



# Grassroots

## Fundraising Guide

*Together We Will Cure FA!*

“Acting alone, there is very little any of us can accomplish. Acting together, there is very little we will not accomplish”

*– Ron Bartek, Co-founder and President*

**FARA** | Friedrich's  
Ataxia  
Research  
Alliance

---

**CUREFA.ORG**

## Executive Director Message

---

Dear Fundraiser,

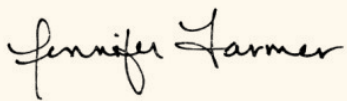
Thank you for your interest in fundraising for the Friedreich's Ataxia Research Alliance (FARA). It is with your help that we can continue to advance research towards treatments and a cure for Friedreich's ataxia (FA). While many choose to participate in our rideAtaxia, Team FARA events or the FARA Energy Ball, some supporters find it especially meaningful and rewarding to plan and host their own special grassroots fundraising events on our behalf.

When FARA was first established in 1998, grassroots fundraising by volunteers across the country was the principal source of FARA's early research funding. FARA's Grassroots Fundraising Program continues to grow, with over \$1 Million raised each year. As an integral part of the organization's culture, this program brings together FA Families and their communities to plan, implement and participate in these events.

This Fundraising Manual is meant to provide some written guidance on how FARA can support your efforts, how to comply with IRS tax codes with regard to fundraising activities and FARA's gift acknowledgment practices. This is by no means an exhaustive guide, and we hope you will consult our Grassroots Event Coordinator and other fundraising materials available at [curefa.org/tools](https://curefa.org/tools).

Please rest assured that FARA staff members are here to help you throughout every stage of the event planning process. Do not hesitate to reach out to Ann Musheno, our Grassroots Event Coordinator, at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org) or 484-879-6160 with any questions or concerns you might have.

With Gratitude,



Jen Farmer  
Executive Director

## Getting Help With Your Fundraising Event

### Contacting FARA

The first step in planning any fundraiser is to send the Grassroots Event Coordinator the completed Fundraising Application, found at the back of this booklet, as soon as possible. This will allow us to determine how we might assist you in the planning process, and also helps us comply with IRS regulations for non-profit organizations.

Please contact Ann Musheno, FARA's Grassroots Event Coordinator, at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org) or 484-879-6160 with any questions or to tell us about your event.

### Organizing a Committee

Planning a fundraiser includes many details and tasks. For one person, planning an event can be overwhelming. Forming a committee of dedicated volunteers is imperative to having a successful event. This allows you to delegate the key responsibilities including finding a venue, obtaining event sponsorship, soliciting auction items, promoting the event, recruiting and communicating with event day volunteers. Once you have selected a team leader, hold a kick-off meeting to assign responsibilities and then schedule regular meetings for follow-up and discussion of ideas for the event.



*The F.A.T. (Fighting Ataxia Together) Run is a 5K organized by students at SUNY Oswego*

### Naming Ideas

Have an event idea? Not sure what to call it? Event names should always suggest the type of event it is, whether that be a race, luncheon, etc. We also suggest selecting a name that puts the focus on the cause such as “FARA Fest Lei Day 5K & Flip Flop 1 Mile Walk/Run” or “Broken Arrow Cure FA Fun Walk.” You might also consider featuring the FA patients who inspired the event such as “Race for Matt & Grace.”

### Event Calendar

FARA publishes all fundraising events on our website's Activities and Events Page ([curefa.org/events](http://curefa.org/events)).

### Materials

FARA can provide branded materials for your event including:

- The FARA logo
- Banners
- Informational postcards
- Brochures
- Wristbands

Please request event materials from the Grassroots Coordinator at least 3 weeks in advance to allow for shipping. FARA offers event materials free of charge.

### Expenses

FARA can pay expenses for approximately 10% of the income projected by the FARA staff for your event.

All expenses should be pre-approved by FARA before any payment is made or a contract is signed with a vendor. FARA does not guarantee reimbursement or payment for expenses not submitted and approved in advance.

Please submit vendor invoices directly to FARA for FARA to pay invoices directly.

For small, incidental event needs, please submit receipts to FARA for reimbursement within one month of purchase.

### Mentorship

In addition to advice that the Grassroots Event Coordinator can provide, FARA is also happy to make introductions to other FAMILIES that have held similar events to what you are planning so that they can answer questions and provide input from their own experiences.



A variety of FARA materials are available by reaching out to the Grassroots Coordinator and at [curefastore.com](http://curefastore.com).



The Welsh Family pose in front of a FARA Logo Banner at their Annual Bash in the Backyard

# Fundraising Websites

FARA can design fundraising websites specifically for your event in the form of the three types of webpages.

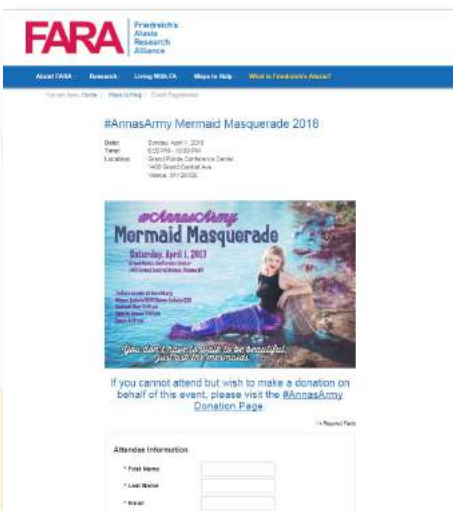


## TeamRaiser:

These peer-to-peer fundraising websites are ideal for walks and runs. They allow your participants to register for the event and pay, create a personal fundraising page, and ask family and friends for donations to support their efforts. TeamRaisers are customizable with your event information and high resolution photos. TeamRaiser sites take approximately 2 weeks to create and we recommend launching a website at least 3 months prior to the event, so please plan for adequate build time.

## Donation Pages:

These webpages provide a place for your supporters to make online donations on behalf of your fundraising campaign. Your page will be customized with information on your event or fundraising campaign and a photo.



## Ticket Pages:

These pages allow you to sell tickets or sponsorship packages to your event online. Your page will be customized with information on your event and a photo. Those purchasing tickets can also make additional donations on behalf of your fundraising campaign.

## Accounting

All fundraising events carried out under the Friedrich's Ataxia Research Alliance (FARA) name and logo must adhere to Generally Accepted Accounting Procedures (GAAP) for Nonprofits. FARA has a legal responsibility to accurately report its income using GAAP for Nonprofits. Please follow the guidelines listed below to help us keep track of proceeds from your event.

### Checks

Please ensure that all checks and donations are made out to the Friedrich's Ataxia Research Alliance or FARA.

Please clearly mark checks with the event name and what the payment is for (i.e. donation, registration fee, tickets, etc). This helps the FARA staff to appropriately credit your event for the funds and ensure that we properly receipt all donors.

While FARA copies all checks received, we encourage fundraisers to make copies of their own for cross reference or questions.

You or your supporters should mail checks directly to the FARA Office (533 W. Uwchlan Ave, Downingtown, PA 19335).

### Credit Cards

During the event: FARA uses the Intuit GoPayment App to take credit card payments at events. The free App utilizes the camera on your smartphone to securely take payment by credit card. Contact the Grassroots Event Coordinator for more information and to set up a login. Please complete the credit card tracking log for all transactions.

### Cash

Please bring cash to the bank to have a bank check made out to FARA or a money order for the total cash amount.

Do not deposit cash into your own bank account. This could have tax implications for you.

### A Note on Bank Accounts

You should not open a bank account for the purposes of your event nor deposit into FARA's existing account yourself. Please encourage all donors who write checks to make them payable to FARA. If your donors make a check payable to anyone but FARA, then they haven't made a "donation" to FARA. We are unable to provide such contributors with a tax receipt acknowledging their gift. All fundraisers are prohibited from opening an account in FARA's name.



*Outback Steakhouse Southeast Region shows off their fundraising at a check presentation at their annual fundraiser*

## Gift Acknowledgement Practice

### Monetary Donations

FARA will acknowledge all donations according to IRS Guidelines. All donations of \$100 and above received through fundraising events will be acknowledged with a tax receipt/thank you letter signed by the Executive Director. (Volunteer fundraisers are strongly encouraged to thank all of their donors.) FARA will strive to acknowledge these donations within three weeks of receipt of donations and event accounting details from the organizers.

### Donations Made In-kind

FARA can provide letters documenting goods or services provided as in-kind donation for the purpose of your event. Please provide FARA with a listing of donations made in-kind. Donors should consult their tax advisor for the deductible amount of these in kind contributions.

### General Guidelines for Your Materials

Invitations, Flyers or event brochures should disclose the fair market value of a ticket to comply with IRS Guidelines. Please discuss this with the Grassroots Coordinator to arrive at the appropriate dollar amount.

Use of the FARA logo should be done in accordance with the Style Guide available at [curefa.org/tools](http://curefa.org/tools).



*Volunteers at the Annual Race for Christina geared up and ready for supporters to check in for the race*

# Fundraising Form



Please fill out the following application and send to Ann Musheno, the Grassroots Event Coordinator at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org). If you do not know the answer to a given question at this time, please leave blank.

1. Name of contact person organizing the event: \_\_\_\_\_

2. Contact address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

3. Name of Fundraiser (if applicable): \_\_\_\_\_

4. Description of Fundraiser (i.e. 5K Run, dinner): \_\_\_\_\_

5. Date of Fundraiser: \_\_\_\_\_

6. Location of Fundraiser: \_\_\_\_\_

7. Donor cost to participate in fundraiser: \_\_\_\_\_

8. FARA has software that enables our staff to make webpages for event registration, ticket sales, accepting event donations, and peer-to-peer fundraising. Are you interested in using any of these webpages for your event? \_\_\_\_\_

9. Approximate number of people expected to attend event: \_\_\_\_\_

10. Anticipated income from event: \_\_\_\_\_

11. Predicted expenses (Please provide quotes, if possible)

ITEM	VENDOR	ESTIMATED COST



## Fundraising Form

---

12. Do you plan to include a raffle or silent auction at your event? Please note: anyone planning to do a raffle must consult their state and local gaming authorities for eligibility criteria and regulations.

---

---

13. Certain activities may require FARA to pay an additional premium on event insurance or may not be permitted as part of the event. Please notify FARA if your event includes any of the following:

- Attendance over 500 people
- Motorcycle run
- Fireworks or firearms
- Animals (other than house pets)
- Events including contact sports

*Please note: FARA cannot permit inflatables, such as moon bounces, at any fundraiser held on FARA's behalf.*

14. Are you working with a volunteer planning committee? If so, how many people are on your committee with assigned responsibilities?

---

---

15. Any additional details (e.g. financial goals, special requests etc.) or questions for us?

---

---

As a fundraising event volunteer on behalf of FARA, I agree to the following:

- I will request pre-approval of expenses that I wish FARA to cover prior to submitting payments or signing contracts with vendors
- I will seek to keep expenses for payment or reimbursement by FARA at or below 10% of the event's projected total income
- I will have all checks made out to FARA
- I will submit all checks received as a donation or other payment within 2 weeks of receiving them
- I will have two different people count cash at the end of the event and have cash converted to a bank or cashier's check to send to FARA
- I will not open a separate bank account or comingle funds with a personal account
- I will submit the estimated fair market value of an admission ticket and auction items to FARA
- I will maintain open communication with FARA staff throughout the event planning process

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