

FUNDRAISING GUIDELINES



PALMER HOME
FOR CHILDREN

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ABOUT US

Mission Statement

Palmer Home for Children provides superior care for children while introducing the love of God through our service to each individual child. Serving both individual children and sibling groups, Palmer Home provides a family and community to children in need regardless of race, gender, or background.

Background & History

Palmer Home for Children is a privately-funded, nonprofit organization that has provided superior care to vulnerable children for 125 years. Palmer Home provides campus care, foster care, family care, and transitional care to meet the specific needs of each child and family. The Whole Child Initiative, Palmer Home's approach to care, emphasizes child development by focusing on four components: physical development, emotional healing, educational support, and spiritual growth.

Whole Child Initiative was developed in 2016 to ensure that every child served by Palmer Home receives superior care in restorative environments. Specifically designed for children who have experienced early life adversity, The Whole Child Initiative offers caregivers an approach to caring that emphasizes holistic, trauma sensitive and relationally centered knowledge, and skills to better equip them as they meet the unique physical, emotional, educational, and spiritual needs of the children we serve.

At Palmer Home, we strive to put family first in everything we do. Our ultimate goal is family reunification for each child that comes into our care.

Services

Residential Care

Our residential campus for children provides for each child's physical, educational, emotional, and spiritual needs. Children are placed with a caregiver couple in one of our six on-campus homes. Palmer Home provides a Christ-centered family atmosphere where children feel safe, connected to trustworthy adults, and supported as they grow and develop in our care.

Foster Care

Our foster care program allows children the opportunity to experience the support and connection of a family while in the care of Palmer Home. We provide private foster care through Palmer Home certified families.

Family Care

Our Jonah's Journey ministry provides care for the infants of mothers in prison throughout the state of Tennessee. We provide support to mothers while in prison and after release. With reunification as the ultimate goal, our certified foster families work to cultivate the bond between the mother and the child in their care. Family Care strives to be a bridge for families with the end goal being healthy and safe reunification.

Transitional Care

Our Transitional Program provides continued guidance and coaching for children between the ages of 18-24. Our goal is to prepare each child for independence through career and vocational development, as well as other life-skills to succeed as young adults.

Make An Impact

Provide Care

There are many ways to support our ministry through providing care for the children at Palmer Home. Tutoring, respite care, and sponsoring a caregiver night out are some of the ways that you can get plugged in to Palmer Home.

Provide Comfort

One of our biggest needs are meals. Providing a frozen meal for use on an extra busy night in the future or pre-paying for a meal locally is always welcome! Additionally, you can sponsor a family fun night, provide a new child welcome kit, or help send a child to college by helping purchase dorm necessities!

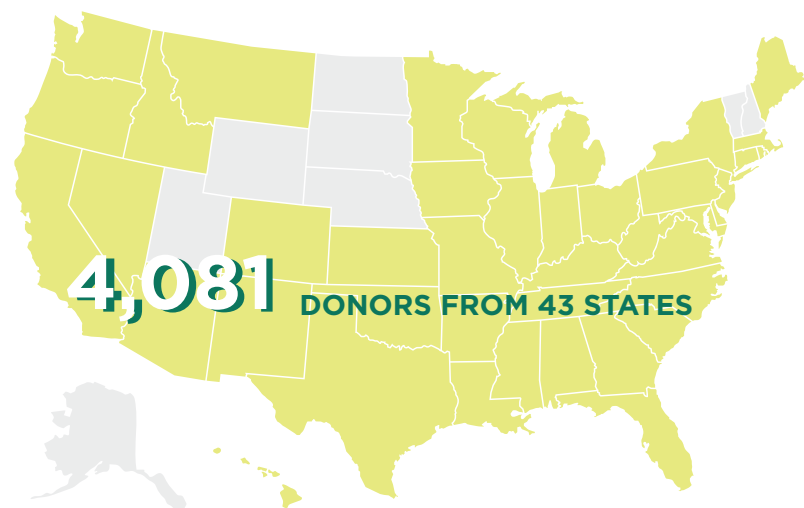
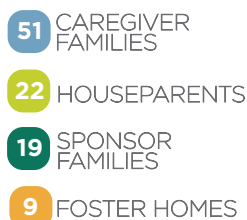
Provide Community

From our grounds and home improvement needs to child mentorship, there's a way for everyone to volunteer in our community. You can provide meals, games, activities, or unique experiences for the children in our care. If you know of children who want to play a role as well, they can donate school supplies and household items or get involved with fulfilling prayer requests. You can even turn your birthday into a fundraiser or organize a 5K to benefit Palmer Home.

Facts

- Unlike most children's homes, Palmer Home for Children is a privately funded, faith-based organization.
- In FY19, Palmer Home served 220 children between our campuses and our network of foster families, family preservation, and our referral services.
- Palmer Home strives to keep sibling groups together.
- Palmer Home established the Whole Child Initiative in 2016. This approach to care provides a holistic, trauma sensitive and relationally centered approach to caregiving that helps vulnerable children heal and thrive at home, school, and in the community.
- Palmer Home has two thrift stores, located in Columbus and Starkville, MS. 100% of the proceeds made at these stores goes towards meeting the needs of the children within our care.

Facts & Figures



FUNDRAISING GUIDELINES

Thank you for your interest in making Palmer Home for Children a beneficiary of your fundraising and community support activities. From hosting a dinner party, to organizing a golf tournament, to donating proceeds from a company promotion, there are many ways that you can help support our mission of providing superior care for children in need by providing family and community. The following guidelines have been created to ensure that all Palmer Home third-party events and campaigns adhere to established protocols and comply with state and federal fundraising rules and regulations.

WHAT IS A THIRD-PARTY FUNDRAISER?

A third-party fundraising event, activity, or campaign is one that is created and hosted by independent organizations, businesses, civic and religious groups, and individuals to benefit Palmer Home for Children. In sponsoring a Palmer Home for Children fundraising event or campaign, the organizer agrees to handle the majority of details of the activity including related costs, recruiting volunteers, creating marketing materials, and providing oversight of the event. We value your willingness to coordinate with Palmer Home and our goal is to equip you with what you need in order to be successful by providing you with a set of guidelines and resources. We want to make it clear that there are exceptions and special circumstances that can change the scope of our involvement in an activity, determined by what is in the best interest of our organization and the children we serve.

APPROVAL

All third-party fundraising requires permission from Palmer Home in advance. Please refrain from making any public announcements or promoting the event until you receive approval of your proposal. Please allow 10 business days for Palmer Home to review and respond to your proposal. Fundraising activities must comply with all relevant local, state, and federal laws. The third-party organizer is responsible for the planning and execution of the event or campaign; including all set-up, staffing, and/or volunteers, and liability.

EVENT POLICIES & GUIDELINES

- The third-party responsible for the event intended to benefit Palmer Home for Children must agree to indemnify and hold Palmer Home for Children blameless for any and all risk and claims that may arise as a result of the event. Palmer Home for Children is not responsible for any liabilities, liability insurance, losses, debts, or expenses arising from the event or event promotions.
- Palmer Home for Children cannot serve as the fiscal agent for third-party fundraising events or activities.
- Third-party fundraising event or activity sponsors and their volunteers must comply with all federal, state, and county laws and regulations. Including, but not limited to, registering with the appropriate agencies, purchasing insurance, following IRS rules of disclosure, and obtaining required licenses or permits.

- Palmer Home for Children assures the privacy of those we serve- children, individuals, families; therefore, no current or former associate of Palmer Home for Children may be contacted or exploited in connection with the fundraising event or activity.
- We do not share personal or private information of any donors, partners, or volunteers. This is to protect our donors, who entrust us with their private information.
- If you would like, you can request a staff member to attend your event by contacting our Development Team at development@palmerhome.org.
- Palmer Home for Children is not staffed to provide in-depth event support. We are available to answer questions on the development of event materials, timelines and other planning issues or concerns. Please contact events@palmerhome.org with questions.

FINANCIAL REQUIREMENTS & INFORMATION

- Palmer Home for Children is committed to being an excellent steward of funds generated through its various fundraising initiatives.
- The tax-exempt and/or non-profit status of Palmer Home for Children may not be used for an event.
- Both parties will agree upon a predetermined amount of the gross proceeds of the event that will be donated to Palmer Home for Children.
- The anticipated amount or the percentage of monies raised that will benefit Palmer Home must be clearly stated in all pre- and post-fundraising advertising or announcements so donors can know what amount of their donations will directly benefit Palmer Home for Children's mission.
- Donors to third-party fundraising events who request a receipt for their donation must make checks payable to Palmer Home for Children and provide an email or standard mailing address. Credit card donations can be made online through the Palmer Home for Children website (www.palmerhome.org) and a receipt will be emailed. Cash donations collected at the third-party fundraising event or activity must be delivered to Palmer Home for Children's corporate office with a list of the donors, the amount given, their email, or standard mailing address. Unspecified cash donations will be collected as an anonymous gift.
- Please note, all of our tax-deductible receipts are sent at the end of the calendar year.
- It is not permissible to set up a bank account in our organization's name.

AUCTIONS & RAFFLES

Auctions and raffles for charitable organizations are governed by strict state, federal, and IRS guidelines related to solicitations, disclosures and taxable winnings. Palmer Home requires the Event Organizers to research state guidelines prior to approval of the event. Event Organizer is responsible to abide by all laws and restrictions.

If an Event Organizer elects to conduct a live or silent auction component in the third-party event, the fair market value of all items must be disclosed on all bid sheets and/or event programs.

PROMOTIONAL MATERIALS AND LOGO USAGE

- Once the letter of agreement regarding the fundraising activity has been signed by the Event Organizer and Palmer Home, Palmer Home will provide the Event Organizer with its logo for usage in conjunction with the event.
- All promotional materials must reflect our Christ-centered values, follow our brand standards, respect our organization, and be a positive reflection of our programs and ministries.
- Palmer Home will not purchase advertising to promote third-party fundraising activities.
- Palmer Home will advertise the event via its social media platforms and website if scheduling allows. Please be sure to tag our organization in all of the event social media posts and we will share with our followers.
- Palmer Home cannot guarantee media coverage for third-party fundraising events or activities.

LOGOS AND ARTWORK

We would love for you and your group to use our logo when you promote and host an event, but we ask that you adhere to the following guidelines to guarantee that your materials look fantastic and maintain our brand standards.

This is our main logo, please always try to use this logo when possible. You are welcome to use whichever variation works best for your event promotion.



The only color variation that you may use is an all-white logo that we can provide.



Whenever using our logo to promote your event, please be sure to make it clear that the event is “In Support Of” our organization and not being hosted by it. Here’s an example of how you could do this:



It is fine to proportionally re-size our logo, however, no other changes can be made to our logo. Please do not stretch or compress our logo.



All of our approved logo variations are available to download. Once an agreement has been approved by Palmer Home, a link will be sent to the organizer.

If you have any questions about the use of our logo, or if you need a different format, please contact our Marketing Team at marketing@palmerhome.org.

SPREADING THE NEWS

In order to host a successful event or campaign, it is important to communicate to your audience. Getting people excited about your activity through the use of social media, e-blasts, and media publications is a great way to gain support. We have put together a few resources for you to use as you begin promoting your activity that will help change the lives of children at Palmer Home.

SOCIAL MEDIA

- When using social media platforms such as Facebook, Twitter, and Instagram to promote your event, please tag Palmer Home for Children. We would love to share your event with our community of followers. Our organization uses the following social media accounts:

- Facebook - @PalmerHome
- Twitter - @PalmerHome
- Instagram - @palmerhomems

- When sharing on social media, please feel free to use our logo (following the logo guidelines) and link pages on our website to direct people to additional information about our organization at www.palmerhome.org.

E-BLASTS

- E-blasts are a great way to stay connected with your audience while also providing them with any information that they may need about your activity. We recommend utilizing in-house email lists that you may have. We do not share any of our donor information in order to protect their privacy.

- A great resource for sending mass emails is Mailchimp. It is easy to use and appealing to the eye!

- It must be clear that the email is not from Palmer Home for Children but is in support of our organization.

MEDIA PUBLICATIONS

- Another great way to gain exposure for your event (at no cost to you) is by sending press releases to media publications. A press release is a format of presenting information to the media (newspapers, magazines, TV, etc.) with the goal of them publishing your release and ultimately spreading the news about your upcoming event.

- Here is a [LINK](#) to a press release template that you can use to help promote your event. Just plug-in your specific details and you will be ready to share!

- For a specific list of media outlets in your area, a specialized press release, or any other questions - please contact marketing@palmerhome.org.

PRIVACY POLICY

Thank you for choosing to support Palmer Home for Children. We are excited for this partnership! In order to protect the privacy of our children, here are a few simple tips to align with our privacy policy.

We suggest the following to best tell the story of our children while still respecting their privacy:

- When referencing children, use pseudonyms, rather than their real names
- All photos used should be stock photos (genuine photos of our children may be used only if pre-approved by a Palmer Home for Children representative)
- Generalize any “stories” about children’s lives or background to omit any identifying details
- Always use person centered language (example: A child in the care of Palmer Home as opposed to a Palmer Home child; A parent who struggles with substance abuse as opposed to a substance-abusing parent/an addict)
- Always contact a Palmer Home for Children representative prior to visiting our campus.

The following may not be used in print or digital media:

- Photos that show the faces of individual children at Palmer Home
- Group photos that show the faces of children at Palmer Home
- First or last names of children at Palmer Home (pseudonyms must be used)
- Interviews of children at Palmer Home
- Identifying information about a child at Palmer Home (birthplace, story of why they are at Palmer Home, background information, information about parent, etc.)

The following information will not be disclosed by Palmer Home for Children:

- Demographic information that can be used to identify an individual
- First or last names of children at Palmer Home
- Dates of birth
- Addresses (or identifying location of child’s residence)

We are grateful for your support of our children’s privacy. For a copy of our confidentiality and privacy policy in full, please connect with our Director of Social Services, Anna Brooke Warren at awarren@palmerhome.org.

AGREEMENT

With my signature below, I certify that I have read and understand the rules and policies for conducting a third-party fundraising event, activity, or campaign. I assure that the Palmer Home for Children name and associated logos will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of Palmer Home for Children, and that those associated with the event or activity will act in accordance with all municipal, state, and federal laws. I understand that Palmer Home for Children can withdraw its consent for the event or activity at any time and for any reason.

Signature of Contact Person/Responsible Party for Event

Date

Print Name

Print Name of Organization

Thank you so much for helping hope grow at Palmer Home. They need our help, and we need yours!

Palmer Home Employee Signature for Approval

Date