



# JOIN OUR CREW

Thank you for your  
interest in supporting  
Northwest Compass.

For more than 30 years, NWC has relied on the generosity of donors and volunteers to help turn crisis into opportunity for our neighbors in need.

Compass Crew is the community fundraising program that benefits the homeless, hungry and heroes in our community. The program is open to anyone in the community, ranging from schools, businesses, private foundations and neighbors, who are interested in hosting independent fundraisers in support of Northwest Compass, Inc. (NWC).

From bake sales to holiday gatherings and more, any type of fundraising event can make a difference and the Compass Crew team is available to help along the way.

As part of our Compass Crew, your charitable support will make possible the important work of our dedicated staff, interns and volunteers. Many of our specialized services would not be possible without philanthropy. Every gift, no matter what size, will make a meaningful difference.

## Our Mission

We enhance our community by providing emergency services, education and empowerment which foster personal responsibility for those who are vulnerable or in crisis.

## Our Vision

We will continue to be an effective provider to those in crisis in the Northwest suburbs through the delivery of comprehensive services that help people when they need it the most. This vision will be achieved through a consortium of integrated community partnerships.

# Anchors Away!

## So, you're thinking about hosting a fundraiser to raise money for Northwest Compass...what now?

The good news is, the possibilities are endless! After you submit your Community Fundraising Proposal and Waiver (*see page 4 of this document*), the Compass Crew team is here to support your efforts!

### Here's what NWC can provide to help make your fundraiser a success!

- Consultation on fundraisers and events
- Approve use of our logo, when appropriate
- Community Fundraiser Toolkit, including: timelines, FAQs, fundraising tips, helpful templates and more
- Promotional support for public fundraisers through use of:
  - Northwest Compass Event Calendar
  - Compass Crew Facebook page
- NWC-branded giveaways (e.g. balloons, stickers, pens)
- Letter of authorization to validate the authenticity of the event and its organizers
- Tax ID number for donation purposes only
- Assistance selecting an NWC program for your donation to support
- Celebratory check presentations and tours, when feasible

### Services we are NOT able to provide:

- Our sales tax exemption number
- Insurance or liability coverage
- Mailing list of donors and/or vendors
- NWC stationery
- Funding or reimbursement for your expenses
- Celebrities, professional athletes or public officials for your event
- Publicity (newspaper, radio, television, etc.)
- Guaranteed attendance of NWC Staff, Interns, Volunteers or Board Members

### A few ideas to help you set sail!

- Bake Sale
- Black-tie Event
- Garage Sale
- Holiday or Sports-themed Party
- Luncheon
- Read-a-thon, Walk-a-thon, Dance-a-thon, etc.
- Restaurant or Retail Promotion
- School or Church Fundraiser
- Virtual Fundraiser



# Community Fundraising Guidelines

Northwest Compass has built a strong, positive reputation in the Northwest suburbs over the last 30 years. As part of our Compass Crew, we ask that you be respectful of our mission and reputation and that you adhere to the following guidelines when planning your fundraiser:

Community Fundraisers should complement the mission and image of Northwest Compass. All potential fundraising coordinators must complete and **submit the Community Fundraiser Proposal and Waiver to NWC's Managing Director, Partnership & Development for approval in advance.** Northwest Compass reserves the right to request additional information prior to approval.

NWC reserves the right to decline approval or withdraw as beneficiary of the event at any time if we feel there is a conflict of interest or the event may have a negative effect on the image of Northwest Compass.

All event-related publicity in which Northwest Compass logos (including lockup, Compass Crew and Benefitting logos) and names are used (print, broadcast and online) must be in accordance with the established brand identity guidelines and approved by NWC before distribution to the public. NWC may only be identified as the beneficiary of the event. For example, your fundraiser cannot be called "Northwest Compass Pancake Breakfast." Rather, the fundraiser should be promoted as "Pancake Breakfast to Support Northwest Compass." Fundraising coordinators are allowed to use the "Benefitting" logo prior to and 30 days after the event has been approved.

Your fundraiser will help provide critical programs that assist our neighbors turning crisis into opportunity, especially if you use language consistent with our mission. Please communicate this important information with everyone working on your event, and remember to share your materials with us before publishing:

- Avoid labels like "mentally ill" or "handicapped." Instead we would say **In Crisis or Challenged.**
- Steer clear of stereotypes like "poor" or "blue collar." NWC doesn't judge, so rather than referring to income or status we would say **In Need** or **Working Poor.**

- Don't use the slang "Vet." This abbreviation often refers to veterinarians, so to honor those who have served our country we say **Veteran** or **Hero.**
- Avoid the term "kids." The unaccompanied young adults we serve are aged 16-25, and helping to foster personal responsibility is key, so we refer to them as **Young Adults** or **Emerging Adults.**
- Don't refer to those we serve as "clients." NWC has worked hard to become part of the fabric of the community we serve, and as such we refer to those we serve simply as **Neighbors.**

Due to confidentiality commitments, NWC is unable to release client, donor, volunteer, vendor, staff or other mailing lists for the purpose of solicitation of funds or participation in your event or project.

If you are creating a third party online website platform for your fundraiser, other than a page on [NorthwestCompass.org/CompassCrewOnline](http://NorthwestCompass.org/CompassCrewOnline), you may not use any variation of the NWC name in the URL and you must consult a Compass Crew staff member before creating the website.

You must adhere to any applicable requirements of the Solicitation for Charity Act, including making any required registrations and reporting with the Illinois Attorney General. Please visit [www.illinoisattorneygeneral.gov](http://www.illinoisattorneygeneral.gov) for more information.

The organization and execution of the fundraiser/event is the responsibility of the fundraising coordinator. The fundraising coordinator must obtain any necessary permits, licenses, or insurance. The State of Illinois and local governments have strict regulations governing raffles and gaming events for charitable purposes. To conduct any charitable gambling activity or "game of chance" in Illinois, including raffles, buzzards, and "Las Vegas night" events, your organization must obtain any required license and abide by all applicable laws. Certain raffle winnings are subject to additional IRS reporting or other requirements.

When advertising any items in a silent or live auction you must display the fair market value. No items can be valued as "priceless" because the donor will not be eligible for a tax receipt. NWC will issue an IRS compliant tax receipt for

the donation in the amount paid beyond the fair market value and payment is made payable directly to NWC.

All prospects, including corporations, solicited for gifts above \$5,000 or airline tickets must be cleared by NWC.

NWC will issue IRS compliant charitable tax receipts to the full extent of the law (per IRS publication 1771) only if a donation is made payable directly to NWC along with detailed contact information of the donor.

A private foundation cannot purchase tickets to a fundraising event where there is a benefit received. The IRS has ruled against bifurcation of a ticket and thus, the private foundation may not split up the cost of the ticket whereby the user of the ticket pays for the value of the tangible benefit and the foundation pays for the balance.

NWC strives to maintain fundraising costs at 20 percent or less of the total income of an event and strongly urges fundraising coordinators to adhere to this standard. The public should be informed of any net amounts that will be donated to NWC. If NWC is not the sole beneficiary of the event, it must be stated clearly on event materials the exact percentage the agency will receive.

Event proceeds must be submitted to NWC within 30 days from the date of event. All checks from event proceeds must be made payable to "Northwest Compass, Inc." Checks made payable to us must be processed by NWC staff and not by any external banks or financial institutions.

The fundraising event organizer/sponsor/organization agrees to protect, refund and hold Northwest Compass, Inc. (NWC) harmless against and in respect to any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by Northwest Compass which arise, result from or relate to the fundraising event, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines and the Community Fundraiser Proposal and Waiver form.

# COMMUNITY FUNDRAISING



# PROPOSAL & WAIVER FORM

## CONTACT INFORMATION

Name of Organization \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone \_\_\_\_\_ ☐ Home ☐ Work ☐ Cell  
eMail \_\_\_\_\_

## FUNDRAISER INFORMATION

Fundraiser Name \_\_\_\_\_  
Fundraiser Description *(attach additional sheets if needed)* \_\_\_\_\_  
Fundraiser Location & Address \_\_\_\_\_  
Fundraiser Date & Time \_\_\_\_\_  
Type of Event ☐ Private, Invitation Only ☐ Public, Open to the Public ☐ Virtual, Online Only  
Describe How Fundraiser Will Be Promoted \_\_\_\_\_  
Would You Like NWC to Promote Via Our Social Media Network? ☐ Yes ☐ No  
Describe Who Will Be Asked to Attend/Support Event \_\_\_\_\_  
Are There Beneficiaries Beyond NWC? ☐ Yes ☐ No If Yes, Who? \_\_\_\_\_  
Ticket Price \$ \_\_\_\_\_ Fair Market Value of Goods/Services Received \$ \_\_\_\_\_ Estimated Revenue \$ \_\_\_\_\_

## NORTHWEST COMPASS/COMPASS CREW

Estimated Donation to NWC \$ \_\_\_\_\_ Estimated Date Funds Will Be Donated \_\_\_\_/\_\_\_\_/\_\_\_\_  
NWC Program You Would Like Your Donation to Support \_\_\_\_\_  
(Note: If no Program is sepecified, your donation will be used across ALL NWC Programs)  
Is Event In Honor of or In Memory of Someone? ☐ Yes ☐ No If Yes, Who? \_\_\_\_\_  
Do You Plan to Seek Gifts from Local Corporations? ☐ Yes ☐ No  
Assistance You Will Need From NWC ☐ Event Consultation ☐ Funds Direction ☐ NWC-Branded Promotional Items  
☐ NWC Benefitting Logo ☐ Other \_\_\_\_\_  
Do You Have an NWC Staff Contact? ☐ Yes ☐ No If Yes, Who? \_\_\_\_\_  
Tell Us How You Heard About NWC Compass Crew \_\_\_\_\_

*As the representative of the \_\_\_\_\_ Fundraiser event, I have read the attached  
NWC Community Fundraising Guidelines and commit to compliance of all terms.*

Signature \_\_\_\_\_ Today's Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
When applicable, I have typed my name in the line above and such typed name is my signature, signifying my intent to be bound by all terms.