



*judi's house*  JAG Institute  
For Grieving Children and Families

## Donor Driven Event Toolkit





# Thank You!

Thank you for your interest in hosting an event to support Judi's House / JAG Institute (JH/JAG)! Your partnership allows us to provide Comprehensive Grief Care® to bereaved children and families—free of charge.

This guide has been designed to provide comprehensive support for your fundraising efforts. If you have any additional questions after reviewing the toolkit, please reach out to us.

## Contact Information

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# About Judi's House/JAG Institute

## Mission and Vision

**Our mission** is to help children and families grieving a death find connection and healing.

**Our vision** is that no child should be alone in grief.

## Core Values

**Accountability.** We hold ourselves and each other accountable to the purpose that connects us to Judi's House.

**Compassion.** We invite and value the unique and shared universal experience of grief.

**Courage.** We strive for continuous growth by challenging the status quo, discovering blind spots, and learning from our accomplishments and mistakes.

**Respect.** We value differences and promote environments where everyone can authentically express themselves to advance equity and understanding.

## What We Do


We believe supporting children grieving a death loss builds connection and coping that leads to healing. By investing in direct services, training, and research, we help families adjust to loss and prepare for future challenges.

All services and programs are provided at no cost. We rely entirely on private donations and our community of dedicated volunteers and staff to fulfill our mission.

## Why

An estimated 6 million children in the U.S. will experience the death of a parent or sibling by age 18. That number more than doubles to 14.7 million youth by age 25.

Our goal is to ensure grieving children and their caregivers receive the compassionate care they need and deserve. By eliminating barriers to care, we can help prevent negative outcomes of unaddressed grief such as mental health concerns, relationship difficulties, academic problems, reduced resilience, and low self-esteem.





# Hosting a Donor Driven Event

## What Does Donor Driven Mean

A donor driven fundraiser is any revenue generating activity organized or implemented by an external collaborator (individual, business, or school) with limited to no assistance from JH/JAG staff.

Anyone can host a fundraiser with our approval. With your fundraising efforts, we can increase support and raise awareness about the magnitude of childhood bereavement.

## Donor Driven Event Checklist



Develop your idea. How will you raise money for Judi's House/JAG Institute? Reference the event ideas list in this document for inspiration. Then, settle on a date, time, and location for your event.



Fill out our online [Fundraising Event Registration form](https://judishouse.org/event-application). Please visit [judishouse.org/event-application](https://judishouse.org/event-application).



Reach out to [development@judishouse.org](mailto:development@judishouse.org) if you need any logos, brochures, or social media templates to support your promotional efforts.



Hold your event! Have fun, take pics, and share online. Show the community how much you care using the power of social media. Don't forget to tag Judi's House/JAG Institute. Good luck!



Report back. Send in your donation and look out on our social media for a shout out!

## Event Ideas

Here are a few ideas to get you started imagining your fundraiser. Feel free to think outside the box, too. Get creative and have fun!





## Watch Party

Transform watching a favorite show or a movie night into a fundraising event. Host a watch party where all the proceeds go toward your fundraising goal.

## Party With a Purpose

Host a themed event and donate the proceeds to Judi's House/JAG Institute. If you have an upcoming birthday, anniversary, shower or bar/bat mitzvah, consider making a contribution to Judi's House/JAG Institute in lieu of personal gifts.

## Businesses Give Back

If you are a business, restaurant or brewery – choose a day/month to donate a percentage of revenue to Judi's House/JAG Institute.

## Organize an Outing

Organize a golf or bowling tournament/karaoke night/art show/ etc. Invite family, friends, and coworkers and ask for donations to participate in the event.

## School Fundraiser

Kids and teens love to help! Have fun with students while teaching them about philanthropy with anything from a coin drive to delivering candy grams to a read-a-thon. Encourage after school clubs and groups to engage their wider school community in raising funds by coming up with a school fundraiser idea.

## Other Ideas

- Bake sale
- BBQ or Chili Cook-Off
- Exercise Class by Donation
- Improv or Comedy Show
- Talent Show
- Car Wash
- Bonfire Night
- Dog Happy Hour
- Casino Night
- Photo Contest
- Board Game Tournament
- Tailgate Party
- House Concert
- Beer or Wine Tasting
- Yard Sale
- Clothing Swap
- Battle of the Bands
- Craft Sale
- Used Book Sale
- Scavenger Hunt
- Silent Auction
- Fun Run/Walk
- Trivia Night
- Supply Drive
- Happy Hour

Need more ideas? Contact us at [development@judishouse.org](mailto:development@judishouse.org) and we'll happily brainstorm ideas with you.





# Our Logo and Brand Elements

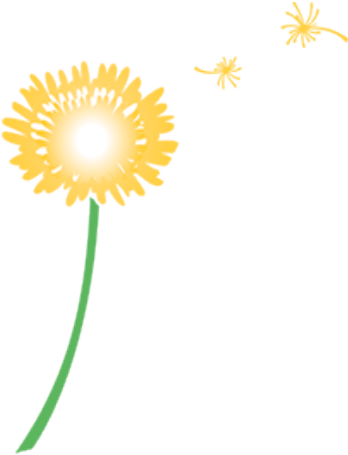
Color Logo



Logo on Dark Background



Flower Logo



Logos are available in .jpg, .png, .tif, and .pdf formats. We can provide small, medium, and large sized logos with both solid and transparent backgrounds.





# Color Palette

## Pantone Coated



Pantone 285C



Pantone 297C



Pantone 360C



Pantone 387C



Pantone 7404C

## CMYK



C 91, M 53  
Y 0, K 0



C 46, M 4  
Y 1, K 0



C 67, M 3  
Y 85, K 0



C 14, M 0  
Y 79, K 0



C 0, M 18  
Y 84, K 0

## RGB



R 0, G 113,  
B 206



R 127, G 202,  
B 237



R 92, G 182,  
B 94



R 226, G 229,  
B 90



R 255, G 207,  
B 66

## HKS



0066cc



6cc5e9



6bc04b



e3e836



f6da40

# Social Media Tips

Use social media as an additional fundraising tool. Be sure to include fundraising and event links in your posts and encourage your friends to share and spread the message.

If you hold a party, a drive, or an event to benefit Judi's House/ JAG Institute, please tag us on social media. This gives our followers a chance to see how people are supporting us each and every day, and how that support makes a difference.





Find us and follow us on these social media channels:

- Facebook: [@JudisHouseDenver](#)
- Twitter: [@JudisHouse](#)
- Instagram: [@JudisHouse](#)
- Youtube: [@JudisHouse](#)

We are more than happy to help you promote your event through shares, likes, and posts. Additionally we will thank you on our social media channels for supporting us.

## Donations & Their Impact on our Families

### Donation Information

Gifts can be made by check, cash, or credit card. Checks should be made payable to “Judi’s House” and mailed to:

Judi’s House  
10125 E 25th Ave,  
Aurora, CO 80010

You can also donate online at [judishouse.org/donate](http://judishouse.org/donate).

**Note:** Only donations made directly to JH/JAG are eligible to be tax-deductible. It is illegal for event organizers to state verbally or in any promotional materials that donations made to the event organizers are tax-deductible by utilizing Judi’s House’s IRS 501(c)(3) status.

### How is my Gift Being Used

We take a whole family, whole child, and whole community approach to bereavement care. Your contribution will be directed towards the area of greatest need, which means your gift could support any of our key initiatives:

- Direct Service
  - Training & Education
  - Evaluation & Research
- 





## Special Fundraising Note

**Matching Gift:** Why not double your fundraising efforts? Before you start coordinating your event, check to see if your employer has a “matching gift” program.

Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. You can see if you can double your donation by visiting [judishouse.org/employer-matching-gifts](http://judishouse.org/employer-matching-gifts).

## Your Impact

### **\$100 = Snack Bags**

Funds family snack bags for one night of group programming.

### **\$180 = Memorial Quilts**

Funds one years worth of memorial quilt square materials.

### **\$250 = Community Workshop**

Provides a one-hour grief workshop for students.

### **\$300 = Sponsor a Dinner**

Funds a dinner for one night of group services.

### **\$500 = Supplies**

Provides five weeks of grief support program supplies.

### **\$1,500 = Sponsor a Child**

Supports a grieving child with Comprehensive Grief Care.

### **\$2,500 = Supporting a Community Based Care Group**

Funds the cost of a community-based middle school *Pathfinders* group.

### **\$5,000 = Grief-focused Training for our Interns**

Allows us to invest in one year of intensive grief-focused training for master’s level interns leading to a more grief-informed workforce.

### **\$7,500 = Supports a Post-graduate Trainee**

Funds a post-graduate trainee stipend for 6 months.

### **\$10,000 = 70 hours of Training and Consultation**

Underwrites 70 hours of custom trainings and consultation on grief care best practices for the childhood bereavement field.





# Donor Driven Fundraising Guidelines

- Please wait for written approval prior to using JH/JAG names, logos, or promotional materials; including invitations, press releases, flyers, social media, posters, etc. in advance of event announcement.
- The Judi's House and JAG Institute names and logos are valuable assets to our organization. Modifications cannot be made to the JH/JAG name, logos, or trademarks.
- Organization mission and vision statement should be printed and verbally stated.
- If additional entities participate in the fundraiser, there should be no actual or implied endorsement that suggests a relationship with JH/JAG and said entity.
- JH/JAG places high value on donor ethics, therefore, we request that any promotional materials clearly state the percentage of proceeds to be donated. (e.g., \$1 of every item sold, or 50% of ticket sales will be donated to Judi's House).
- All Judi's House clients have the right to respect and privacy. Consequently, we require that no child or family member be exploited or misrepresented in connection with the fundraiser.

## Financial Responsibilities

JH/JAG will not be responsible for any expenses or debts incurred. As a third party, you are responsible for all event/activity expenses, including but not limited to: food, beverages, marketing, advertising, supplies, venue/permit fees, and incidentals.


## Government Legalities, Regulations and Licensing

JH/JAG assumes no legal or financial liability associated with donor driven fundraising. All activities taking place during your event must be legal, according to local, state, and federal regulations.

As a third party, you agree to obtain all required permits, licenses, and insurance policies necessary. Any event that will provide alcoholic beverages must operate under a valid liquor license. Events should always discourage drinking and driving.

## Judi's House Staff and Volunteer Involvement

While JH/JAG will attempt to provide requested staff or volunteers, we cannot guarantee staff attendance at events. Please note that with respect to the privacy of our supporters, JH/JAG does not provide mailing lists to event organizers.





On behalf of the children and families we support at Judi's House/JAG Institute

# Thank you!

If you have any further questions please don't hesitate to reach out to our Development and Communications Coordinator, Cass Jacoby, at [cassidyj@judishouse.org](mailto:cassidyj@judishouse.org).

