FUNDRAISING TOOLKIT

www.recoveryallways.org
recoveryallways@gmail.com
Thank you (so much!) for your interest in supporting Recovery All Ways!

Founded in January 2021, we are a recovery-based agency with "Homebase" located at 158 Hollenbeck Street, in the heart of Rochester's 14621 neighborhood, an area hard hit by the opioid crisis.

Every Saturday from 9:30am to 2pm – rain, snow or shine – a dedicated team of volunteer staff offers health resources, a hot meal, bagged lunches, hygiene kits, blankets, and seasonal clothing for folks facing substance use disorders, mental health challenges, and/or are homeless. No judgment. No questions asked.

RAW also goes out into the community, to make wellness checks on those living in abandoned homes, and to distribute bagged lunches, personal care kits, Narcan, 24/7/365 emergency hotline information, and clean up used needles in "hot zones" – public spaces, parks, parking lots, and abandoned properties.

Your generous donation of time, talent, and treasure will help RAW to connect our neighbors with lifesaving recovery support.

How will this guide help you?

• Included in this guide are a few tips on how to get started, and what to expect.

• There's also a list of events ideas that you may want to consider, but don't let that limit your creativity!

• Be sure to read through all of the information regarding donations.
**PLANNING CHECKLIST**

- **Pick a date & time**
- **Set a Fundraising goal**
- **Obtain a license, permit, or reservation (if necessary)**
- **Ask friends to help!**
- **Get organized**
- **Promote your event**

**JUST A REMINDER...**

As a nonprofit organization run by volunteers, our resources to assist you are limited. Third-party events are not sponsored or insured by Recovery All Ways, which means that you are responsible for planning and running your fundraiser. Please know that we appreciate your support, and willingness to spend your time to assist us in this work.
EVENT IDEAS

- Item Drives:
  - Toiletries *(travel size)*
  - Snacks (individually wrapped)
  - Women's products
  - Warm gear *(coats, hats, gloves, socks, boots)*
- Bake sale
- Book sale
- Birthday gift fundraiser (donation in lieu of gifts)
- Can & bottle drive
- Church bulletin collection
- “Chores for Charity”
- Craft sale
- Dress-down day at work (ex: $5 buy-in)
- “Extra Vacation Day” raffle (ex: $10-20/ticket)
- Facebook Fundraiser (@recoveryallways / RAW-Recovery All Ways)
- Fashion show
- “Gift wrapping for good”
- Haunted walk/house tour
- Lemonade/iced tea stand
- March-madness squares (split proceeds)
- “Penny Wars” (great for student groups)
- Restaurant “Give-back” day
- Silent auction (paired with an event)
- Spare change collection
- “Swear Jar” collection at the office
- Trivia night
- Yard sale
- **And much, much more!**
Frequently Asked Questions

How will you spend the money I raise?
Donations raised via third-party events are typically used to meet our greatest needs.

Can my donors receive a tax receipt?
Only if they write a check directly to RAW (make sure they note your fundraiser name in the memo). If one large donation is sent on a single check, only the name that appears on the check is eligible to receive a tax receipt.

Can I use your logo to promote the event?
Yes, but please word your event (for example) as XYZ Event to benefit Recovery All Ways (RAW)." It should not be implied that RAW is hosting the event.

Can you share your mailing list with me?
Our donor information is private and we cannot share it for third-party events, but great question!

Can someone from RAW attend my event?
We are not able to guarantee that a RAW representative will be available to attend your event, but we will certainly do our best. Just give us a call!

Where do I send the donation(s)?
Recovery All Ways
158 Hollenbeck Street
Rochester, NY 14621

or via PayPal @RecoveryAllWays

*If you have items to drop-off, please contact us to make arrangements.

Have more questions?
Email: recoveryallways@gmail.com | Phone: 585-310-0729