

# Community Cares for NWABA

## Fundraising Toolkit



NW ASSOCIATION  
FOR  
BLIND ATHLETES

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Thank you for your interest in supporting Northwest Association of Blind Athletes (NWABA) and being a Community Cares for NWABA partner. We are dedicated to improving the quality of life for children, youth and adults, who are blind and visually impaired, through participation in sports and physical activity in communities across Washington, Oregon, Idaho and Montana.

We couldn't do what we do without the support of our partners, our community and you. We will work side-by-side with you to help make your fundraising effort as successful as possible.

In this Toolkit you will learn more about NWABA, how you can help, and in turn, how we can assist you in getting started. You can also access the Event Application Form at the back of this toolkit.



# WHAT IS COMMUNITY CARES FOR NWABA?

Community Cares for NWABA is a third-party fundraising program where an individual, company or community organization plans and hosts a fundraising event or initiative, whose proceeds are donated in support of NWABA. Third-party fundraising events are an important resource for raising funds and increasing awareness of the organization, and are held independently of NWABA. However, you will not be alone in this endeavor. NWABA can provide guidance in the event planning, literature on our mission and programs, tax receipts for donors, access to create personal fundraising accounts to keep track of progress, and an NWABA staff at the event (when possible).

## WHY WE NEED YOUR SUPPORT

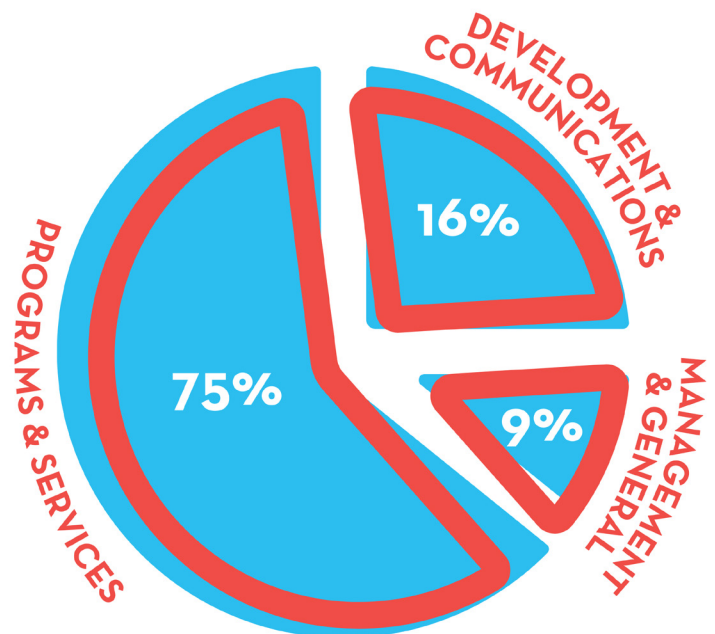
As a rapidly growing nonprofit organization that relies almost exclusively on generous community support, we are dedicated to utilizing community resources effectively and are honored that over 75% goes directly to support individuals with visual impairments.

By agreeing to host a third-party fundraiser in support of NWABA, you will also play an important role in support of our programming by increasing awareness about NWABA and the opportunities we provide to individuals who are blind and visually impaired, as well as inspire people within your own network to support a cause that you are passionate about.

## WHAT WE DO WITH YOUR SUPPORT

NWABA is committed to financial transparency.\* Our organization provides life-changing opportunities through sports and physical activity with 2,000+ interactions, to children, youth and adults who are blind and visually impaired, because of generous community support and philanthropic investment.

We are honored to say that more than 75% of all funding goes directly to support our mission and programs for individuals with visual impairments.



*\*NWABA has been awarded the Guidestar Platinum Seal for demonstrating our commitment to financial transparency and accountability.*



## OUR IMPACT, OUR MISSION & OUR CORE VALUES

**Our mission is to provide life-changing opportunities through sports and physical activity to individuals who are blind and visually impaired.** Being blind or visually impaired creates obstacles that can feel impossible to overcome, such as finding sustainable employment, participating in sports and activities, and connecting with one's community. When introduced to sports and physical activity, individuals with visual impairments are given the support and confidence needed to follow their dreams.

NWABA's programs are uniquely tailored to individuals of all ability levels. We help adults and youth with visual impairments experience sports for the first time while also providing resources to help athletes further their skills to achieve success at higher levels.

Our programs are so much more than just participating in sports and physical activity. They are a catalyst for an improved quality of life. Every day, our athletes are breaking down barriers and gaining the confidence, friendships, and independence they need to have a richer, fuller life full of limitless opportunities.

### NWABA'S VALUES



#### **Empower People**

We champion potential and empower people to turn their ambitions into reality.



#### **Grow Boldly**

We are committed to cultivating opportunities for individual & organizational growth.



#### **Be Transparent**

We operate with full transparency, bringing honesty and integrity to everything we do.



#### **Be Inclusive**

We welcome, serve, and support all people with dignity and respect.



#### **Strive for Excellence**

We bring steadfast determination in pursuit of our mission and our goals.





## THE NWABA STORY

NWABA was founded in 2007 when a group of visually impaired students—including NWABA Founder, President & CEO, Billy Henry (at the age of 15)—were interested in the sport of powerlifting. Billy wanted to ensure that people who are blind and visually impaired had access to participate in sports and physical activity, and formed this charitable organization. He borrowed \$50 from a friend and incorporated NWABA on May 5, 2007. By the end of that year, their team attended two competitions, including the World Association of Benchers and Deadlifters (WABDL) World Championships. Those first five high school friends became the first NWABA athletes.

Since then, NWABA has served 5,000 athletes throughout Washington, Oregon, Idaho and Montana, delivering hundreds of hours of programming—both in-person and virtually—through more than fifteen types of sports events. NWABA is on its way to becoming the national leader in transforming the quality of life for all individuals who are blind and visually impaired through participation in sports and physical activity.





# NWABA'S PROGRAMS & SERVICES

## SPORTS OUTREACH

NWABA provides sport and physical activity to individuals of all ages and abilities with visual impairments in over 15 different sports, such as kayaking, tandem biking, hiking, yoga, snowshoeing and more. These programs are provided at no-cost to our athletes, with transportation from a central location.

## CAMP SPARK

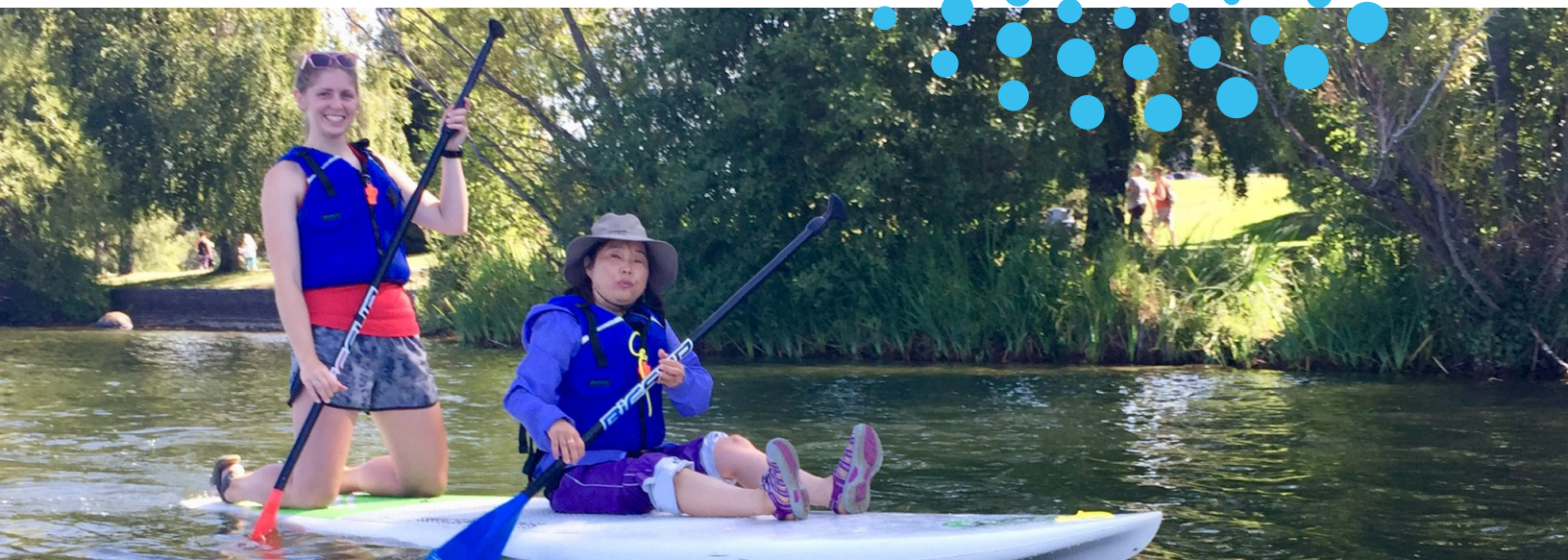
Camp Spark is a comprehensive residential sports camp program for individuals ages 8 to 21 who are blind and visually impaired. Camp sessions last three or six days and generally take place at universities or retreat centers. Through our summer and winter camps, campers learn how to swim for the first time, ski on the mountain, develop friendships, and gain the skills and resources to help them achieve success in all areas of life. Camp Spark hosts seven sessions throughout the summer and winter seasons, with one summer session tailored specifically to children, youth and young adults with multiple impairments.

## SPORTS ADAPTATIONS

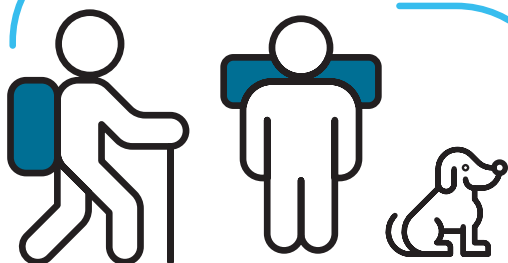
NWABA's Sports Adaptations Program provides equipment lending, a comprehensive instructional video library and consultations for athletes, educators, school districts and families.

## VIRTUAL PROGRAMS

NWABA offers a variety of 60-minute live and pre-recorded, audio-described virtual workouts to keep you healthy and active at home.



# NWABA BY THE NUMBERS



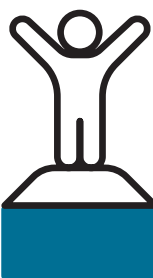
**269**

**ENGAGED VOLUNTEERS**  
(with a total of 533 interactions)



**363**

**ATHLETES SERVED**



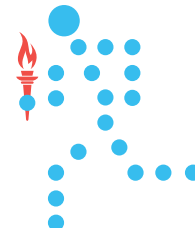
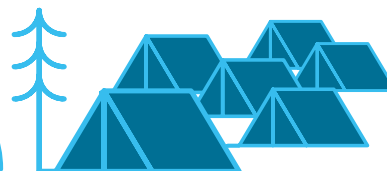
**294**

**DELIVERED  
EVENTS**



**6**

**CAMP SPARK SESSIONS**



**1,942**

**PROGRAM & SERVICE  
INTERACTIONS**



*Data based on 2021-2022  
program information.*

# HOW TO GET STARTED

As our community partner, we are happy to help you succeed in this endeavor. It will be helpful for you to read this toolkit thoroughly and understand what it takes to host a successful fundraising event.

You've got an idea. We've got the support. Becoming a Community Cares for NWABA partner should be inspiring and fun. Follow the steps below to make the most of your fundraising efforts. Every donation makes a meaningful difference to our organization. Together we can turn possibility into reality.

## STEP 1

### PLANNING & REQUEST

- Please read our Community Cares for NWABA Guidelines thoroughly.
- Develop a plan for your event or initiative.
  - » Is your fundraising going to be event or initiative based?
  - » What type of event or initiative works best for you?
  - » Where can you host your event (in person or online)?
  - » What is your fundraising goal?
  - » How will you raise money?
  - » How are you going to promote your fundraising?
  - » Do you need a committee to help you plan?
  - » Do you require any licenses? (i.e., parking permits, etc.)

- Fill out the Request Form and submit it to **Mckenzie Barton, Event Coordinator** at **[mbarton@nwaba.org](mailto:mbarton@nwaba.org)**. Once you have submitted your fundraising idea with NWABA you can expect to hear from us within five business days.

- Upon approval, NWABA will contact you to discuss the next steps in the planning phase.

## STEP 2

### PLANNING DETAILS

- We will connect you with one of our NWABA staff members who can help answer your questions about the organization and happy to help you fine tune the idea for your personal fundraiser.
- NWABA is happy to share a letter of support acknowledging the event, as well as supply you with materials to support your event such as the NWABA logo, brochures, pens, pop-up banners and other collateral as needed. We will also list your business' logo or give personal recognition on our website. Depending on your type of event there may also be additional opportunities for social media postings.
- NWABA is unable to provide a guarantee of staff or volunteer presence; prizes, rewards or merchandise; event logistical support such as locating venues, set-up/take-down; or reimbursement for any costs associated with the event or initiative.



## STEP 3

### SET YOUR FUNDRAISING GOAL

- Setting a goal is important to give direction to your cause and help your donors feel encouraged to give. Every dollar raised makes a difference for our participants, so aim high.
- Give yourself a realistic goal. Exceeding your goal is always more satisfying than not reaching it.
- Talk to us about successful fundraisers people have hosted in the past.



## STEP 4

### HOST YOUR EVENT OR INITIATIVE & COLLECT DONATIONS

- Collect your cash or check donations and track donations coming in for those wanting tax receipts. NWABA requires specific donor information to issue a tax receipt to eligible donors and any donation more than \$20 is eligible. Your tracking sheet should include the donors' first and last names, mailing address, email and the amount of the donation.
- Cash should be dropped off in person and checks made payable to:  
  
NWABA  
703 Broadway St., Suite 600  
Vancouver, WA 98660
- Because the donations will be coming from your personal network, it will be your responsibility to thank your supporters in a timely manner. Thank you cards and postage will need to be supplied by the event host. However, we are available to help with any questions you might have about the process.

**Thank you for being  
a Community Cares  
Partner for NWABA.**

If you have any additional  
questions, please contact  
**Mckenzie Barton** at  
[mbarton@nwaba.org](mailto:mbarton@nwaba.org) or  
**360.768.5650.**

# NWABA GUIDELINES

- NWABA encourages fundraising events that are aligned with our mission and core values. Prior approval by NWABA is required to host a Community Cares for NWABA event or initiative. Approval is based on the type, theme and format of the event.
- NWABA reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation that it deems inappropriate.
- Any person, group or organization wishing to use the NWABA name or logo on any materials, including advertising, must receive prior approval from NWABA. NWABA will also share their brand guidelines to follow, in order to maintain consistent brand recognition.
- To generate awareness and support for our cause, we ask that event promotional materials indicate that the event is “in support” of NWABA and is not an official NWABA event.
- Taking commission, for any purpose, on funds raised as part of a Community Cares for NWABA event is prohibited.
- The community organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. NWABA must not be party to any liability coverage without prior knowledge and/or approval.
- The community organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to NWABA. Event expenses should be deducted before sending proceeds to NWABA. NWABA shall incur no costs unless otherwise agreed prior to the event or promotion.
- The sponsoring person, group or organization agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to NWABA within 30 days of the event or as agreed in writing with NWABA.
- When tax receipts are requested, the community organizer is responsible for collecting names, addresses and contact information of donors, and required to mail the appropriate materials to NWABA within 30 days. NWABA issues official income tax receipts in accordance with current tax guidelines.
- Involvement of NWABA staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.



# EVENT APPLICATION FORM



## COMMUNITY ORGANIZER INFORMATION

Date \_\_\_\_\_

Name of Contact \_\_\_\_\_

Company/Organization (if applicable) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ ☐ Mobile ☐ Home ☐ Office

Email \_\_\_\_\_

## EVENT INFORMATION

Please provide a description of your fundraiser:

• Date(s) of fundraiser \_\_\_\_\_ Time(s) \_\_\_\_\_

• Name and location of the facility where the fundraiser will be held (if applicable):

\_\_\_\_\_

• Website \_\_\_\_\_

• Are there any other beneficiaries of this event? If so, please list:

\_\_\_\_\_

\_\_\_\_\_

• Because NWABA has existing relationships with many local businesses, prior approval may be necessary before asking for donations. Please list all businesses, civic or social organizations, or foundations which will be or have been solicited for underwriting, sponsorship, in-kind giving, auction items or other contributions for this event.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

• Fundraising goal \_\_\_\_\_



# EVENT APPLICATION FORM (CONTINUED)



## MARKETING INFORMATION

How will you promote this fundraiser for NWABA?

- ☐ Word of Mouth      ☐ Social Media      ☐ Printed Flyers  
☐ Sponsorship      ☐ Event Website      ☐ Other \_\_\_\_\_

• Will you require the NWABA name and logo for promotional use? ☐ Yes ☐ No

If yes, please indicate which type(s) of materials you will produce: \_\_\_\_\_

• If you would like promotional materials from NWABA, please indicate quantities required:

Brochures \_\_\_\_\_ Other \_\_\_\_\_

• Would you like the event to be shared on NWABA's social media? ☐ Yes ☐ No

If yes, please provide your social media information and attach an example of a post.

## NWABA INVOLVEMENT

We thank you for choosing to fundraise for NWABA and will do our best to support you. We do ask for your understanding as our resources may be limited and any requests for speakers, representatives and volunteers will be evaluated based on availability.

• Would you like to request an NWABA representative be present at your event?

☐ Yes ☐ No

## ACKNOWLEDGEMENTS

I acknowledge that NWABA reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the Community Cares for NWABA Toolkit and will adhere to all the guidelines.

Applicant Name \_\_\_\_\_ Date \_\_\_\_\_

Applicant Signature \_\_\_\_\_

NWABA Staff Name \_\_\_\_\_ Date \_\_\_\_\_

NWABA Staff Signature \_\_\_\_\_