



Third-party fundraising guide

You inspire hope in so many – thank you!

MitoAction is incredibly grateful to people and organizations who wish to make a difference by organizing events to support our unique mission.

The time and effort that you put into your event will benefit patients and families living with mitochondrial disease. No matter how large or small, your contribution will make a big difference in the lives of families navigating the Mito journey.

In this short guide you will find some basic tips, guidelines, and answers to common questions. If you need more information, please contact Kira Mann, CEO at kira@mitoaction.org.

What

A third-party fundraiser is an event or program organized and executed by a business, organization, community group, school, or individual hosts to benefit MitoAction.

Why

One in 4,000 people will be diagnosed with mitochondrial disease. MitoAction uniquely serves our Mito community. MitoAction is dedicated to improving the quality of life for children, adults, and families living with mitochondrial disease through support, education, outreach, advocacy, and clinical research initiatives. We are funded entirely by donations and grants. In order to serve more families, we need you!

There are many possibilities

The first step is to decide on an event. Here are a few examples:

Tournaments

Have a favorite sport? Or a favorite board game? Turn it into a fundraiser. Organize a tournament and donate the entry fees. For larger events, ask corporate sponsors to underwrite the costs in exchange for brand exposure. Don't forget to incorporate additional ways people can donate once at the event.

Parties

Invite family, friends, and colleagues over for a sponsored event such as a Pampered Chef, Tupperware, or Silpada party. Or throw your own. Have a dinner or dessert event, theme party, or movie night. Sell tickets, raffles, or have a free-will offering. Or use games like bingo and poker to raise money.



Charity nights at local restaurants

Many restaurants will help nonprofits by giving a percentage of the sales on a designated day for all customers brought in by the organizer. MitoAction will help the event organizer publicize the event.

Be sure to understand the terms because they will vary by restaurant.



Some questions to ask

- What percentage of sales will our group get?
- What days and hours are available?
- Is the percentage of sales during a defined period? Or is it just for our group?
- Does takeout or drive-thru apply to our percentage?
- Can we use “celebrity” servers?
- Can we set up a display booth to raise awareness and solicit funds?



Other event ideas

- “a-Thons” (bowl, walk, run, bike, dance, swim)
- Auctions: donated goods, art, silent
- Arts and Crafts Shows
- Bake Sale
- Birthday Parties or Personal Celebrations
- Bring Your Dog to Work Day
- Car Washes
- Church or Community Neighborhood Donation Drive
- Concession Stands
- Fashion Show
- Fitness Challenges
- 5Ks or Walks
- Galas
- Garage & Yard Sales
- Green Day: Ask friends and classmates to wear green and collect donations
- Holiday Wrapping
- Office “Jeans” Day
- Pet Washes
- Ticket Sales, Raffles and Entry Fees
- Raise money by creating a fundraising page online (www.mitoaction.org/getinvolved)
- School Events: raise a certain amount to make your teacher/principal do something unusual
- Sporting Events and Tournaments (golf outing, dodgeball tournament, fun run, etc.)
- “Taste of” Events
- Used Book Sale
- Wine Tasting



Develop a publicity plan

Flyers, posters, and other promotional materials will help generate awareness and excitement about your event. Contacting your local media and using social media are effective

ways to promote community engagement. We recommend starting 2-3 months before your event.



Promotional materials must clearly state that your event is raising funds for MitoAction, that MitoAction is a beneficiary and not conducting or sponsoring the event. For example, "Proceeds from the Dodge Ball Extravaganza will benefit MitoAction."

MitoAction will assist in creating flyers, press releases, and any other event promotional materials for production and distribution. For help, please contact Shawney at Shawney@mitoaction.org.

All promotional materials must clearly state the percentage of proceeds that will benefit MitoAction.

Event Expenses

To reduce event expenses, we suggest seeking donated goods and services, and negotiating for discounts and reduced costs. Shawney will create a donation request for you to submit to local businesses.

Event Income

Shawney is responsible for maintaining a detailed accounting for the event. She will provide weekly report dashboards to the event organizer.

If you are deducting expenses before sending net proceeds to MitoAction, the event organizer must provide a detailed itemization, including receipts, of all incurred expenses.

Funds must be submitted no later than 30 days after the event, payable to MitoAction, with appropriate documentation from individuals and/or businesses regarding their financial donations.

All donation checks must be payable directly to MitoAction. Only checks payable to MitoAction and cash donations clearly labeled with the donor's information (name, address, and amount) will be provided with a tax-deductible acknowledgement letter in accordance with IRS and state tax regulations.

Please send a check made payable to:

MitoAction
PO Box 310
Novi, MI 48376



Additional Guidelines

Event organizers are responsible for collecting event venue information and finding out if the state requires permits or licenses. MitoAction is responsible for obtaining all permits, licenses, and insurance certificates. Please note that raffles, drawings, and other games of chance are governed by a variety of state, municipal, and federal laws. If you are holding a raffle or drawing at your event, be aware special permits may be needed.



The MitoAction name cannot be used as an event title but may be identified as the beneficiary of the event. For example, an event may not be referred to as “The MitoAction Arts and Crafts Sale.” Instead, it should be marketed as “Arts and Crafts Sale benefiting MitoAction.”

How we can help

MitoAction is very appreciative of the organizers who manage third-party events to inspire hope in our families. When planning an awareness and fundraising event, we can support you in the following ways:

- Providing advice and suggestions on event planning
- Paying for your permit/location fees (if applicable)
- Allowing use of the MitoAction name, logo, and images (must be pre-approved)
- Creating flyers about the event for you to print and distribute
- Creating and hosting an online registration site (if applicable) that is specific to your event, with your story and photos
- Emailing people in the Mito community in the area of the event about your event
- Helping you create sponsor packages and donation requests to ask local businesses for support
- Sending you materials for your event
- Acknowledging and providing tax receipts for contributions made payable and submitted directly to MitoAction

Have fun!

Remember, no event or donation is too small. Be creative and have fun!

Your event will have a huge impact — it plays a big role of informing our communities of the need to serve families living with mitochondrial disease.

Thank you for inspiring hope in families who need it most!