



medicine for children and families

Thank you so much for helping us achieve our goals at Keep a Child Alive. We are thrilled about your vision to create an event to benefit our work. We ask that you follow these guidelines for your event:

Guidelines for a Community Fundraiser:

- Your event should be informative, helping people learn about the AIDS pandemic and the lifesaving work of Keep a Child Alive. You can find this information in the FAQ section of our website. If you need further information or resources, please feel free to contact us.
- Your event should not promote exclusion, discrimination, or a political agenda.
- Your event should be in keeping with the spirit of Keep a Child Alive. It should focus on the tremendous capacity of every person to do something incredible: save a life.
- Print and web materials (i.e. invitations, promotional materials and publicity) should be sent to KCA for approval before they are distributed or displayed to the public.
- KCA's website provides the public with downloadable flyers and logos with which you can create materials that reflect your group or organization (Download the event toolkit & visit our media lab for brochures, web links & banners).
- All checks and money orders should be made out to Keep a Child Alive and sent to:

Attn: Community Events
Keep A Child Alive
45 Main Street, Suite 720
Brooklyn, NY 11201

Please include a note about your fundraiser and contact information so we can thank you properly!

- KCA can not request any of its celebrity Ambassadors to attend your event. If our celebrity images/campaigns are used in your event materials, they should not give the impression that the Ambassadors have personally endorsed or approved your event, or that they will attend the event in any capacity.
- Please make it clear that you have chosen to donate the funds raised at your event to Keep a Child Alive. In other words, KCA is simply the beneficiary. KCA cannot appear to be in partnership with your organization. A great way to put the event in the proper context: "We have chosen to donate all proceeds raised to the Keep a Child Alive" or "NYU KCA College Chapter Bake Sale to benefit Keep a Child Alive".
- When speaking with your community/supporters, please be aware not to represent yourself as a KCA staff member, but rather as an individual who is passionate about this cause.
- We wish we had the staff, but typically we can not send a KCA representative to speak at all events. Please send us your request though!
- Please list the percentage of donations that benefit KCA on all advertisements.
- Events must be approved by KCA staff before our name/images are incorporated into fundraising. Please note: Images from this website, including photographs and Keep a Child Alive logo, may not be reproduced without written permission from Keep a Child Alive. Email danielle@keepachildalive.org with the context in which you would like to use the materials.
- If this is regarding a college fundraiser please email Kate Otto, Director of KCA College at kate@keepachildalive.org for more information.
- Lastly, have fun with your event! Be creative: a photographer held family portrait sessions and donated the proceeds to KCA; A yoga instructor had a class to benefit KCA and donated all the fees. Successful events in the past have included: Yard/Stoop sales, car washes, walkathons, bikeathons, auctions, house parties, lemonade stands, classroom penny jars, talent and fashion shows, film screenings, concerts, carnivals, as well as selling t-shirts and wristbands. In lieu of gifts for a birthday/holiday/retirement party ask for donations or bring Keep a Child Alive to work with a department fundraising competition. The possibilities are endless!



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Please fill out the following information and sign then fax
718-965-1158 Attention: Danielle Spitzer

Keep a Child Alive Fundraising Form

Primary Contact for your event:

Phone #

Cell #:

Email:

Street Address:

City/State:

Postal Code:

Event Information

Event Name:

Date:

Location:

1-Are you affiliated with a school or an educational institution?

2- Is KCA the only beneficiary for your event?

3- What percentage of the proceeds benefit Keep A Child Alive?

4-What is your fundraising strategy?

5-How will you publicize for your event/fundraiser?

6-What is your organization's mission [if applicable]?

7-How did you learn about Keep A Child Alive?

8-What specific materials do you need from KCA, after viewing the available information on the website?

I have read the community fundraiser document and consulted with Keep a Child Alive regarding my fundraiser event. I understand and agree to these terms.

Name (printed)

Signature

Date _____