



HOMELESS CHILDREN'S EDUCATION FUND

FUNDRAISER GUIDE



HOMELESS
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FUND

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INTRODUCTION

The Homeless Children's Education Fund (HCEF) defines homelessness as lacking a regular, fixed, and adequate nighttime residence. This includes individuals who are living "doubled up" with relatives, sleeping in cars, living on the streets, or staying in motels. **Over 3,500 children in Allegheny County were identified as homeless last year.** There are 43 school districts in Allegheny County, and each district has homeless children.

The mission of the HCEF is to advance the education of children and youth experiencing homelessness, guiding them to be productive, empowered citizens. As a national model for addressing the educational needs of unstably housed children and youth, HCEF leads a collaborative effort among regional partners by providing educational programs and services in Allegheny County and advocating for policy and system improvement.

HCEF works with 27 homeless agencies in Allegheny County to create hope through learning for homeless children and youth. Our program offerings include:

- **Homeless shelter learning centers** built just for kids and equipped with technology and resources for educational support
- **Building Blocks for Success afterschool and summer programming** for children living in homeless housing agencies
- **Mini-grant and field trip dollars** distributed to shelters for community excursions and educational projects benefiting homeless youth
- **Enrichment programs** that bring creative, hands-on experiences to enhance learning
- **Hope Through Learning Award program** that provides funding for students who have experienced homelessness and are heading on to post-secondary education
- **Teen Outreach Program** works to address the unique challenges experienced by homeless teens and provides career and college readiness preparation to these teens during school hours
- **An annual backpack distribution** that gives backpacks filled with school supplies to children and youth experiencing homelessness

YOUR MONEY IN ACTION

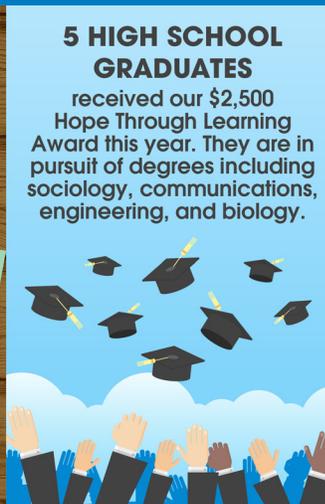
25-50 STUDENTS
engaged in hands-on, literacy-based summer programming at four housing agencies, building knowledge and skills to decrease the achievement gap and avoid summer slide.



OVER 100 YOUTH
participate in tutoring, enrichment, and college and career guidance through our brand-new Teen Outreach Program.



5 HIGH SCHOOL GRADUATES
received our \$2,500 Hope Through Learning Award this year. They are in pursuit of degrees including sociology, communications, engineering, and biology.



200 ENRICHMENT WORKSHOPS
are being offered to over 175 students, with activities in art, science, technology, music, and storytelling.



HOSTING AN EVENT

HCEF <u>can</u> provide:	HCEF is <u>unable</u> to provide:
Event promotion through the HCEF website (Events Page), quarterly email newsletter, social media pages, and email blasts	Soliciting for sponsorships, advertisements, or auction/ raffle items
Organizational informational materials including annual reports, newsletters, and brochures to educate your guests about the population we serve	Event planning, financing, and registration
HCEF staff members to attend and/or speak at your event if requested and if available	Graphic design: we cannot design materials, but we can assist by providing approved text and images (please see below)
	Contacts from our database or lists of sponsors, though we will make an effort to promote your event internally to our constituents when appropriate



Event Promotional Materials:

All promotional materials bearing HCEF's name or logo, or the names of HCEF staff members must be approved by the HCEF office prior to publication. We will be happy to provide HCEF-approved images and text upon request.

Event Solicitation:

All solicitation for HCEF-related events must be approved prior to approaching a company, business, or group in name of the organization.

FUNDRAISING TIPS

1. **Reach Out:** Fill out [HCEF's fundraising form online](#) so that HCEF can support your event.
2. **Recruit:** Ask friends to help out—planning an event is a lot of work and more organizers can help ensure a smoother event
3. **Plan:** Choose an event, establish a budget, and organize event details (venue, food, entertainment, etc.)
4. **Promote:** Send out invitations, post on social media, and spread the word!
5. **Host:** Host your event and collect funds
6. **Say Thanks:** Thank all attendees, donors, and supporters. Don't forget your sponsors or anyone who donated auction/raffle/prize items!

FUNDRAISING IDEAS

- Supplies Drive
- Bake Sale
- School Drive
- Walk/Run
- Restaurant Fundraiser (Choolah, Chipotle, etc.)
- Jean's Day
- Snack Drive
- Car Wash
- Church Collections
- House Party
- Birthday Fundraiser
- Retirement Party Fundraiser

HCEF was founded in 1999 as a result of donations from a retirement party in honor of our founder, Joseph F. Lagana!



FREQUENTLY ASKED QUESTIONS

Can you help me get a permit or provide insurance for my event?

HCEF is unable to assist with permitting or insurance requirements for an event. Obtaining necessary permits, insurance, and permissions is the responsibility of the event organizer.

Can you advertise the event to your network or on your social media pages?

HCEF is willing and able to assist with promoting your event as appropriate. All events requesting promotional assistance are subject to approval by the HCEF staff and board.

Can I tag your organization on social media to help promote my event?

HCEF is able to act as event co-host on social media with prior approval and 6 weeks advance notice.

Can someone from HCEF attend my event?

HCEF staff attendance at your event is subject to approval and availability of staff members. Children and families served by HCEF are not able to attend external events.

Can someone from HCEF help me with planning my event?

HCEF staff are available to answer questions about HCEF and the children and families we serve. We are able to provide some feedback on your event idea and strategies for making your event a success. Event assistance is based on HCEF staff availability. We recommend at least 6 weeks prior notice so that we can allocate appropriate time to answer any questions you may have.

Can I use HCEF's tax ID number?

No, external event organizers are not permitted to use HCEF's tax ID number, charitable classification, or tax-exempt certificate.

How do I know if my fundraising idea has been approved?

After completing the [online external fundraiser application form](#), you will receive a response from a staff member at HCEF within 1-2 weeks. If you do not receive a response within this timeframe, you may call the office at 412-562-0154 to check the status of your fundraiser.

Who can I reach out to with questions?

Please reach out to the HCEF office by emailing info@homelessfund.org or calling 412-562-0154 with any questions or concerns.

Can I use the HCEF logo?

Prior approval is required to use HCEF's name, logo, photos, or branding for an external event. HCEF is happy to provide pre-approved text and graphics upon request.

Can HCEF provide me with funds for planning/hosting my event?

No, HCEF is not able to finance external fundraisers. Obtaining the necessary funds for rental fees, food and beverage costs, and other event related expenses is the responsibility of the event organizer.

Can I support an existing HCEF event?

Yes! HCEF is always looking for additional support for our signature and recurring events. Please contact the HCEF office by emailing info@homelessfund.org or calling 412-562-0154 to find out how you can be involved with HCEF's upcoming events.