

Roof Sit Pre-event Fundraising



There are many ways for businesses and groups to support Roof Sit. Businesses and their employees can participate in any of the following ways:

- **Business/Corporate Pre-Event Fundraisers** – Employees can raise money within their company to support Roof Sit. Success stories are many and the key to successful fundraising is finding an event or activity that your employees will find exciting and fun to do.
- **Business/Corporate Sponsorship** – this is a business expense and typically allocated through advertising or marketing dollars. Sponsors get goods and services (time on the radio or on t-shirt) and typically does not “officially” qualify for a tax deduction.
- **Business/Corporate Donation** – businesses donate money to Roof Sit and therefore to The Community Healing Centers (to support the two programs – The Children’s Advocacy Center and the Parents as Partners Program) and they expect no goods or services as a result of their donation – it is specifically for the cause. We are a 501(c)3 organization, so these donations are tax deductible.
- **Volunteer at Roof Sit or Host a Tips for Kids Team** – Individuals can volunteer as a group at Roof Sit by helping to collect change at our Donation Drive-thru or by hosting a Tips for Kids volunteer team at one of the Shell gas stations.

Pre-Event Fundraising Ideas:

Businesses can design their own pre-event fundraising program that will fit their corporate giving strategy as well as provide the impetus for employees to get involved and raise money while also giving on-air credit to the company. In summary, here are the ways employees and/or businesses can be involved:

Employee Special Events: Some businesses have hosted special events on their “campus” to raise money for Roof Sit. Dunk Tanks, old fashioned car washes, pop bottle and can returns, bake sales are all ways to create a little fun and raise money.

Blue Jeans Days: It’s amazing what people will pay to be comfortable at the worksite. Tailor the program to your organization and find an opportunity to buy comfort. It could be jeans, shorts, or hats.

Dollar Cards: New this year, Roof Sit has available “dollar cards” that are sold for a one dollar donation. Individuals donate a dollar, sign the card, and the cards can be displayed on a donation wall. It’s a great way to show corporate support and raise needed dollars in the fight against child abuse and neglect.

Change Boxes: Cafeterias, employee break rooms, or any gathering area is a great place to host a donation box for change (and dollars). Roof Sit has two types of boxes (big and small) perfect for collecting change.

Employees Challenges: In the past, employees have collected money (many employers have matched their employees’ donation) and then called in on the radio and issued a challenge to other businesses to match or surpass their donation. This year, we are planning to issue challenges for pre-event fundraising.

Company Advertising – Companies can include an event announcement in their newsletters, outdoor signage or simply send a company e-mail notice to help support the community effort to raise money to support the programs at the Community Healing Centers that fight child abuse and neglect.

For more information, please call Lorri Kirby, Development Director at The Community Healing Centers, 269.343-1651 (154). or email her at lkirby@chcmi.org. For more information about Roof Sit, please visit www.roofsit.com.