

Gio's Garden

COMMUNITY FUNDRAISERS

A **Community Fundraiser** is an event that you or your organization hosts for the benefit of Gio's Garden.



Some **fundraising ideas** include supply drives, bake sales, food tastings, run/walks, or Jeans for Gio's!

For more information, contact maggie@giosgarden.org

GIOSGARDEN.ORG

@GIOSGARDEN

COMMUNITY FUNDRAISER FAQ'S

Why is our activity classified as a Community Event and not a Gio's Garden Event?

This is YOUR activity, which means you get to do it your way, with your own ideas. So, when promoting your event, title is as "Event Name, benefiting Gio's Garden". This will show our complete support of your event.

Can the Gio's Garden Logo be used?

A special logo has been created just for Community Event holders! Please email maggie@giosgarden.org for the documents.

Will Gio's Garden pay for expenses of a Community Event?

No. Gio's Garden is not financially liable for the staging of a Community Event.

Are donations made to a Community Fundraising Event tax deductible?

That depends. If a person writes the check to Gio's Garden, then yes it is tax-deductible. If they pay your event for entrance, silent auction items etc. you are the one who they are giving the money to. You would then have a tax-deductible donation when you write a check or donate that money to Gio's Garden.

Social Media & Gio's Garden Website:

With enough notice, Gio's Garden will be happy to promote your Community Event on our website. We can also post your event on our Facebook page before the event.

Promotion & Brand Guidelines:

- The activity will be promoted and conducted in a manner to avoid the appearance of Gio's Garden endorsing any product, firm, organization, individual or service.
- Gio's Garden reserves the right to decline association with any third-party when it believes that such association or Community Event may have a negative effect on the reputation of Gio's Garden.
- Gio's Garden must approve any use of the name Gio's Garden and logo before promotion begins.
- The official name, Gio's Garden, logo and Community Event logo should be appropriately used in conjunction with such an activity, but may not be altered in any way.
- Advertising, promotion and associated materials must state that the proceeds of any activity will benefit Gio's Garden, but should not imply or state that Gio's Garden is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to Gio's Garden as the beneficiary should be stated. (i.e. YOUR NAME is hosting EVENT NAME, with "75% of the net proceeds benefiting Gio's Garden".)

Sponsorships & Silent Auction:

Gio's Garden will not provide sponsors or donors for silent auction items for your event.

It is important for you to be very clear with sponsors or donors that you or your organization is the host of the event. Give them an idea of who you are. Sell yourself and what you are doing for the community. You are welcoming to tell that your donating the proceeds to Gio's Garden, but it will be more important for you to focus on your organization. That's how you keep sponsors for years to come, even if the benefiting organization changes.

Helpful Tips:

Contact us as soon as possible to see if the use of brochures, banners, display boards or a Gio's Garden representative are available for your event.

Be sure to send a thank-you to your donors and sponsors. You want to continue to build a good relationship for future events you may host!