

[illegible]

# FUNDRAISING TOOLKIT

## Your Guide to Support Home Base



**RED SOX**  
FOUNDATION

MASSACHUSETTS  
GENERAL HOSPITAL

[www.homebase.org](http://www.homebase.org)

[www.homebase.org](http://www.homebase.org)

# Your Guide to Support Home Base



RED SOX  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL



## Home Base: Treating the Invisible Wounds

One in three returning Veterans suffers from an invisible wound – Post-traumatic stress disorder (PTSD) and/or a traumatic brain injury (TBI). Home Base provides care and support to Veterans and their Families to help overcome the complex effects of PTSD and TBI.

Dear Home Base Friend:

Thank you for your interest in fundraising on behalf Home Base, a Red Sox Foundation and Massachusetts General Hospital program. Home Base is tremendously grateful to the committed, visionary people who use their talents, time and creativity to organize a variety of wonderful activities that support the Home Base mission. Your initiative makes all the difference in sustaining — and furthering — Home Base's vital care for Veterans and their Families and helping to heal the invisible wounds.

Whether you're the driving force behind a golf tournament; encouraging others to join you in a walk-a-thon or marathon; asking for donations instead of gifts for your birthday, wedding or special occasion; or any other unique fundraising ideas or exciting events, you are playing a direct role in helping Service Members, Veterans and their Families - today, tomorrow and into the future.

In this toolkit, you will find basic information, as well as answers to the most common questions about hosting a third-party fundraiser in support Home Base. As always, we encourage you to contact Home Base's Development Office at 617.643.7875 if you need additional assistance and suggestions.

Thank you for being a part of the Home Base family.

Sincerely,

Jack Hammond  
Brigadier General (RET.) U.S. Army  
Executive Director  
Home Base, a Red Sox Foundation and Massachusetts  
General Hospital Program



# Community Fundraiser Highlights



## STUDENTS FOR HOME BASE

People of all ages support Veterans and Military Families! Teachers, students and parents have led efforts with Veterans Day assemblies, bake sales, 5K walks and cash collections in support of Home Base. One of our Students For Home Base, Emma Ricciardelli, volunteered to lead a club at her high school that finds unique and innovative ways to raise both awareness and funds for Home Base. We are so grateful to have support from a younger generation and seeing their appreciation and support for our nation's heroes.



## CORPORATE FUNDRAISING

A great way for companies to engage their employees and customers is to give back to charity. Companies create a percentage of sales promotion or ask customers to round up their purchase as a donation. Many organizations also host fundraising events or create an internal, friendly competition between employees, teams and/or offices. Creating a committee, establishes trust and leadership, all while giving back to a great cause. In addition, companies volunteer at Home Base events and create Teams for our annual Run to Home Base or encourage employees to participate in our annual Home Base No Shave campaign.



## GOLF TOURNAMENT AT POCASSET

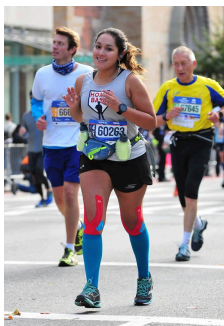
Each spring, Advisory Members to Home Base - Darrin Lang and Seth Burr with LABUR - host an annual golf tournament at Pocasset Golf Club in support of Home Base.

In their six years of hosting this golf event, they have raised over \$300,000 for Home Base through registration fees, donations, sponsorships and a silent auction.

We are so grateful to be the beneficiary of their tournament and to offer golf spots in the tournament, free of charge, for Veterans participating in programs or receiving care at Home Base.

## BIG GAME BATTLE FISHING EVENT

During its 17th Anniversary, Big Game Battle chose Home Base to benefit from their offshore sport fishing tournament. Fifty boats fished East or South of the historic Island of Nantucket for a wide variety of game fish from Bluefin, Yellowfin, Albacore, Mahi Mahi, Blue Marlin, White Marlin, Big Eye and more. They support competition between the participating boats and crews, however, the most important goal is to have a fun weekend away with friends and to go home with many memorable stories. In 2018, the Big Game Battle raised more than \$152,000 for Home Base with Charmer-Fish and Chip captains Don and Jeff O'Neill and Dana Bartholmew coming out on top as top fundraiser.



## MARATHON RUNNERS & ATHLETES

In addition to our annual Run to Home Base 9K run and 5K run/walk at Fenway Park, Home Base is proud to be a charity partner for the Marine Corps Marathon, TCS New York City Marathon, Boston Marathon and Falmouth Road Race. Each year, we are blown away by the dedication and commitment from our supporters, not only for committing to participate in a marathon, but to also fundraising for Home Base.

# Your Guide to Support Home Base



RED SOX  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL



## Our Mission

Home Base, a Red Sox Foundation and Massachusetts General Hospital Program, is dedicated to healing the invisible wounds for Veterans of all eras, Service Members, Military Families and Families of the Fallen through world-class clinical care, wellness, education and research.

## About Us

Home Base, a Red Sox Foundation and Massachusetts General Hospital Program, is dedicated to healing the invisible wounds for Veterans of all eras, Service Members, Military Families and Families of the Fallen through world-class clinical care, wellness, education and research. As a National Center of Excellence, Home Base operates the first and largest private-sector clinic in the nation dedicated to delivering life-saving clinical care and support for the treatment of the invisible wounds to include post-traumatic stress, traumatic brain injury, anxiety, depression, co-occurring substance use disorder, family relationship challenges and other issues associated with military service. Since its inception, **Home Base has provided care and support to more than 24,000 Veterans and Family Members and provided more than 79,000 training sessions for clinicians, educators, first responders and community members – all at no cost.** Headquartered in the Charlestown Navy Yard in Boston, MA with a satellite location in Southwest Florida, Home Base is a nonprofit organization that operates predominantly on federal, state and local funding; foundation grants; and donations from individuals and corporations of a grateful nation. For more information please visit [www.homebase.org](http://www.homebase.org).

## Our History

In 2004 and 2007, following their historic World Series wins, Red Sox owners, management and players, along with representatives of MGH visited Walter Reed Medical Center and met hospitalized Veterans of the conflicts in Iraq and Afghanistan. The Red Sox organization was deeply moved by the visit, and sought to make a deeper, sustained commitment to serve our returning Veterans and their Families. With guidance from their colleagues at MGH, the Department of Defense, the Department of Veterans Affairs, Senator Edward M. Kennedy and others, Home Base was created.

## How You Can Help Make A Difference

- **Give** your tax-deductible gift to Home Base to help fund programs that give Veterans access to the most advanced technologies, clinical trials and treatments.
- **Support** for Home Base will help ensure Service Members, Veterans and their Families receive the care they need for post-traumatic stress and/or traumatic brain injury.
- **Honor** a military hero: Pay tribute to your favorite Service Member, Veteran or loved one. Fundraise or make a donation in his or her name.

**No contribution is too small. Your support will make a direct and significant impact in the lives of Veterans & their Families.**



# Planning an Event



**RED SOX**  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL



## WORKING WITH HOME BASE

Home Base is a program at Massachusetts General Hospital (MGH) and utilizes their tax ID. Because of this, Home Base follows all MGH policies and procedures. Below is a list of items that Home Base can help you with, and steps you will be responsible for. We are here to help you, so please don't hesitate to reach out to discuss ideas or get advice!

### What Home Base can provide:

- Answer questions and share fundraising best practices & toolkit
- Provide an online fundraising page
- List fundraiser on Home Base's website
- List fundraiser in "Upcoming Events" section of Home Base monthly newsletter, sent to 100k+ people
- List fundraiser on MGH's Events Calendar
- Help promote your fundraiser on social media (subject to availability)
- Provide logos for collateral & giveaways
- Process donations & send tax receipts for donations made to Home Base
- Provide press release template, sample letters for sponsorships and donations
- Provide a limited quantity of branded "swag" materials (subject to availability)
- Home Base staff representation: We'll do our best to be at your fundraiser
  - Home Base does not share contact information for any Veterans or Family Members in our database.

### Special Note:

We are unable to provide Red Sox tickets, player autographs, memorabilia or player/mascot appearances, in conjunction with your fundraiser. While we are partners of the Red Sox Foundation, Home Base even has to pay for items listed above for our own fundraising efforts.

### What you are responsible for:

- Planning your fundraising efforts
- Arranging event logistics & securing volunteers
- Paying all event-related expenses
  - Because your fundraiser is not put on by Home Base or MGH, we are unable to pay any expenses for your fundraiser.
- Advertising, promoting and marketing your fundraiser to your networks
- Solicitation of donations, sponsorships and in-kind gifts
- Creating & maintaining attendee lists
  - We are unable to provide lists of donors, vendors or sponsors. We have made a commitment to our donors and patients to keep their personal information private.
- Producing and distributing marketing collateral, flyers and giveaways
  - You will need approval from Home Base on all marketing collateral.
- Coordinating media coverage
  - We will provide a press release template.

### Questions? Contact us!

[mghdevhomebase@mgh.harvard.edu](mailto:mghdevhomebase@mgh.harvard.edu)

617-643-7875

# Frequently Asked Questions



**RED SOX**  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL



## Can Home Base solicit corporate sponsorship for my event?

We cannot solicit corporate sponsors for your event; however, Home Base would be happy to review your list of potential corporate sponsors and provide feedback and/or recommendations before you solicit them for contributions, sponsorships or in-kind gifts.

The Home Base Development team can provide guidance, however, due to staff bandwidth and time constraints, we are unable to manage your fundraiser for you. We recommend that you form a committee of friends, family and others who are excited about your cause! They will play an important role in providing support during your fundraiser and throughout your planning.

---

## Can I designate part of the proceeds to another organization?

Yes, please be sure to inform the Home Base Development team of this in your fundraiser submission online. If there is more than one beneficiary, please clearly state the percentage of the proceeds that will benefit Home Base on all advertising, promotional and print materials.

---

## Can I use the Mass General Hospital tax-exempt number to buy supplies related to my event?

Massachusetts General Hospital cannot provide its tax-exempt number to fundraiser organizers to make purchases related to their fundraiser, however, if a business makes a donation to the fundraiser and would like the tax-exempt number for tax purposes, or to verify the tax status of the Massachusetts General Hospital, we will gladly provide the tax identification number to that business upon request.

## Who will pay my event expenses?

The fundraiser organizer is responsible for covering all expenses for their fundraiser and will not be reimbursed. Your fundraiser costs should be deducted from the proceeds, prior to submitting funds raised to Home Base.

---

## Can Home Base provide me with letters and receipts for my supporters?

Yes, however, we cannot send tax receipts for contributions that are not received or made payable directly to Home Base or MGH.

What we can provide is:

- Authorization letters to be used to validate the authenticity of your fundraiser and its organizers.
- Thank you letters to donors for raffle and auction items donated directly to the fundraiser (*no tax language*).
- Acknowledgement letters and tax receipts for contributions made payable directly to Home Base.

# Frequently Asked Questions



RED SOX  
FOUNDATION



MASSACHUSETTS  
GENERAL HOSPITAL



## Can I use the Home Base name and logo to promote my event?

Of course! Prior to use, please submit all materials, which you would like the Home Base name and logo to appear, for approval. The Home Base Development team must approve all invitation copy, advertisements and printed materials related to the fundraiser before printing and distribution.

As soon as we approve your fundraiser, we are happy to help promote it via the Home Base website, MGH Events Calendar, "Upcoming Events" section in our monthly newsletters and on social media (*tentative*).

We cannot provide lists of our patients, donors, sponsors, staff or vendors, as it is our policy to keep records confidential. Home Base would be happy to review your potential sponsors before you solicit them for contributions, sponsorships or in-kind gifts.

## Can I have a raffle at my event?

Raffles and auctions are a great way to raise money. Many states, including MA and FL, have strict regulations governing raffles and gaming events carried out for charitable purposes. If you would like to learn how to obtain more information about the rules governing raffles and "games of chance", please refer to the Financial Information section in this toolkit (page 8).

## How can I use social media to maximize my event success?

When planning your fundraiser, be sure to connect with us on social media to help spread the word!

1. **LIKE** us on Facebook. Search for "Home Base Program" or @homebaseprogram and click LIKE.
2. **Share** a message about your fundraiser on Facebook and link directly back to us by typing @HomeBaseProgram in the body of your message before you post.
3. **Follow** us on Twitter. Then, tweet a message and link to @HomeBaseProgram. Start a discussion with a hashtag (#) so that people can follow the conversation. For example, make a hashtag like #helpvets or #supporthomebase.

By linking to us, we can help promote your fundraiser and thank you for your support.

## Steps for Managing Your Finances

- Prepare a budget
- Record all expenses
- Get all estimates in writing, and keep receipts
- Pay all expenses by check (*avoid paying with cash*)

After all expenses have been paid and accounted for, make one check (for the amount of your remaining funds) payable to Home Base and mail to:

**Home Base**  
125 Nashua Street, Ste. 540  
Boston, MA 02114





**RED SOX  
FOUNDATION**



MASSACHUSETTS  
GENERAL HOSPITAL

## What should I do with money collected from my event?

Within 60 days post fundraiser, please send all net proceeds, payable to **Home Base**.

## Tax Information

Events must comply with all federal, state and local laws governing charitable fund-raising, gift reporting and special events. Massachusetts has strict regulations governing raffles and gaming events carried out for charitable purposes. Event organizers may obtain more information on the rules governing the conduct of raffles and other “games of chance” in Massachusetts by contacting the Department of the Attorney General, Division of Public Charities, One Ashburton Place | Boston, MA 02108 or by calling 617-727-2200. You may also visit the Attorney General’s web site at [www.ago.state.ma.us](http://www.ago.state.ma.us).

## Liability Information

Home Base/MGH is not financially or otherwise liable for the promotion and/or staging of fundraising events by any third-party organization/individual. The sponsoring organization/individual may not incur any financial or other obligations on behalf of MGH.

Third-party fundraising organizations/individuals must provide insurance certificates, as required by local, state and federal laws. MGH cannot be held responsible in any way for casualties and/or situations that occur at your fundraising event or promotion.

## Financial Accounting

The Massachusetts General Hospital is unable to open or manage bank accounts for third-party events. Instead, we encourage fundraiser organizers to protect their proceeds through careful financial management — especially if fundraiser supporters’ individual checks are not mailed directly to Home Base.

Home Base recognizes that fundraiser organizers need funds to run their events and pay expenses. For these purposes, you may prefer to keep funds on-hand, either in your own personal account or in separate account, earmarked for the fundraiser. In your pre-planning process, make sure to develop a budget, taking into consideration the type of event you are having, and the many components related to the event. Home Base cannot pay expenses in anticipation of funds raised from a third-party event. As you develop your event, keep in mind that:

- It maybe be best to seek donations for: venue space, food, gifts for participants, auction and raffle items, etc.
- Expenses should be reasonable and not exceed 30% of funds raised
- Budget wisely in order to cover any items not being donated

To register your fundraiser  
for approval, go to:  
[homebase.org/registerfundraiser](http://homebase.org/registerfundraiser)

# Register Your Home Base Fundraiser

To register your fundraiser for approval, fill out this form and email/mail to us or fill this form out online at: [homebase.org/registerfundraiser](http://homebase.org/registerfundraiser)

**Organizer:** Your Name: \_\_\_\_\_

Associated Group/Foundation (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

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

Preferred Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

## PLEASE DESCRIBE YOUR CONNECTION TO Home Base:

(Grateful patient, family member received care here, community tie, Veteran, etc.) \_\_\_\_\_

**ABOUT YOUR EVENT/ENDEAVOR/IDEA:** Briefly describe your fundraiser and any special Home Base requests/needs: \_\_\_\_\_

Name of your fundraiser: \_\_\_\_\_

Annual (i.e. 4th Annual): \_\_\_\_\_ Date/Time: \_\_\_\_\_

Website: \_\_\_\_\_

Venue (if applicable): \_\_\_\_\_

Number of expected guests: \_\_\_\_\_

Is this fundraiser open to the public? Please check: ☐ Yes ☐ No

## Donation Details:

Will your fundraiser include a ☐ Raffle ☐ Auction ☐ Appeal ☐ Donation Card? (Check all that apply)

**Note:** Select gaming events (raffles, bingo, etc.) require a license. Information can be found at [www.irs.gov](http://www.irs.gov).

Estimated Revenue: \_\_\_\_\_ Estimated Expenses: \_\_\_\_\_

Percentage designated for Home Base: \_\_\_\_\_

Other beneficiaries? If yes, please list (include percentage if possible): \_\_\_\_\_

**\*\*I have reviewed and agreed to third-party event guidelines of Home Base, a Red Sox Foundation and Massachusetts General Hospital Program.\*\***

\_\_\_\_\_  
**SIGNATURE OF ORGANIZER**

Email or mail to:



**Home Base**  
125 Nashua Street, Ste. 540  
Boston, MA 02114

**Phone:** (617)-643-7875

**Email:**  
[mghdevhomebase@mgh.harvard.edu](mailto:mghdevhomebase@mgh.harvard.edu)