prevention* continues to be an important aspect of Shepherd's mission with programs and outreach efforts including diving injury awareness, the dangers of distracted driving, and safety belt/helmet usage.

*Multiple Sclerosis (MS) Rehabilitation and Wellness Program* provides treatment, education, and wellness interventions to individuals with MS and other related diagnoses, and includes a team of physical, occupational, and speech therapists, exercise physiologists, and researchers.

*SHARE Military Initiative* provides a comprehensive continuum care for military service members who return from post-9/11 conflicts with mild traumatic brain injuries and/or PTSD. The program includes medical treatment, a variety of therapies, peer support, and psychological, legal, financial, and vocational counseling, as well as complimentary housing.

*Capital needs and improvements* are needed as Shepherd Center continually assesses the hospital's facilities to ensure it remains an innovative and world-class facility.

\*Please let us know if you would like to see a full list of donor-funded programs

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## **Community events guidelines**

As you begin planning your event, we ask that you complete the event application included in this packet and mail it to Shepherd Center Foundation, attn: Shanna Thorpe or email to [shanna.thorpe@shepherd.org](mailto:shanna.thorpe@shepherd.org).

By registering and receiving approval of your event with us, you may receive support, advice, and approved use of our logo. Upon approval, we will also provide a letter of endorsement so people in the community will know your event benefits Shepherd Center.

When considering an event to benefit Shepherd Center, there are some rules we are obligated to follow. Before submitting your application, be sure the following requirements are met:

### **Event Approval:**

1. Organizers of community events benefiting Shepherd Center should complete and submit a community fundraising event application. Application is included in this packet.
2. Applications must be completed and submitted to Shepherd Center no less than six weeks prior to the proposed fundraising event. If you would like to repeat the event, you must submit a new application.
3. Shepherd Center must approve all anticipated solicitations made to corporations on our behalf.
4. Shepherd Center reserves the right to decline approval of an event at any time if there is a conflict of interest.
5. Due to confidentiality, Shepherd Center is unable to release mailing lists for any reason, including promotion or solicitation of funds in support of community events.
6. Shepherd Center must be notified in writing if there is any significant change in the event once it has been approved.

### **Use of Name and Logo**

1. All event publicity in which the Shepherd Center logo is used must comply with our logo usage guidelines. Logo usage guidelines can be found at [shepherd.org/media-kit](http://shepherd.org/media-kit).
  2. Any promotional materials must be approved before print.
  3. Shepherd Center is glad to provide brochures, pamphlets, and other informational materials, promoting and explaining Shepherd Center's mission and goals. Please let us know your needs in this area as soon as possible, but at least two weeks prior to the event, so we can try to have sufficient quantities for your event. These materials will be available for pick up at Shepherd Center.
  4. Shepherd Center promotional merchandise may be available at cost if request is approved within a sufficient amount of time to fulfill request. These materials will be available for pick up at Shepherd Center.
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## **Logo Use Agreement:**

1. The Shepherd Center logo can only be used with written permission and approval of use.
2. If approved, we will provide you with a Shepherd Center logo to use when promoting your event.
3. The name Shepherd Center or any Shepherd Center logos may not be altered in any way.
4. When listing an event on your materials, choose from the following options:
  - An event benefiting Shepherd Center
  - (Event name), benefiting Shepherd Center

## **Financial and Legal Information**

1. If Shepherd Center is not the sole beneficiary of funds raised, organizers should clearly state on event materials the percentage of proceeds being directed to each organization. Shepherd Center reserves the right to refuse to be a beneficiary of an event where there are multiple beneficiaries of funds raised.
2. Shepherd Center may not be responsible for obtaining any permits or licenses required for your event.
3. Events must comply with all federal, state, and local laws, including all laws governing charitable fundraising, solicitation, and gift-reporting.
4. Shepherd Center will only provide IRS-compliant tax receipts for donations made directly to “Shepherd Center Foundation.” You must provide donor contact information so a tax receipt can be mailed to each donor.
5. We request event proceeds be submitted within 30 days of the event date. Please send to: 2020 Peachtree Road NW, Atlanta GA 30309, attn: Shanna Thorpe. Checks should be made payable to “Shepherd Center Foundation.”
6. You will be required to obtain your own liability insurance to cover the event.
7. Shepherd Center must approve the process by which donations and expenses will be handled. You will be asked to provide an accounting of expenses and funds collected.
8. No portion of the proceeds from event may be kept as profit or compensation.

## **Tips for success**

- After your event has been approved, discuss your needs with us so we can help with promotion when appropriate. Be aware that we try our best but it is not always possible for our staff, physicians or patients to attend all community events.
  - Have plenty of volunteers to help. Shepherd Center is unable to provide staff or volunteers for every event.
  - Ask your insurance agent if you need liability insurance for your event.
  - Get the word out. Ask friends and volunteers to spread the word by email, flyers and social media. Shepherd Center cannot provide donor lists and may not be able to provide 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 they made a difference. Let them know how much they raised, and remind them their gifts support Shepherd Center’s mission in helping patients and families rebuild their lives with hope, independence and dignity.
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## Community Fundraiser Application

Please fill out and send completed form to shanna.thorpe@shepherd.org. Please allow 5-7 business days for a response. Please note that use of our logo and all promotional materials (flyers, press releases, marketing collateral, etc.) must be reviewed and approved in advance by Shepherd Center.

### Event Organizer Information:

First Name:

Last Name:

Name of Organization or Company (if applicable):

Address:

City: State: Zip:

Telephone: Fax: Email:

### Event Information:

Name of event:

Projected attendance:

Event date:

Event location:

Brief description of event:

Event website (if applicable):

Ticket/ registration website (if applicable):

Estimated donation amount:

Are there other beneficiaries of this event? o Yes o No

If yes, name of other organizations:

What, if any, support (e.g. logo, marketing collateral, banners) will be requested from Shepherd Center?

Are you requesting any additional needs?

Briefly explain your publicity/ promotion plans (including all social media channels and hashtags):

How do you plan to collect donation/ pay expenses?

Does your event require any permitting or licenses? Liability insurance?

I agree to all the terms and conditions contained in the "Community Event Guidelines" attached to and made a part of this application.

Event Organizer's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## **Questions & Answers**

### **Once I apply, how long do I have to wait to find out if my event is approved?**

Upon submission of your application, please allow 5-7 business days for a response. Please give as many details as possible on the application to help expedite the review process.

### **Can I use the Shepherd Center Foundation name?**

When using the Shepherd Center Foundation name for your event, you should state “an event benefiting Shepherd Center” or “(Event Name) benefitting Shepherd Center.”

### **Can I use the Shepherd Center logo?**

Upon approval, and within our usage guidelines, you may use our logo on any materials (website, flyer, banner, etc.) that you create for your event. Once your event is approved, you will be sent the official logo.

### **Will someone from Shepherd Center be present at my event?**

Because of the large demand for staff and patient time, we cannot guarantee a Shepherd Center representative will be available to attend and represent the organization. However, each event is considered on a case-by-case basis.

### **How do I ensure all my donors will receive a tax receipt?**

All donations made directly to “Shepherd Center Foundation” will receive a tax receipt in accordance with IRS standards. Donor and contact information must be provided.

### **Do I need to be a nonprofit 501(c)(3) organization to host an event?**

No, anyone can host a fundraising event! If you are currently with an organization that claims 501(c)(3) status and people make checks out to your organization, Shepherd Center will be unable to issue tax receipts to them.

### **Will Shepherd Center reimburse me for expenses?**

Shepherd Center may not fund or financially support community events. This will be discussed during the application process.

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