

Child Mind Institute

Fundraising Toolkit



Thank you for your interest in supporting the Child Mind Institute’s critical efforts through a fundraising campaign. Personal fundraisers are a wonderful way to champion the people and causes that matter to you most.

Supporters like you play a crucial role in providing the funds to deliver the highest standards of care, advance the science of the developing brain and empower parents, professionals and policymakers to support children when and where they need it most. Community fundraisers make our work possible, and we are incredibly grateful for your support.

Types of Fundraiser

- Plan a Fundraising Event – Participate in a 5K run or charity bike ride while raising money to transform the lives of children with mental health and learning disorders.
- Celebrate a Milestone – Dedicate a big achievement, birthday or anniversary to supporting children when and where they need it most.
- Personal Projects – Market your personal project or business venture (like self-published books or custom jewelry) while helping children reach their full potential in school and in life.
- Create a Legacy – Honor a loved one by creating a fundraiser in their memory.

Set Up Your Fundraising Page

If you would like to set up a peer-to-peer fundraising page on childmind.org that routes donations directly to the Child Mind Institute, please email partnerships@childmind.org. Your donors will receive tax-deductible receipts when they donate through your peer-to-peer campaign.

Alternatively, you may create a Facebook fundraiser at the link provided.

Facebook Fundraiser: <https://www.facebook.com/ChildMindInstitute/fundraisers/>

Tips

- Monitor your progress and thank each donor. Every dollar helps children get the help they need to reach their full potential.
- Provide updates on your campaign’s progress and remind your networks of upcoming deadlines. This will encourage potential donors to help you reach your goal.
- You can always increase your goal if you reach 100%!

FAQs

- How do I receive approval for my fundraising event?
 - Fill out our event application form. Email whitney.shephard@childmind.org if you have any questions.
- What do I do if my event changes or is cancelled?

Sign up for our newsletter at childmind.org to learn more about our groundbreaking research and public education initiatives.

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- If there are significant changes to your event plan, please email whitney.shephard@childmind.org as soon as possible.
- How do I make my donation to the Child Mind Institute after my fundraiser?
 - If you would like to pay by wire transfer or in securities, please contact Peter Wissink, Administrative Assistant, by email at peter.wissink@childmind.org or by calling 646-779-1779.

Submitting payment by wire or securities reduces the amount of administrative time needed to process and deposit checks, allowing the Child Mind Institute to quickly support our children and families during the COVID-19 pandemic.

If you prefer to make a payment by check, please make your check payable to Child Mind Institute (Tax ID #80-0478843) and send to the following address:

Child Mind Institute
ATTN: Development Office
445 Park Avenue, 3rd Floor
New York, NY 10022

- Will the Child Mind Institute provide support for my community fundraiser?
 - As a nonprofit, the Child Mind Institute does not provide financial support for community fundraisers. However, our free online materials can be shared as resources to your audience.
- Can I use the Child Mind Institute's logos and branding to promote my fundraiser?
 - If you would like to include the Child Mind Institute's logo and branding, please note this on your event application form and our staff will be in touch about signing a logo license agreement.
- Will donors to my fundraiser receive a tax receipt from the Child Mind Institute?
 - Individual donors will only receive a tax receipt if they donate through childmind.org. Email whitney.shephard@childmind.org if you would like to learn more about setting up a peer-to-peer fundraiser on our site.

Thank You

If you have any questions about fundraising or would like to include the most updated impact measures and talking points, please reach out to partnerships@childmind.org. Thank you for fundraising for the Child Mind Institute!

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