



2019
Fundraising Guide

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The Brain & Behavior Research Foundation is rated A+ by the American Institute of Philanthropy, is named one of “America's 100 Best Charities” by Worth magazine and has top ratings from the Better Business Bureau and Charity Navigator.



Dear Friend,

What an honor it is to have you consider a fundraising event to support the Brain & Behavior Research Foundation. For too long our society has kept mental illness stigmatized and hidden, and those affected by it face an insurmountable crisis.

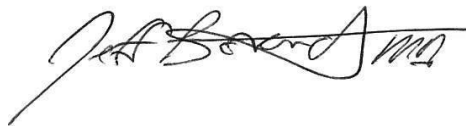
When you consider raising money to support the Brain & Behavior Research Foundation, you not only fund the most progressive and promising brain and behavior research, but you help alleviate the crippling effect that stigma has on these illnesses and the 1 in 5 Americans who live with mental illness.

I am a firm believer that one person can truly make a difference. By supporting the Brain & Behavior Research Foundation, you are taking your first steps toward making much needed impact upon our community, and for that you have my thanks and those of the more than 64 million Americans who live with mental illness.

Every event brings us that much closer to a day free of mental illness. Frankly, each of you is a champion for raising money and speaking out and for partnering with the Brain & Behavior Research Foundation.

You have our best wishes for a successful and rewarding event. Thank you in advance for selecting the Foundation as your charity of choice.

Warmest regards,



Jeffrey Borenstein, M.D.
President & CEO

With the support of family, friends and your community, you can make a difference in the fight against mental illness and the stigma it bears. The Brain & Behavior Research Foundation relies on the generosity of people like you to help fund leading brain and behavior research. You fuel the hope and promise of future discoveries that will improve the lives of those living with a mental illness. **100% of all donor contributions for research are invested in research grants.**

When you hold a fundraiser, you play a key role in helping us fund better prevention and treatment protocols and ultimately find a cure for mental illness.

This is your Fundraising Guide to organizing your event. It contains 3 steps that will help you navigate the process. Take the 1st step by signing up and lead your family, friends and members of your community through a gratifying and memorable experience.

About Mental Illness and the Brain & Behavior Research Foundation

An estimated 40 million adults in the United States have an anxiety disorder.

- *National Institute of Mental Health*

Bipolar disorder affects more than 5 million American adults annually.

- *National Institute of Mental Health*

Globally, about 300 million people of all ages suffer from depression.

- *World Health Organization*

The Brain & Behavior Research Foundation is the world's leading donor-supported organization dedicated to finding the causes, improved treatments and cures for mental illnesses.

The Foundation funds research across a broad range of mental illnesses including addiction, ADHD, anxiety, autism, bipolar disorder, borderline personality disorder, depression, eating disorders, OCD, PTSD and schizophrenia.

The Foundation is preeminent in its mission – awarding research grants to scientists at all levels — those just beginning their careers as well as Nobel prizewinners.

Since 1987, the Brain & Behavior Research Foundation has awarded more than \$394 million worldwide to more than 4,700 scientists carefully selected by our prestigious 181 member volunteer Scientific Council.

Three Steps to Producing a Fundraiser

Step 1: Choose the type of event, the date and location

It is important to choose an event that you, your friends, family and community will embrace and can produce successfully.

Some suggestions are:

Event-A-Thons	Crowd Pleasers	Home-Based Events
Run/Marathon	Dinner and Dance	Host a Dinner
Walk	Women’s Luncheon	Garage Sale
Cycle	Car Wash	Lemonade Stand
Roller Skating	Auction or Bazaar	Bar-B-Q
Ice Skating	Fashion Show	Jewelry Sale
Baseball Game	Family or Town Picnic	Hand Bag Sale
Football Game	Carnival	Community Raffle
Basketball Tournament	Concert	Cook-Off
Golf Outing	Play or Show	Poetry Reading
Bowling	Motor Cycle Run	Lecture
Weight Lifting Competition	Casino or Bingo Night	Beauty Makeover
Swim Competition	Block Party	Tutoring Services
Surfing and Scuba	Beach Party	Bridal Favor or Gift
Ping Pong Tournament	Car Show	Donation Wine Tasting
Pool Tournament	Kite Festival	Pottery Sale
Online Gaming	Ice Cream Social	Board Game Night
Indoor Cycling	Drive-In Movie	Afternoon Tea

Date and Location

Deciding when and where to have your event takes many factors into consideration. Location is key, so please consider accessibility, public transportation, cost and a day that works for your team.

Ideas:

- Public Parks
- Local Eateries and Bars
- Community Groups, Organizations, Schools and Universities
- Shopping Centers
- Parking Lots
- The Beach

Step 2: Make it Official: Sign-up and let us know you are on board

Now that you have decided what, where and when, you need to let us know that you have joined the Brain & Behavior Research Foundation in our mission to raise funds for research.

1. Complete the enclosed “Team Up For Research Agreement” form and return to us via:

Mail: 747 Third Avenue, 33rd Floor
New York, NY 10017
Attn: Special Events

OR

Email: events@bbrfoundation.org

2. Contact our Special Events department with details about the fundraiser you want to do:

Email: events@bbrfoundation.org

OR

Call: 800-829-8289 and ask for Special Events

3. Plan your event

Team Up For Research Event Agreement

1. No individual, party or organization may use the Brain & Behavior Research Foundation name or otherwise announce to the public that an event is being held to benefit The Foundation without prior written consent of the Foundation President.
2. Brain & Behavior Research Foundation must be identified as the beneficiary of the event, not the sponsor or partner. For example, do not characterize the event as The Brain & Behavior Research Foundation Golf Classic, but rather as the Golf Classic to benefit the Brain & Behavior Research Foundation.
3. Brain & Behavior Research Foundation must approve — in advance of printing or distribution — use of the Foundation’s name and/or Logo on all invitations, advertisements, videos, social media promos, or any other event materials.
4. Events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
5. Brain & Behavior Research Foundation cannot provide mailing lists of donors, sponsors or vendors but may coordinate email blasts to regional Foundation constituents on behalf of event organizers.
6. Brain & Behavior Research Foundation agrees to list all approved events on its website (www.bbrfoundation.org).
7. Brain & Behavior Research Foundation is unable to provide administrative support or event registration services but can provide a personalized event web page that includes event information and a place to accept donations.
8. Brain & Behavior Research Foundation cannot assist with approaching sponsors or donors on behalf of event organizers but can provide sample fundraising letters and, when feasible, solicitation strategies.
9. Brain & Behavior Research Foundation cannot advance any funds to cover expenses related to the planning of the event. The event organizer agrees to keep written receipts for all expenses to be paid from event proceeds. It is also understood that expenses will be kept to a minimum so as to donate the maximum amount of money to the Brain & Behavior Research Foundation for its research programs.
10. Brain & Behavior Research Foundation cannot provide our sales tax exemption number to event organizers for their use.
11. If the Brain & Behavior Research Foundation will not be receiving 100% of event proceeds, the exact percentage of the proceeds to benefit the Foundation must be stated on all event collateral.
12. Brain & Behavior Research Foundation will provide collateral materials explaining its mission, goals and accomplishments along with appropriate informational brochures when requested.
13. Proceeds from the event are to be submitted within 60 days of event completion.

14. If your event includes a raffle, auction or any type of gambling activity or if you plan to sell and/or serve alcohol at your event, you must obtain a license from the state and/or municipality in which the event is held. The organizer(s) is solely responsible for obtaining all licenses.
15. The organizer is solely responsible for obtaining any required insurance (event, liquor liability, etc.).
16. All event organizers/promoters need to contact the Brain & Behavior Research Foundation to request permission to repeat the event in each succeeding year.

I acknowledge receipt of the Brain & Behavior Research Foundation policies and procedures for volunteer fundraising and agree to comply with all provisions in organizing and holding my fundraising event.

I hereby release the Brain & Behavior Research Foundation, its officers, directors, employees and agents from any injury or damage I may suffer as a result of my voluntary participation in this activity and I hereby agree to hold harmless and defend the Brain & Behavior Research Foundation, its officers, directors, employees and agents from any and all liability and any claim that I or anyone may have as a result of any injury or damage, of whatever nature, I may suffer as a result of my voluntary participation in this activity.

I hereby give permission to the Brain & Behavior Research Foundation to use my name or image by way of a photograph, video or audio format taken of me and/or my participants during my event provided to the Brain & Behavior Research Foundation by me, in any promotional materials, publications or any other electronic media.

Type of Event:

Date and Location of Event:

Print Name:

Address:

Phone:

Email:

Signature:

Date:

Brain and Behavior Research Foundation Signature:

Name: _____ Title: _____

Date: _____

Step 3: Take Charge and Plan Your Event

Form Your Team -- Get Volunteers

Welcome aboard, you are the team leader. You now need to gather your friends, family, co-workers and members of your community and invite them to join your team.

Expenses

Consider the types of expenses your event will incur and establish a budget. Be resourceful — have items donated if you can. Everyone likes to have T-shirts printed, but they are expensive. If you can't have them donated, ask everyone to wear the same color that day, or perhaps have balloons printed (which may be less costly) with your team name. Email and social networking are the most cost effective way to spread the word.

Set Your Team's Fundraising Goal

Fundraising for the Brain & Behavior Research Foundation means raising funds for innovative brain and behavior research. And remember that 100% of donor contributions for research are invested in research grants. Your financial goal should be comfortable and challenging at the same time. Everyone should be equally responsible for raising funds. Create a competition among your team — reward the volunteer that raises the most. This is an exciting time and don't be surprised if you exceed your goal — it happens quite often!

Set Up an Event Web Page on Our Website (DonorDrive)

You can set up your own promotional web page just for your event and collect secure online donations, which we track and monitor. Web pages may contain event details and other relevant information such as: photos, logos, links to social media, your official website, and videos. We also can help you set up basic online registration. Please contact the Special Events Department at 800-829-8289/646-681-4874 or events@bbrfoundation.org to discuss.

Communicate – Network – Get the Word Out!

Now it's time to spread the word. Reach out to your family, friends and members of your community. Invite them to join you and ask them to invite their friends and family too!

Your community is filled with ways to let everyone know about your event — local newspapers, community bulletin boards, chambers of commerce, retail stores, religious centers. Someone on your committee might know a local politician or someone on the school board. Most people and organizations will enjoy helping to promote your event if they can.

Social Media – Connect with BBRF! Make sure to tag us in posts, photos, and use the hashtag #BBRFteamup. We'll do our best to share your content and help promote your event.

Facebook – <https://www.facebook.com/bbrfoundation>

Twitter – <https://twitter.com/bbrfoundation>

Instagram – @bbrfoundation

LinkedIn – <https://www.linkedin.com/groups/1777844/profile>

Event Day!

The big day has finally arrived and you and your team are ready. You are surrounded by familiar faces, and you have a lot to be proud of. Please be sure to take photos and email them to us. And don't forget to enjoy the moment.

Send in the Proceeds to BBRF

No doubt your work has paid off and you have raised funds. Donations should be made payable to the "Brain & Behavior Research Foundation" and all cash donations should be converted to check or money order. Please mail your event's funds to:

Brain & Behavior Research Foundation
747 Third Avenue, 33rd Floor
New York, NY 10017

ATTN: Special Events
YOUR EVENT NAME HERE

Show Appreciation!

Saying thank you is always appreciated. Be sure to send thank you notes to your attendees, sponsors and anyone who helped you reach your goal. You may want to have a post-event celebration for your team. Present an award to the highest fundraiser. And don't forget to mention doing it again next year!

DATE

Name
Title
Company
Address
City, State Zip

SAMPLE SPONSORSHIP LETTER

Dear XXXX:

This is an invitation for your organization to participate in an important community event. On (DATE OF EVENT), we will present (NAME OF EVENT). At the (NAME OF THE EVENT) we will (HONOR or MEMORIALIZE) and (his/her) battle with (MENTAL ILLNESS or SPECIFIC DISORDER). I ask that (NAME OF COMPANY) consider supporting this event and aid us in the process to fund innovative brain and behavior research and improve the lives of those suffering from mental illness.

(TELL YOUR STORY)

Proceeds from this event will benefit the Brain & Behavior Research Foundation, a 501(c)(3) non-profit organization, committed to alleviating the suffering of mental illness by awarding grants that will lead to advances and breakthroughs in scientific research for all major mental illnesses including addiction, ADHD, anxiety, autism, bipolar disorder, borderline personality disorder, depression, eating disorders, OCD, PTSD and schizophrenia. 100% of donor contributions for research are invested in research grants. I invite you to visit the Brain & Behavior Research Foundation website at www.bbrfoundation.org to learn more about the Foundation and its scientist grantees.

One in five Americans lives with mental illness. Please join us in the fight by supporting (NAME OF EVENT) and help to raise awareness, disseminate vital information and eradicate the stigma of mental illness. Your participation will be invaluable to the success of the event and will help support research that is making a difference in the lives of people affected by mental illness.

I will contact you over the next few days to answer any questions you may have and determine what level of support you might consider. In the meantime, please do not hesitate to call (YOUR NAME) at XXX-XXX-XXXX, email XXX@XXX, or visit our website for more information (YOUR WEB SITE ADDRESS).

Thank you very much for your time and kind consideration.

Sincerely yours,

(NAME)

DATE

Name Title
Individual/Company Address
City, State Zip

SAMPLE THANK YOU LETTER

Dear XXXX:

Thank you for your generous contribution in the amount of (\$ AMOUNT) in support of the (NAME OF EVENT) held on (DATE OF EVENT), at (LOCATION).

(ADD A PERSONAL NOTE)

Proceeds from this event will benefit the Brain & Behavior Research Foundation, a 501(c)(3) non-profit organization, committed to alleviating the suffering of mental illness by awarding grants that will lead to advances and breakthroughs in scientific research for all major mental including addiction, ADHD, anxiety, autism, bipolar disorder, borderline personality disorder, depression, eating disorders, OCD, PTSD and schizophrenia. 100% of donor contributions for research are invested in research grants. I invite you to visit the Brain & Behavior Research Foundation website at www.bbrfoundation.org to learn more about the Foundation and its scientist grantees.

On behalf of (YOUR EVENT ORGANIZERS OR BOARD MEMBERS), the Brain & Behavior Research Foundation and its Scientific Council, we extend to you our thanks and gratitude.

Sincerely yours,

(NAME)

