

# A Guide to “Outside Fundraisers”



HOUSING + EMPLOYMENT + LIFE SKILLS

## REDUCING HOMELESSNESS IS FUN AND SIMPLE!

By designating Union Station Homeless Services as the beneficiary of your fundraising event, you can be part of the solution!

### WHAT IS AN “OUTSIDE FUNDRAISER?”

An "Outside Fundraiser" is an event that is created, organized and implemented by volunteers and supporters of Union Station. **The organizer** will be responsible for the event details - including but not limited to event costs, volunteer recruitment, event promotion, and event staffing.

### To support your event, Union Station Homeless Services is happy to:

<p><b>PROVIDE:</b> brochures, fact sheets, logos (We respectfully require final approval of all materials promoting Union Station Homeless Services)</p>	<p><b>ATTEND:</b> your event and talk about the organization, if time permits</p>	<p><b>PROMOTE:</b> on our newsletter, e-newsletter, website and e-blasts *if appropriate and time permitting</p>
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#### CAR WASH



#### PARTY

accept donations en lieu of gifts



#### BAKE SALE



#### JEANS DAY

Allow staff to wear jeans in exchange for a donation



#### WHAT EVENTS HAVE WORKED?

The possibilities are endless!

This packet includes the following information:

**Fact Sheet** which includes our mission, vision and program

#### Event proposal form

Return completed form 6 weeks before event (the earlier the better so we can help promote!)

By MAIL:  
Development Department  
Union Station Homeless Services  
825 E. Orange Grove Blvd.  
Pasadena, CA 91104

BY EMAIL:  
[giving@unionstationhs.org](mailto:giving@unionstationhs.org)

#### LET US KNOW!

Questions, feedback or suggestions for events?  
Want to share photos or an amazing story about an event you've hosted?

Email [giving@unionstationhs.org](mailto:giving@unionstationhs.org) or call 626-240-4557.

#### YARD SALE



#### LEMONADE STAND



#### SPORTING EVENT



#### CONCERT



Thank you for supporting the work and mission of Union Station Homeless Services.

# “Outside Fundraisers” Application Form



HOUSING + EMPLOYMENT + LIFE SKILLS

Date

## CONTACT INFORMATION

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Group Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax \_\_\_\_\_  
Web URL \_\_\_\_\_ Email: \_\_\_\_\_

Type of Organization/Group: (Check one)

- Congregation     Club/Association     Private Corporation  
 Non-profit     School Group     Individual or Family

## EVENT INFORMATION

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Event Name \_\_\_\_\_  
Event Date(s) \_\_\_\_\_ to \_\_\_\_\_ (Please submit your application 6 weeks prior to event date)  
Event Location: \_\_\_\_\_ Start Time: \_\_\_\_\_ to End Time: \_\_\_\_\_  
Event Type \_\_\_\_\_ Estimated Audience Size: \_\_\_\_\_  
Fundraising Goal: \$ \_\_\_\_\_ Estimated % or amount to be donated to USHS: \$ \_\_\_\_\_

How the event will benefit USHS?

What materials/ assistance are you requesting from USHS?

- | Item                                      | Amount Needed |
|---|---------------|
| <input type="radio"/> Annual Reports      | _____         |
| <input type="radio"/> Newsletters         | _____         |
| <input type="radio"/> Fact Sheets         | _____         |
| <input type="radio"/> Logo                |               |
| <input type="radio"/> USHS Representative |               |
| <input type="radio"/> USHS Client Speaker |               |

## SIGNATURE

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: \_\_\_\_\_ Title: \_\_\_\_\_