



# Fundraising Guide





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With the support of family, friends and colleagues, you can make a big difference in the fight against mental illness and the stigma it bears. When you raise money for BBRF, you play a key role in helping fund its scientist grantees who are seeking better treatments and advancements that will improve the lives of those living with a mental illness.

## About Us:

### **Brain & Behavior Research Foundation**

BBRF is committed to alleviating the suffering caused by mental illness by awarding grants that will lead to advances and breakthroughs in scientific research.

The Foundation funds the most innovative ideas in neuroscience and psychiatry to better understand the causes and develop new ways to effectively treat brain and behavior disorders. These illnesses include addiction, ADHD, anxiety, autism, bipolar disorder, borderline personality disorder, depression, eating disorders, OCD, PTSD, schizophrenia, as well as research in suicide prevention.

The high quality of the research we fund is made possible by the BBRF Scientific Council. This group of 183 prominent mental health researchers reviews each grant application and selects the most promising ideas with the greatest potential to lead to breakthroughs. The Scientific Council guides the Foundation to fund creative and impactful basic, translational, and clinical research relevant to the whole spectrum of mental health.

BBRF has awarded more than \$440 million to fund more than 6000+ grants to more than 5300+ leading scientists around the world. This has led to more than \$4 billion in additional research funding for these scientists.

**100% of every dollar donated for research is invested in our research grants. BBRF operating expenses are covered by separate foundation grants.**

BBRF is a 501(c)(3) charity with a Charity Navigator 4-star rating, Charity Watch A rating, Guidestar Platinum rating, and top rating by Better Business Bureau. Tax Exempt #: 31-1020010.



## Three Steps to Producing a Fundraiser

### Step 1: Choose your Date, Location & Event Type

Select an event that you, your friends and colleagues can support and produce successfully.

#### Event Type examples:

Run/Walk/Marathon	Dinner/Gala	Garage Sale
Cycling Race	Luncheon	Lemonade Stand
Roller Skating/Ice Skating	Car Wash	Bar-B-Q
Baseball/Football Game	Auction/Fashion Show	Jewelry Sale
Bowling/Basketball Game	Picnic/Carnival	Poetry Reading
Golf Outing	Concert or Theatre tickets	Wedding/Bridal Donation
Swim/Surfing Competition	Casino Night	Wine Tasting
PingPong/Pool Tournament	Sorority/Fraternity socials	Pottery Sale
Online Gaming		Board Game Night

#### Date & Location:

Select a date that doesn't interfere with holidays or other major events. When considering location, don't forget accessibility, cost and weather, whether at a park, restaurant, community center or the beach.



## Step 2: Sign the TeamUp Event Agreement

After you've confirmed your plans, please let us know you're fundraising for BBRF by:

**1. Completing the enclosed "TeamUp For Research Agreement" form & return to BBRF:**

MAIL:

Brain & Behavior Research Foundation

Attn: Special Events

747 Third Avenue, 33<sup>rd</sup> Floor

New York, NY 10017

Attn: Special Events

OR

EMAIL:

[events@bbrfoundation.org](mailto:events@bbrfoundation.org)

**2. Contacting BBRF's Special Events department to let us know about your fundraiser:**

EMAIL:

[events@bbrfoundation.org](mailto:events@bbrfoundation.org)

OR

CALL:

646.681.4888



## TeamUp Event Agreement

1. No individual, party or organization may use the Brain & Behavior Research Foundation (BBRF) name or otherwise announce to the public that an event is being held to benefit The Foundation without prior written consent of the Foundation.
2. BBRF must be identified as the beneficiary of the event, not the sponsor or partner. For example, do not characterize the event as The Brain & Behavior Research Foundation Golf Classic, but rather a Golf Classic to benefit the Brain & Behavior Research Foundation.
3. BBRF must approve — in advance of printing or distribution — use of the Foundation’s name and/or Logo on all invitations, advertisements, videos, social media promos, or any other event materials.
4. BBRF fundraising events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events.
5. BBRF cannot provide mailing lists of donors, sponsors or vendors but may coordinate email outreach to regional Foundation constituents on behalf of event organizers.
6. BBRF is unable to provide administrative support or event registration services but can provide personalized event webpages which includes event information and donations.
7. BBRF cannot assist with approaching sponsors or donors on behalf of event organizers but can provide sample fundraising letters.
8. BBRF cannot advance any funds to cover expenses related to the planning of the event. The event organizer agrees to keep written receipts for all expenses to be paid from event proceeds.
9. BBRF cannot provide our sales tax exemption number to event organizers for their use.
10. If BBRF will not be receiving 100% of event proceeds, the exact percentage of the proceeds to benefit the Foundation must be stated on all event collateral.
11. BBRF will provide collateral materials explaining its mission, goals and accomplishments along with informational materials when requested.
12. BBRF requests that proceeds from the event are to be submitted within 90 days of event completion.



13. BBRF asks that if your event includes a raffle, auction or any type of gambling-related activity or if you plan to sell and/or serve alcohol at your event, you must obtain a license from the state and/or municipality in which the event is held. The organizer(s) is solely responsible for obtaining all licenses.
14. BBRF states that the organizer is solely responsible for obtaining required insurance (event, liquor liability, etc.).
15. BBRF requests that event organizers/promoters contact BBRF to request permission to repeat the event in each succeeding year.

I acknowledge receipt of the Brain & Behavior Research Foundation policies and procedures for volunteer fundraising and agree to comply with all provisions in organizing and holding my fundraising event.

I hereby release the Brain & Behavior Research Foundation, its officers, directors, employees and agents from any injury or damage I may suffer as a result of my voluntary participation in this activity and I hereby agree to hold harmless and defend the Brain & Behavior Research Foundation, its officers, directors, employees and agents from any and all liability and any claim that I or anyone may have as a result of any injury or damage, of whatever nature, I may suffer as a result of my voluntary participation in this activity.

I hereby give permission to the Brain & Behavior Research Foundation to use my name or image by way of a photograph, video or audio format taken of me and/or my participants during my event provided to the Brain & Behavior Research Foundation by me, in any promotional materials, publications or any other electronic media.

Event Type:

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Event Date:

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Event Location:

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Event Contact (Print Name):

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Address:

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Phone:

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Email:

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Event Contact Signature:

Date:

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Brain and Behavior Research Foundation Signature:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_



## Step 3: Plan Your Event

### Form Your Team

Gather friends, family, colleagues and invite them to join your volunteer team.

### Manage Expenses

To keep expenses low, be resourceful and have items donated, where possible. If advertising is too costly, use email and social media outreach to market your event.

### Set a Fundraising Goal

Remember that 100% of funds raised for BBRF will go directly to support mental health research as separate foundations cover our operating expenses. Ask everyone working and attending your event to help raise funds to meet your specific fundraising goal.

### Set up an Event Webpage on BBRF's Website (DonorDrive)

Set up your own event fundraising BBRF webpage and collect secure online donations, which BBRF can track and monitor. Webpages may list your event details including event background, photos, social media links, your website link, and fundraising goal. If you need help setting up your online page, contact us at [events@bbrfoundation.org](mailto:events@bbrfoundation.org) for more info..

### Communicate with others

To promote your event, contact everyone you know to spread the word and support your efforts. To connect socially with BBRF, tag us with #BBRFteamup through our social media channels:

Facebook	<a href="https://www.facebook.com/bbrfoundation">https://www.facebook.com/bbrfoundation</a>
Twitter	<a href="https://twitter.com/bbrfoundation">https://twitter.com/bbrfoundation</a>
Instagram	@bbrfoundation
LinkedIn	<a href="https://www.linkedin.com/groups/1777844/profile">https://www.linkedin.com/groups/1777844/profile</a>

### Event Day

Get ready to fundraise and have fun! Remember to email your event photos to BBRF afterwards!

### Support BBRF:

Once your event is complete, and funds have been raised, please send your check(s) to:

Make check payable to:  
*Brain & Behavior Research Foundation*  
Attn: Special Events  
747 Third Avenue, 33<sup>rd</sup> Floor  
New York, NY 10017

*\*Remember to include a note with your name and contact information for reference.*

### Post-Event:

Send your fundraising supporters a thank you and post your success through your social media. And don't forget – let BBRF know if you'll be having your event again next year! Thank you!