

Fundraising . . . What is Required?

. . . it is what allows us to help deserving students . . . provide educational programming . . . and maintain our 501(c)(3) status with the IRS.

Chapter must do's – Compliance Issues:

- NEWH does not throw parties just to have a party.
- A fundraiser must net no less than 25 – 30% of the event's cost, 50% target range is expected (see excerpts 1 & 2 below – NEWH is rather lenient compared to other organizations). Develop a budget for each event planned . . . if the numbers don't work, this is not the event to have. Boards will be held accountable and your fundraising numbers will be published in the NEWH Annual Report that will be available to the industry and will be used as a major marketing tool.
- All events that are other than educational programs are considered fundraisers.
- Having more than one (1) or two (2) fundraisers a year taxes the generosity of your supporters.
- Not publicly thanking your supporters, both verbally and in writing, gives your supporters no reason to support your next effort.
- Tell people who we are and why we do what we do – PROMOTE NEWH, this is a great opportunity – you will have a lot of non-NEWH people present.
- Your fundraising event gives you a larger and broader audience than meetings and a prime opportunity to share your chapters successes and NEWH, Inc. global expansion.
- If you need help, do not hesitate to call on the corporate office . . . we are here to support your efforts so that we all succeed!

An excerpt from New York Philanthropic Advisory Service Standards

USE OF FUNDS

- A reasonable percentage (at least 65%) of total income shall be applied to education/scholarship activities.
- A reasonable percentage (at least 65%) of unrestricted public contributions shall be applied to education/scholarship activities.
- Fundraising costs shall be reasonable and not exceed 35% of public contributions.
- Total fundraising and administrative costs shall be reasonable and not exceed 50% of total income.
- A charity shall substantiate, on request, the application of funds, in accordance with donor expectations, to the programs and activities described in solicitations.

An excerpt from Give.org, an Alliance that reports on nationally soliciting charitable organizations that are the subject of donor inquiries.

FINANCES

This section of the standards seeks to ensure that the charity spends its funds honestly, prudently and in accordance with statements made in fund raising appeals. To meet these standards, the charitable organization shall:

Spend at least 65% of its total expenses on education/scholarship activities.

Spend no more than 35% of related contributions on fund raising. Related contributions include donations, legacies, and other gifts received as a result of fund raising efforts.