

A GUIDE TO PEER-TO-PEER FUNDRAISING: UNION STATION HOMELESS SERVICES



You can be part of the solution to end homelessness and rebuild lives. Host a fundraiser to give back to your community, help your neighbor and have fun in the process!

What Is a Peer-to-Peer Fundraiser?

A peer-to-peer fundraiser is an event that is created, organized and implemented by volunteers and supporters of Union Station Homeless Services. The organizer will be responsible for the event details, including event costs, volunteer recruitment, event promotion, and event staffing.



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

ATTEND:

your event and speak about the organization, if time permits

PROVIDE:

brochures, fact sheets, logo
(Use of our logo and the final design must be approved by USHS. Logo or brand colors cannot be altered. Please allow 3 days for USHS to review your design before you use it.)

PROMOTE*:

on our newsletter, e-newsletter, website, social media and/or e-blasts
(*if appropriate and time permitting)

What Events Have Worked?

The possibilities are endless and the only limit is your imagination.



**LEMONADE STAND
OR BAKE SALE**



BIKE OR RUN



CONCERT



**FACEBOOK BIRTHDAY
FUNDRAISER**



CAR WASH

This Packet Includes:

- **Fact Sheet** with Union Station Homeless Services' mission, vision and program information
- **Event Proposal Form** to be completed 6 weeks before the event (please submit as early as possible so we can help promote your event!)

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

By E-mail: giving@unionstationhs.org

Online Application:
unionstationhs.org/events/host-an-event/#p2pform

Let Us Know!

Question, feedback or suggestions for events? Want to share photos or an amazing story about an event you've hosted? Email giving@unionstationhs.org.

825 E. Orange Grove Blvd. Pasadena, CA 91104

(626) 240-4558

unionstationhs.org

PEER-TO-PEER FUNDRAISER APPLICATION FORM



Today's Date: _____

Contact Information

Group Name:

Contact Name:

Email:

Company Website:

Address:

City:

State:

Zip Code:

Phone:

Type of Organization/Group: (Check one)

☐ Club/Association

☐ Congregation

☐ Individual or Family

☐ Nonprofit

☐ Private Corporation

☐ School Group

Event Information

Event Name:

Event Date(s):

Start Time:

End Time:

Event Location:

Event Type:

Estimated Audience Size:

Fundraising Goal: \$

Estimated % or amount to be donated to USHS:

How will this benefit Union Station Homeless Services?

What materials or assistance are you requesting from USHS?

Item

Amount Needed

☐ Annual Report or Bookmark

☐ Newsletters

☐ Fact Sheets

☐ Logo

☐ USHS Representative

☐ USHS Client Speaker

*Printed materials must be picked
up from our Admin Center at
825 E. Orange Grove Blvd.
Pasadena, CA 91104