

**Open Arms of Minnesota**



2500 Bloomington Ave  
Minneapolis, MN 55404

380 E Lafayette Frontage Rd  
St. Paul, MN 55107

# OPEN ARMS

## Third Party Fundraising Handbook



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Thank you for your interest in fundraising for Open Arms of Minnesota!

We could not do this work without you!



# ABOUT OPEN ARMS



## ABOUT OPEN ARMS

Open Arms of Minnesota is a nonprofit organization that prepares and delivers nourishing meals free of charge to critically ill Minnesotans and their loved ones. Our registered dietitians and in-house chefs create delicious, medically tailored menus using fresh and organic ingredients whenever possible. Through the support of a loving community of donors and volunteers, we harvest, cook, and deliver nutritious, made-from-scratch meals directly to our clients.

## MISSION

By providing food as medicine, we nourish our clients and build community.

## PURPOSE

We create an inclusive and joyful community to provide high-quality medically tailored meals, nutrition education, and hope to our clients.

*At Open Arms we believe that Food Is Medicine, and  
that there's always room for one more at our table.*



# WHERE YOUR SUPPORT GOES



**\$70** will support a weekly medically tailored nausea relief pack for 25 clients managing nausea due to their treatment or illness.



**\$120** will support a weeks' worth of lunches and dinners for a client.



**\$360** will support a weeks' worth of lunches and dinners for a client as well as their caregiver and dependent child.



**\$600** will support a months' worth of lunches and dinners for a client.



**\$1,200** will sponsor 2.5 months of meal delivery and nutrition education services for a client living with life-threatening illnesses.



**\$5,000** will sponsor 5 months of meal delivery services and nutrition counseling for a client and their caregiver.

# ABOUT THIRD PARTY EVENTS

A third-party fundraising event is when a business, organization, community group, school or individual plans and hosts a program or event with proceeds benefiting Open Arms of Minnesota. Fundraising can be done in the form of a special event, a cause marketing program or as proceeds from a sale.

## Examples Of Third Party Fundraisers:

- Birthday Fundraiser
- Wedding/Anniversary Fundraiser
- Bake Sale
- Car Wash
- Bingo Night
- Food Drive
  - *(Be sure to get a list of needed items from Open Arms)*
- Concession Stand
- Ice Cream Social
- Empty Bowls Project
- Party with a Purpose
- Group Happy Hour
- Golf Tournament
- Movie Night
- Music Event
- Children's Lemonade Stand
- Plant/flower sale
- Cocktail party
- Trivia/Game Night

## Getting Started:

1. Read through the handbook.
2. Complete and submit the **Application Form** on Page 4 as well as the **Third-Party Waiver and Liability Release Agreement** on Page 5
3. Use the **Event Planning Checklist** on page 6 to help you plan and run your event.
4. Submit your **Financial Summary Form** on page 7 and the funds you raised no later than 30 days after the fundraising event.
5. Forms can be submitted to: **Dana Kuehn, Institutional Relations Coordinator**, [dana@openarmsmn.org](mailto:dana@openarmsmn.org)



# HOW WE CAN SUPPORT YOUR EVENT



## **OPEN ARMS CAN:**

- Offer an online fundraising page for your event.
- Offer guidance on how to organize your event.
- Promote your event on our social media platforms.
- Provide and approve use of our logo and other materials related to your fundraiser.
- Issue tax receipts for donations of \$20 or more.
- Provide a donation tracking form to help record cash donations.
- Provide a Letter of Support to validate the authenticity of the fundraiser.
- Coordinate a check presentation.

## **OPEN ARMS CANNOT:**

- Fund or reimburse event expenses.
- Provide insurance or liability coverage for your event.
- Provide our sales tax exemption number.
- Guarantee attendance of staff or volunteers.
- Fundraise or solicit on your behalf. The fundraiser is responsible for this.
- Apply for permits and/or licenses for your event.
- Provide tax receipts for cash or in-kind donations not directly received by Open Arms staff.
- Provide donor or sponsor lists.



# HOW WE CAN SUPPORT YOUR EVENT



## **BEFORE YOUR FUNDRAISER**

- Brainstorm fundraising ideas
- Get approval from Open Arms - this allows us to keep track of all fundraising that is done in the community on our behalf and helps us to inform the public about legitimate fundraising efforts.
- Reach out to Open Arms to get any information or materials you may need to share with your network.
- Schedule your event and promote it through word-of-mouth, social media, posters or flyers.

## **DURING YOUR FUNDRAISER**

- Take lots of photos! Pictures are a great way to capture the event, thank participants and share on social media. Don't forget to get photo releases!
- Be sure to thank everyone for their support.

## **AFTER YOUR FUNDRAISER**

- Mail your check to: Open Arms of MN, 2500 Bloomington Avenue, Minneapolis, MN 55404
- Or pay by card at:  
<https://app.etapestry.com/onlineforms/OpenArmsOfMinnesota/donate.html>
- Send payment within 30 days of the event date.

# EVENT PLANNING CHECKLIST

**The top ten most important steps in planning any event are:**

1. Set your event goals and objectives.
2. Select your event's date.
3. Develop an event master plan.
4. Create an event budget.
5. Brand your event and begin publicity.
6. Arrange sponsorships and speakers for your event.
7. Launch ticket sales.
8. Coordinate with event suppliers (catering, equipment, etc).
9. Manage event day set up and execution.
10. Evaluate the success of your event!

***\*Open Arms will provide you with an Application Form, a Third-Party Photo Release Form, and a Donation Tracking Sheet upon request.***



# CONTACT US

For more information or support, reach out to:



**Dana Kuehn**

Institutional Relations Coordinator

[dana@openarmsmn.org](mailto:dana@openarmsmn.org)

(612) 677-2562



**Megan White**

Director of Institutional Giving

[megan@openarmsmn.org](mailto:megan@openarmsmn.org)

(612) 767-7339

*Thank you for supporting Open Arms of Minnesota and helping us to provide healthy meals to our critically ill neighbors!*

