



RESEARCH FOUNDATION

Awarding **NARSAD** Grants

Team Up 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 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 chip away at the crippling effect that stigma has on these illnesses and the 1 in 4 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 an indescribable difference to our community, and for that you have my thanks

and those of the 77,000,000 million people 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 becoming partners 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.

Warmly,

A handwritten signature in black ink, appearing to read "Jeffrey Borenstein, M.D.", written in a cursive style.

Jeffrey Borenstein, M.D.
President & CEO

About Mental Illness and the Brain & Behavior Research Foundation

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. And 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 hopefully find a cure for mental illness.

This is your 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.

Facts About Mental Illness and the Brain & Behavior Research Foundation...

Approximately 40 million American adults have an anxiety disorder.

— National Institute of Mental Health

Approximately 5.7 million American adults have bipolar disorder.

— National Institute of Mental Health

Globally, 154 million people suffer from depression and 25 million people from schizophrenia.

— 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 ADHD, anxiety, autism, bipolar disorder, borderline personality disorder, depression, OCD, PTSD, schizophrenia and childhood brain and behavior disorders.

The Foundation stands alone in the scope and breadth of research grants awarded to scientists at all levels — those just beginning their careers as well as Nobel laureates.

For over a quarter of a century, the Brain & Behavior Research Foundation has awarded more than \$340 million worldwide to more than 4,000 scientists carefully selected by our prestigious 165 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	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
Golf Outing	Concert	Cook-Off
Bowling	Play or Show	Poetry Reading
Weight Lifting Competition	Motor Cycle Run	Lecture
Swim Competition	Casino or Bingo Night	Beauty Makeover
Surfing and Scuba	Block Party	Tutoring Services
Ping Pong Tournament	Beach Party	Bridal Favor or Gift Donation
Pool Tournament	Car Show	Wine Tasting
Dance	Kite Festival	Pottery Sale

Date and Location

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

Ideas:

Public Parks

Local Eateries and Bars

Community Groups and 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 “Team Up Agreement” form and return to us via:
 - Mail: 90 Park Avenue, 16th Floor, New York, NY 10016-1301, Attn: Special Events
 - Email: events@bbrfoundation.org
2. Contact our Special Events department with details about the fundraiser you want to do:
 - Email: events@bbrfoundation.org
 - Call: 800-829-8289 and ask for Special Events
3. Plan your event

Team Up 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. 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 name and/or logo on all invitations, advertisements, videos, social media promos, or any other event collateral 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 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 to include event information, accept donations and in some cases, online registration.
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. Proceeds from the event are to be submitted within 30 days of event completion.
13. Brain & Behavior Research Foundation will provide collateral materials explaining its mission, goals and accomplishments along with appropriate informational brochures when asked.

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:

Signature:

Date: _____

Print Name:

Address: _____

Phone: _____

Email: _____

Brain & Behavior Research Foundation Signature:

Title:

Date: _____

Print Name:

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 cheapest 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 all 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 all the time.

Set Up An Event Web Page on Our Website

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: pictures, photos, logos; links to Facebook, official website, and videos. We also can help you set up basic online registration. Please contact the Special Events Department 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 — it's contagious!

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 help in promoting your event if they can.

Event Day!

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

Send in the Proceeds

No doubt your work has paid off and you have collected 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
90 Park Avenue, 16th Floor
New York, NY 10016-1301
ATT: Special Events / THE NAME OF YOUR EVENT

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 party for your team. Present an award to the highest fundraiser. And don’t forget to mention doing it again next year!

DATE

Name
Title
Individual/Company
Address
City, ST Zip

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, ADHD, borderline personality disorder, anxiety, autism, bipolar disorder, depression, OCD, PTSD, schizophrenia and childhood brain and behavior disorders, among others. 100% of all donor contributions for research are invested in NARSAD Grants. I invite you to visit the Brain & Behavior Research Foundation web site at www.bbrfoundation.org to learn more about the mission we are supporting.

One in four Americans live with mental health disorders. Please join us in the fight by supporting (NAME OF EVENT) and helping 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 call you in 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 consideration.

Sincerely,

(NAME)

To benefit: 
Awarding **NARSAD** Grants

DATE

Name

Title

Individual/Company

Address

City, ST Zip

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 illnesses, ADHD, borderline personality disorder, anxiety, autism, bipolar disorder, depression, OCD, PTSD, schizophrenia and childhood brain and behavior disorders, among others. 100% of all donor contributions for research are invested in research grants. I invite you to visit the Brain & Behavior Research Foundation web site at www.bbrfoundation.org to learn more about the mission we support.

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

Sincerely,

(NAME)

