



HOMELESS CHILDREN'S EDUCATION FUND FUNDRAISER GUIDE



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INTRODUCTION

We are thrilled you want to host an event and help the students we serve! Good luck, and let us know if we can assist.

Our mission is to advance the education of children and youth experiencing homelessness in Southwestern PA, guiding them to be productive, empowered citizens. There are over 3000 children and teens in Allegheny County who do not have a fixed, nighttime address. Many are “couch-surfing”; some live in housing shelters with a parent or guardian. This lack of stability impacts their development. We are here to help!

YOUR MONEY IN ACTION

2020 BY THE NUMBERS

9 HOPE
Through
LEARNING
Awards

were made to defray costs associated with college. Students celebrated at Phipps Conservatory and Botanical Gardens with their families.

330

TUTORING SESSIONS
held for K-8th graders

90%

of students in the
TEEN OUTREACH
PROGRAM
graduated
from HIGH SCHOOL

DELIVERED
6 WEEKS

of mental health curriculum
(DBT STEPS-A) to 3 CLASSROOMS
at Steel Valley High School.

29 NEW
VOLUNTEERS

1463

TOTAL VOLUNTEER HOURS

110

TEEN EMERGENCY
DROP OFFS
(of supplies & more)

HOSTING AN EVENT

HCEF can provide:

Social posts and emails, depending on the timing and nature of your event

Organizational informational materials including annual reports, newsletters, and brochures to educate your guests about the population we serve

HCEF staff members to attend and/or speak at your event if requested and if available

HCEF is unable to provide:

Use of our tax letter
Soliciting for sponsorships, advertisements, or auction/ raffle items

Event planning, financing, and registration

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



FREQUENTLY ASKED QUESTIONS

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

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

Depending on the nature and timing of your event, we may be able to share on social!

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 learn more.