

# Foundation Fundraising

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# What this is not about

- ▶ Providing Legal Advice on Setting Up A Foundation
- ▶ The Rules and Regulations Governing DAA's Foundation Directors
- ▶ Accounting Practices or Agreements between Fair(s) and Foundations

# Governance and Oversight

- ▶ Basic Setup Pitfalls
- ▶ Necessary Items for 501 C 3

# Types of Foundations for Fairs

- ▶ Friends of the Fair/Heritage Foundations
- ▶ Local 501 C 3 Organizations
  - ▶ 4H, Kiwanis, Rotary, Etc...
- ▶ Capital Improvement Project Foundations
- ▶ Tax Exempt Land Trusts

# What is the Purpose of the Foundation?

- ▶ Provide Fundraising Opportunities
- ▶ Provide Grant Opportunities
- ▶ Increase Fair and Facility Awareness
- ▶ Increase Funds for Capital Campaigns by Pulling on the “Heart Strings”
- ▶ Scholarships and Education

# Fundraising Opportunities

- ▶ For Specific Capitol Improvement Projects
  - ▶ May be outside of Fair's regular budget
  - ▶ EX) Renovation
    - ▶ Building Improvements
    - ▶ Livestock Arena
    - ▶ Grandstands
    - ▶ Equipment Upgrades
    - ▶ Modernization

# Provide Grant Opportunities

- ▶ Qualify for 501c3 Specific Grants
  - ▶ Education
  - ▶ Nutrition
  - ▶ Community Outreach/Community Improvement Programs
  - ▶ Environmental/Conservation Grants

# Increase Fair & Facility Awareness

- ▶ Community Outreach with Specific Events
  - ▶ Food & Beverage during Fair or Year Around Events
    - ▶ Provides continued awareness of Foundation and Foundation Mission with Public Interaction
  - ▶ Partnering with Other Local Agencies to Co-Fundraisers
    - ▶ Example: “Tastes of the Valley” with CSU-Stanislaus and Friends of the Stanislaus County Fair Foundation
    - ▶ Other Example:



# Capital Campaign Projects

- ▶ Pull on the *Heart Strings* of General Public for Large Projects
  - ▶ For many fairs, can be difficult if not related to Livestock
- ▶ Examples of Large Projects Community "*Heart Strings*" Drive
  - ▶ ?
- ▶ Corporate Involvement for Public's "*Affection and Heart Strings*"
  - ▶ Large donors/sponsors may not always be tied to sales or a return

# Benefits of 501c3 Organization

- ▶ Provides a Warm Fuzzy for Donors
- ▶ Opens Doors to Local Supporters and Businesses
  - ▶ May have been previously unattainable to a Gov. Agency
- ▶ Can Qualify for Discount Pricing on Goods or Services
  - ▶ TechSoup: Discount Software
  - ▶ CCB: Hardware and Support
  - ▶ Good360.org: “Stuff” and Items on Discount

# Membership Programs

- ▶ Provides Regular Communication and Awareness
  - ▶ Highlights Fair “Needs”
  - ▶ Continues and Promotes Discussion of the Importance of a Fairgrounds
- ▶ May Require Partnership with Fair for tickets or other items

# Specific Examples of Fundraising Programs

- ▶ Community Events with Auctions, Sponsors, and/or Ticket Sales
- ▶ Food and Beverage Sales Programs
- ▶ Membership Programs (Corporate and Individual)
- ▶ Foundation Receiving Resale Value From Jr Livestock Auction from Buyer
  - ▶ Many JLA's are not specifically a Tax Exempt Donation Organization
- ▶ Ask/Donation Element for On-Line Ticket Purchase of Fair Tickets
- ▶ Other

# Questions and Closing Thoughts

- ▶ Questions?
- ▶ Closing Thoughts