

SPARK Kindness, Inc.
Giving the *Gift of (SPARK) Kindness* FAQ

Why does SPARK Kindness need donations?

All SPARK Kindness programs for parents, caregivers and youth are free of charge. We believe that offering free programming and resources are central to our mission of promoting a kind, supportive and inclusive community for all. However, though our programs are free, they are not cost free. Donations (of all sizes) are critical to support our programs as well as the sustainability of our organization.

Does SPARK use volunteer help?

Yes, absolutely! From its inception, SPARK has been operated primarily by volunteers. Not only are we led by a volunteer Board of Directors, our programs are run by a dedicated team of volunteers from Natick and MetroWest. As SPARK has grown and formally organized as a non profit corporation, we have hired several part time paid professional staff to manage the organization and its volunteers. This type of leadership ensures continuity and the sustainability of SPARK Kindness.

How will my donation be used?

Your donation provides needed funding for our programs, resources and operations. This is what we call the “Core Mission” of SPARK. In addition to programming support, Core Mission support for SPARK Kindness covers all of the costs associated with building a healthy, flourishing nonprofit. This includes staffing and operations, finance and human resources, board governance, and fundraising costs. (Of note, SPARK’s overhead costs are minimal, as we do not have a physical office space. Our “office” is the community!)

Strong organizational infrastructure is vital to the success and sustainability of SPARK Kindness and our programs. To quote Curtis Klotz of the Nonprofits Assistance Fund, a certified Community Development Financial Institution, “the growth and effectiveness of our mission work depends on having a solid core at the center of our organizations. Investing in our infrastructure is savvy, prudent, and absolutely necessary.”

Here are some examples of how your donation could be used, and the impact of your gift:

- \$5,000+ SPARK Platinum Supporter - A major investment in SPARK's sustainability. A gift this size would support our staffing and operations to help SPARK grow and thrive. *(An investment in SPARK’s CORE MISSION work will support funding full time salaries for current employees, and adding staff to support operations and programming on all levels.)*
- \$2,500+ SPARK Gold Supporter - A major investment in SPARK's programming costs. Assists SPARK in bringing nationally known speakers to our community.
- \$1,000+ SPARK Silver Supporter – Supports the cost of developing resources and curriculum to help individuals, organizations, and communities anywhere who want to build a more connected, kind and inclusive community wherever they live. *(These resources will be accessible to more individuals and community partners through SPARK’s new website, to be launched in 2018.)*

- \$500+ SPARK Bronze Supporter - Covers cost of meals and childcare for a SPARK small group workshop. (*Addressing some key barriers to seeking support, SPARK provides meals and childcare for our small group programs.*)
- \$250+SPARK Community Supporter - Covers cost of printed resources distributed at a SPARK program. (*These take-home resources offer tools and tips for practice, taking the key concepts presented in SPARK programs and offering tips and tangible strategies to try out at home.*)
- \$100+ SPARK Family Supporter - Covers the cost of a family attending a year of SPARK programs
- \$50+ SPARK Individual Supporter - Covers the cost of one parent/caregiver attending a year of SPARK programs.
- \$25+ SPARK Friend – Every gift makes a difference!

Can I designate my donation to a specific program?

Yes. Your gift is important, and you are encouraged to direct your support in a way that is meaningful to you. A gift directed to a specific SPARK program or activity is considered a *donor restricted gift* and can only be used for that purpose. Alternatively, you can make an *unrestricted gift*, which will be used where the need is greatest at SPARK Kindness, determined by our staff, board and community partners.

All gifts will be used with care and efficiency to do the work of SPARK Kindness and realize our mission to *build a kind, resilient and welcoming community where no one feels alone, bullied, unsupported or unconnected*. We support families, schools, organizations, coaches, artists, faith and community leaders in building a culture that empowers youth and promotes kindness and respect.

Can I make a gift in honor or in memory of a loved one, friend or colleague?

Yes. You can honor, thank or pay tribute to someone special and help further the work of SPARK Kindness with your gift. In our online donation link you can dedicate your gift and provide information for acknowledgment purposes. You can also contact Michele Marotta at mmarotta@sparkkindness.org to talk about ways to honor or remember someone special through your contribution to our organization.

I can only afford a small gift amount. What difference could that make?

Your gift of any amount is invaluable to furthering our work and greatly appreciated. When pooled together, individuals' gifts can help fund a wide range of needs and programs. Every gift makes a difference!

Can I make an in-kind gift to SPARK Kindness?

Though we are not setup to accept donation such as automobiles or office equipment (yet!), we welcome donations of space for meetings, equipment, and business services. Please contact Michele Marotta at mmarotta@sparkkindness.org if you have a good or service you'd like to donate to SPARK. We'd be happy to speak with you!

Is my gift tax deductible?

Yes. SPARK Kindness, Inc. is a 501(c)(3) nonprofit organization. Federal Tax ID 46-5037162. All charitable gifts are tax deductible as allowed by law.