

2019-2020

Fundraising Event Information



THE DENTAL FOUNDATION OF OREGON

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updated: 5.28.19

OUR MISSION

The Dental Foundation of Oregon is dedicated to advancing oral health education, providing charitable care, and coordinating resources for Oregon's children and vulnerable communities.

www.smileonoregon.org



Dear Friends:

Thank you for your interest in choosing The Dental Foundation of Oregon as the beneficiary of your upcoming fundraising event. To help better prepare you to be successful for a fundraising experience, we ask that you read the following information and contact us in advance with any additional questions you may have.

OVERVIEW

The Dental Foundation of Oregon, since receiving its 501C3 status from the IRS, prides itself on a record of excellence in service to the State of Oregon, the communities, and the vulnerable populations we serve.

While we are grateful for the fundraising support from our community, we take a heightened interest when our name is used in connection with fundraising. For this reason, The Dental Foundation of Oregon name and logo may only be used for activities that are in accordance and compatible with our mission. Both the name and use of our logo must be supported by a written approval before undertaking your event.

If your fundraiser event is approved, we will be in contact with you throughout the process for pre-approval of any written information and/or materials bearing The Dental Foundation of Oregon name and logo(s) before it is distributed in the community (print, email, social media, etc.). We are here to provide the necessary support for a successful event!

ABOUT THE DENTAL FOUNDATION OF OREGON

Our Mission: The Dental Foundation of Oregon is dedicated to advancing oral health education, providing charitable care, and coordinating resources for Oregon's children and vulnerable communities.

The Dental Foundation of Oregon provides direct care and oral health education to underserved children on our Tooth Taxi free mobile dental clinic. We educate the public about oral and dental health challenges, and we advocate for programs and policies that improve care for Oregon's vulnerable communities. The Dental Foundation of Oregon receives funding from individuals, corporations and foundations.

ABOUT THE TOOTH TAXI

Children in Oregon have some of the worst oral health in our nation. Because of poverty, lack of access, and other social and economic issues, Oregon children suffer more dental pain and infection than children in almost any other state. Poor oral health affects overall health, and, when left untreated, may cause greater problems in the future. That is why the work being performed on the Tooth Taxi is critical.

It's been 10 years since the Tooth Taxi first hit the road, and since September 2008, Oregon youth served include:

- 21,747 students screened
- 12,415 appointments in the Tooth Taxi
- 22,743 students received oral hygiene education in the classroom
- \$7,208,546 value of free dental care provided

Please complete the Fundraising Event Proposal found in this packet and submit either by email (foundation@smileonoregon.org) or send via US Mail to our office (8699 SW Sun Place Wilsonville, OR 97070). If you have any questions, please do not hesitate to contact us at 503-594-0880 to discuss your fundraiser event.

We are excited to further introduce you to The Dental Foundation of Oregon and appreciate your support as we work together to achieve our mission.

With gratitude,

Amber Fowler, Executive Director | The Dental Foundation of Oregon

Supporting Communities In Your Own Creative Way!

Funding from special event fundraisers help support the Tooth Taxi in our statewide outreach to give youth ages K through 12th grade with the opportunity to visit with a dentist at least once a year. Funded privately, and with no state or federal dollars, the Tooth Taxi delivers high-dollar value dental treatment. These treatments along with education about good oral and dental hygiene during classroom presentations by Tooth Taxi staff, create meaningful change in the lives of children.

Let's Make a Difference Together

1. Think about the things you love to do and put that idea into action: Arrange a basketball tournament, host an office bake sale, garden party, movie night or trivia night, or conduct a birthday, wedding or anniversary fundraiser through Facebook to help raise funds for The Dental Foundation of Oregon. The possibilities are endless!
2. Plan your activity or event at least 2 to 3 months in advance for best success!
3. Activate your community! Grab your friends! Tell your coworkers! Challenge your neighbors! Post to social media! Let everyone know what you are doing and how they can join **you** in supporting The Dental Foundation of Oregon!
4. Finally, remember that you are raising **love** while raising donations that not only bring together your community but help support fellow Oregonians achieve good dental health and lifelong wellness.

The Dental Foundation of Oregon is grateful to the many people and organizations who organize events to support our mission, so please give thoughtful consideration to our guidelines before submitting a Fundraising Event Proposal.

Guidelines

1. A Fundraising Event Proposal must be completed and returned to the DFO at least eight (8) weeks in advance of the proposed event.
2. Approval by the DFO must be obtained *before* you advertise or hold your event.
3. The use of the DFO logo, name and any creative images shall undergo approval by DFO staff Upon approval, references made to the DFO in promotional communication (print, website, social media, etc.) for the event should refer to "The Dental Foundation of Oregon."
4. The Dental Foundation of Oregon must approve all promotional materials, including by not limited to advertising, letters, brochures, flyers and press releases prior to production or distribution.
5. Fundraising events are *not* sponsored by The Dental Foundation of Oregon. Promotions for the event must reflect the DFO as a beneficiary; *not* the organizer of the event.
6. The event organizer(s) are responsible for obtaining any necessary permits and clearances required by local (city, county, etc.) and state government entities, and must comply with all applicable laws.
7. Resources to assist you in the planning process:
 - a) Fiscal Sponsorship may be obtained through [Philanthropy Northwest](#).
 - b) Liquor Licensing varies from city and county, however, a good place to start is the [Oregon Liquor Control Commission](#).
 - c) Charitable Gaming Licenses including Raffle and/or Monte Carlo licensing is coordinated through the Oregon Department of Justice and can be found [HERE](#).
 - d) Liability Insurance *may* be needed for your event, and you will need to work with the host venue to ensure you have the appropriate liability coverage.
8. Event organizers are responsible for maintaining thorough financial accounting for the event.
9. The Dental Foundation of Oregon is *not* financially liable for any costs and/or expenses incurred from the event fundraiser.

10. Within 30-days following the fundraising event, organizer(s) must submit funds, payable to The Dental Foundation of Oregon, along with appropriate documentation from individuals and/or businesses regarding their financial and/or in-kind donation(s) in order to receive a tax donation letter.
11. The DFO does *not* guarantee staff member(s) and/or volunteer(s) will assist at the event.
12. The DFO does *not* provide assistance with soliciting donations, handling of mailings, attending/participation in committee meetings, recruiting attendees, collecting monies and/or provide access to donor lists or contact information.

FREQUENTLY ASKED QUESTIONS

What is a Third-Party Fundraising Event?

A third-party event is a fundraising activity performed by a group or individual, where The Dental Foundation of Oregon has no fiduciary responsibilities and little or no staff involvement. It is planned and executed by an event organizer, or a person, group, or organization who is independent of the DFO.

Why Should I Hold A Fundraising Event for The Dental Foundation of Oregon?

Your donation matters! The Dental Foundation of Oregon is dedicated to advancing oral health education, providing charitable care, and coordinating resources for Oregon's children and vulnerable communities. We are able to offer our services because of the generosity of local donors, families and community partners.

I Want to Organize a Fundraiser for the DFO But Am Not Sure What to Do

Listed below are some ideas of the many ways that you can help raise funds and awareness of The Dental Foundation of Oregon. This list is merely an example, so let your creativity guide you!

- **Host a Fundraiser:** Host a benefit birthday party, throw a bake sale, or donate a percentage of a designated event's profits. Be creative and organize an activity that is personal to you! And don't forget to turn to Google for an abundance of ideas. Search "Fundraiser Event Ideas."
- **Designate The Dental Foundation of Oregon as the Beneficiary for Your Event:** If your business or organization hosts an annual event or employee activity that generates funds, consider donating the proceeds to the DFO.

I Want to Host a Fundraiser Event, What Are My Next Steps?

Submit a completed Fundraising Event Proposal which appears on the last page of this information packet to our office either by US Mail or via email. Once the proposal has been formally approved, you can start promoting your event!

What Might The Dental Foundation of Oregon Do to Help with My Fundraiser?

With a small but impactful staffing capacity, The Dental Foundation of Oregon remain deeply appreciative of the organizers who lead third-party fundraising events, however, with our limited resources, the DFO will be able to provide the following:

- Early-stage advice and suggestions on planning your event.
- DFO marketing materials such as the DFO name, logo, images, display materials like annual reports, brochures, and donation envelopes.
- Promotion to the DFO community through the DFO website, Facebook, Twitter, and our Oregon Dental Association magazine Membership Matters (need 4 to 6 months lead time).
- Tax receipts for in-kind donations, and financial contributions that are made payable and submitted to The Dental Foundation of Oregon.

What Am I Responsible for In Planning My Fundraiser?

The event organizer is responsible for all aspects of the event including:

- Printing of all materials.
- Marketing materials to publicize the event.
- Underwriting of event related costs.
- Staffing and managing the actual event.

Fundraising Event Proposal

Company: _____

Contact Name: _____

Physical Address: _____

Mailing Address (if different than physical address): _____

Phone Number: _____ Email: _____

Name of Fundraiser/Event: _____

Description of Fundraiser/Event: _____

Date/Time: _____ How Staffed: _____

Intended Audience, # of Attendees, Location: _____

Anticipated revenue: \$ _____ Expenses: \$ _____

Alcoholic Beverages Served? _____ Is Liability Insurance Required? (check one): YES ___ NO ___

If yes, certificate of insurance issued by: _____

Are permits required? YES ___ NO ___

If yes, permits issued by: _____

List All Nonprofit Organizations Benefiting from This Event: _____

List Other Businesses Involved: _____

How Will Fundraiser/Event Be Publicized? _____

Promotional Materials Needed from the DFO: _____

How Will the Revenue be Designated? If an item how much per item. If % of the gross, the %. If revenue after expenses what is the targeted revenue?: _____

How Will Funds be Presented to the DFO?: _____

Notices and Disclaimers Approval of the F=fundraiser event does not make The Dental Foundation of Oregon a co-sponsor, partner or joint venture with the event organizer. The DFO retains the right to revoke or terminate any authorization it may give for use of the DFO name or logo. The "Tooth Taxi" is a federally registered trademark and unauthorized use of the name or logo is strictly prohibited

Fundraising Agreement The undersigned, on behalf of the above-named and organization, has read, understands and agrees to the terms of the Fundraising Guidelines. The Dental Foundation of Oregon undertakes no responsibility or liability for the fundraising event. The above-named organization releases and agrees to defend, indemnify and hold harmless The Dental Foundation of Oregon and its affiliated or related entities, and each of their employees, directors, agents, successors and assigns from and against, any and all claims, demands, damages, losses, actions, causes of action, or suits of any kind or nature arising from or relating to the event or other activities of the organization including, without limitation and without regard to any immunities, any claims of damage or injury to any employee, agent or volunteer of the organization.

ON BEHALF OF THE SPONSORING ORGANIZATION, I AGREE TO UPHOLD TO THE STANDARDS ESTABLISHED BY THE DENTAL FOUNDATION OF OREGON; AND OBTAIN APPROVAL FROM THE DFO OF ANY AND ALL PROMOTIONAL MATERIAL FOR THIS EVENT INCLUDING LOGOS, PHOTOGRAPHS AND PRESS RELEASE INFORMATION. SPONSORING ORGANIZATION FURTHER AGREES THAT THE DFO WILL RECEIVE ALL NET FUNDS FROM EVENT WITHIN 30-DAYS OF EVENT DATE.

PRINTED NAME _____ **SIGNATURE** _____ **DATE** _____

RETURN TO:

Fundraising Event Proposal
THE DENTAL FOUNDATION OF OREGON
 8699 SW Sun Place | Wilsonville, OR 97070
 503.594.0880 | foundation@smileonoregon.org