

## TABLE OF CONTENTS

<b>Getting Started</b> .....	<b>2</b>
Contact Information .....	2
Prior to Orientation .....	2
<i>New Hope for Kids</i> Responsibilities .....	2
Project Information.....	3
Cornerstone Teams' Most Frequently Asked Questions.....	4
Project Requirements .....	6
<b>Cornerstone Orientation</b> .....	<b>7</b>
Get to know <i>New Hope for Kids</i> .....	7
The Importance of Communication .....	8
Advice from former Cornerstone Teams .....	8
<b>Monetary and In-Kind Donations</b> .....	<b>9</b>
<b>Fundraising</b> .....	<b>10</b>
Ensure Success By.....	10
Seeking donations .....	10
<b>Cornerstone Team Checklist</b> .....	<b>11</b>
<b>Required Evaluation Report</b> .....	<b>12</b>
<b>Donation Request / Receipt Form</b> .....	<b>13</b>
<b>Introduction Letter</b> .....	<b>14</b>
<b>Forms &amp; Logos to Download</b> .....	<b>15</b>
<b>501 (c) (3)</b> .....	<b>16</b>

# Getting Started

---

## Contact Information

Organization	<i>New Hope for Kids</i>
Contact Name	Rhonda Stankiewicz, Events Manager
Address	205 East SR 436, Fern Park, FL 32730
E-mail Address	<a href="mailto:rhonda@newhopeforkids.org">rhonda@newhopeforkids.org</a>
Phone / Fax	407-331-3059 x 11 / 407-331-3063

### Please do the following prior to orientation:

1. Email the following to [rhonda@newhopeforkids.org](mailto:rhonda@newhopeforkids.org)
  - a. **TEAM NAME**
  - b. **TEAM ROSTER** with members' first/last names, email addresses and cell phone numbers
  - c. **AVAILABILITY** for orientation (Team members attend an introductory orientation lasting approx 1 hr scheduled weekdays between 9 a.m.–4 p.m.)
2. **Create a group email address** such as [knights4kids@hotmail.com](mailto:knights4kids@hotmail.com)
3. **Go to** <http://newhopeforkids.org/cornerstone> Please read and make a list of questions to ask during the orientation.
4. **Brainstorm the fundraising ideas** you are most interested in implementing.

Please note: NHFK cannot advertise every event on our website, but YOU can LINK to our website calendar by emailing a PDF event flyer to [rebecca@newhopeforkids.org](mailto:rebecca@newhopeforkids.org)

## *New Hope for Kids' Responsibilities*

As a partnering organization, I agree to do the following:

- 1 Meet with the team a minimum of three (3) times during the life cycle of the project **at the orientation, mid-term and end-of-the-term meeting.**
- 2 Give clear expectations of project requirements and what students are to accomplish.
- 3 Respond promptly to team members via email or phone.
- 4 Monitor student progress and results and be honest and objective with your feedback.
- 5 **Conclude project before the evaluation is due.**
- 6 Create need-based projects that require 25 hours of work per student.
- 7 Facilitate the creation of a project that emphasizes civic engagement and a quality learning experience including practical application of communication, teamwork, creative thinking and adapting to change.
- 8 Evaluate the team's performance and complete an evaluation form for the team's lab instructor **after receiving the REQUIRED NHFK Evaluation Report.**

## Project Information

- **Raise funds to help cover the costs of NHFK Family Events such as the Valentine Party, Spring Fling in the Park, Summer Camp, Fun Fall Festival, Pumpkin Bowling, Holiday Party.**

*(Example)*

- Raise \$1,500.00 to help cover the cost of a family event, by organizing a charity night at a club, solicit corporate donations, garage sale, drawing of chance, car wash or a possible Walk-a-thon as backup fund raising method.

This project will entail contacting businesses to solicit monetary and in-kind donations. It will involve contacting sponsors such as the club and car wash venues. The back-up plan will require planning of food, donations and sponsorship.

### Description of Project:

- This will be explained depending on Event Project chosen. The project will entail planning and implementing a minimum of 3 creative fundraisers as well as contacting businesses, individuals and civic organizations to request donations. **Refer to the “Fundraising” section for examples on recent fundraisers.**

### Skill Requirement:

This project will require business skills such as organization, marketing, professionalism, self-motivation, team-cooperation, and creativity. The team will formulate a timetable, budget and overall project plan. It will also require people skills such as warmth, compassion, communication, and self-confidence. Flexibility and commitment are a must.

# Cornerstone Teams' Most Frequently Asked Questions

## 1. How do I contact you? Where do I mail checks, in-kind forms, etc?

**New Hope for Kids**

**Rhonda Stankiewicz, Event Manager**

**205 East SR 436, Fern Park, FL 32730**

**rhonda@newhopeforkids.org**

**Work Phone 407-331-3059 ex.11 Fax Number 407-331-3063**

## 2. What are the first steps my team must do?

1. Email to [rhonda@newhopeforkids.org](mailto:rhonda@newhopeforkids.org) **your** TEAM NAME, **members'** first/last names, email addresses and cell phone numbers **and when the entire team would be** available for an orientation.
2. Set up a team email address.
3. Decide on a day (M-F) and time (9a.m.-3:30 p.m.) to attend a 1 hr orientation.
4. Go to [www.newhopeforkids.org](http://www.newhopeforkids.org) and check out programs, stories, orientation materials and basic NHFK information.
5. Brainstorm potential fundraising ideas to share at orientation.

Note: No one who has committed a felony shall qualify for this project.

## 3. When will client and team have 3 scheduled meetings?

1. At the initial orientation.
2. **Any time YOU feel a meeting is necessary.**
3. Toward the end of the semester.

## 4. What is expected of our team?

1. Raise funding to help NHFK family events. A \$1,000 minimum is preferred. Teams set their goal.
2. Attend the event you are raising money for or any event if you are raising general monies.

## 5. How do we raise the money?

1. Carefully plan 3 to 4 fundraising events. Ideas are discussed at the orientation.
2. **ACT QUICKLY** and choose events that you think you will enjoy.

## 6. When does the money have to be turned in? When do we have to be finished?

1. Do **NOT wait** till all fundraising is complete. Call and set a time and place to meet me to deliver monies as you receive or after you hold a fundraiser.
2. Your project end date is set by your PROFESSOR.

## 7. How do donors get income tax credit for their donations?

1. Thank you letters are issued by NHFK upon receipt of check, on-line donation, or the form you complete giving name, address, phone, amount of donation or value of in-kind donation. **An in-kind donation is a non-monetary gift of an item or service.**
2. These letters provide documentation for tax purposes.

## 8. Does New Hope for Kids provide venues, supplies or arrange fundraisers for Cornerstone Teams?

1. **NO.** Fundraisers are planned and implemented by each team; that is the way teams gain “on the job training” for their business degree.

# Project Requirements

## Project Information

Each team will raise a minimum of \$1,500 to help cover the cost of New Hope for Kids family events, grief program support, etc.

Projects will enable students to exercise the autonomy they need in order to learn. They will implement and schedule various fundraisers of their own choice, and maintain a budget, appropriate records.

This project will include contacting businesses for financial support and coordinate fundraisers with agreeable venues. Students are expected to carry out their project in a professional and timely manner. New Hope for Kids client will offer suggestions, but the team will initiate and carry out each event independently.

## Description of Project:

**The project will entail planning and implementing 3 to 6 fundraisers** as well as contacting businesses, individuals and civic organizations to request donations.

## Skill Requirement:

This project will require business skills such as organization, marketing, professionalism, self-motivation, team-cooperation, and creativity. It will also require people skills such as warmth, compassion, communication, and self-confidence. Flexibility and commitment are a must.

Each team member **MUST** attend an introductory orientation lasting approximately 1 hour to be scheduled between the hours of 9 a.m. and 3 p.m. during weekdays. Dates to be determined by team and client's schedule.

# Cornerstone Orientation

---

## Get to know *New Hope for Kids*

*New Hope for Kids* provides grief support for children and families dealing with the death of a loved one. This is the only program of its kind in the Central Florida area. Our Wish Program grants approximately 50 wishes annually to children that have terminal or life-threatening illnesses. All your donations stay in Central Florida to help our local children and families, with more than 93% going directly to program services.

### ***New Hope for Kids* Wish program is unique for the following reasons:**

#### ➤ **FOCUS**

Money that is raised by Central Florida community members goes right back into our economy. *New Hope for Kids* does not receive funds from State or Federal reimbursement and is not a United Way agency. Therefore, community support is crucial to the continuation of our programs.

#### ➤ **FOLLOW-UP**

Because most of our wish recipients and families that attend the Grief Program live in the vicinity, *New Hope for Kids* is able to provide additional services such as support groups, family events, etc. We call ourselves the *New Hope Kids Family*, because we join together for regular activities to have fun, share resources and provide emotional support. These activities are designed to prevent the isolation and sense of hopelessness that often accompanies grief and illness. Families help each other while forming lasting relationships.

## \* The Importance of Communication

- It is extremely important to stay in touch. The most efficient way seems to be email. **My email address is [rhonda@newhopeforkids.org](mailto:rhonda@newhopeforkids.org) Please IDENTIFY yourself along with your TEAM NAME.**
- I will need a **typed roster with each member's name, address, phone number, email address and your professor's name and email address. Note emails that include 1's and 0's - please distinguish between the letters L, i and O.**
- Please email a rough draft of your team's project plan, budget and timetable within the first 2 weeks.
- A letter of introduction is included in this orientation packet. Please use it when soliciting funds. Personalize the letter by adding your name. You may make copies of the letter as well as the 501© (3) state tax exempt certificate and our Federal ID# included within this orientation.
- **PLAN AHEAD** – I am often out of the office. Therefore it is imperative to give me a few days' notice if you need paperwork or attendance at a presentation, etc.
- **Do not forget to email the required NHFK Evaluation Report 10 business days before client evaluation is due.**

## Advice from former Cornerstone Teams

- **DO NOT PROCRASTINATE** – It is the #1 killer of success!
- **UTILIZE DIVERSITY** – Make the differences between team members count. Work from individual's strengths.
- **Share responsibilities equally.**
- **COMMUNICATE, COMMUNICATE, AND COMMUNICATE!** With team members and with *New Hope for Kids*.
- Maintain weekly contact with *New Hope for Kids*.



# Fundraising

---

## Ensure Success By:

- Finding a sponsor who will **match the funds raised**. This could be Wal-Mart, Sam's, a local business, current employer or personal business contact. Reach out beyond the UCF area.
- **Pre-sell tickets** (for car wash, ticket of chance, charity dinners, club nights, etc.)
- **Encourage donations** at the fundraising event.
- **Couple two fundraisers** such as a car wash and hot dog sale.
- **Caution:** Be sure to calculate profits accurately and realistically. One team sold chocolate candy and made very little profit because of the cost of the candy.
- **DO NOT** participate in a fundraiser that requires a lot of up front investment.
- **Remember** businesses are hoping to gain more customers through your efforts. Dates and times are usually their choice. Be clear about what you intend to do to reward them and how they intend to help your cause. Written agreements are encouraged.
- **Events MUST be marketed** creatively, enthusiastically and in a timely fashion. Do not assume others will attend your event because of a one-time invitation or email request.

## Seeking donations

- **Seek donations from family, friends, and business owners who know YOU.** Be prepared to give each potential donor a NHFK brochure, packet or other information that may be requested. **Do not make requests of WDW, Panera Bread, or Fields BMW.**
- **Set a monetary goal in conjunction with the team's reasonable estimation.** Most events range between 1,500 and \$3,000. **You are NOT necessarily responsible for the entire cost of the event.** *New Hope for Kids* will make up the difference in the amount of funding you have raised and the cost of the event. **If the amount you raise exceeds the event cost, it will be applied to other events.**
- When requesting a donation from a corporate executive, make an appointment (dress professionally). Learn about their requirements in advance (i.e. what is needed--letter of introduction, request on letterhead, proof that NHFK is a non-profit agency? Also, how much advanced time is required before a donation may be granted?)
- **Do NOT put all your eggs in one basket.** You will need at least 3 sources of income, so decide early what best suits the abilities of your team.
- **Turn in checks weekly.** Donors need timely thank you notes as well as donation tax documents. Return envelopes have been provided.

## Cornerstone Team Checklist

---

- Email a typed roster with each member's name, address, phone number, email address along with your professor's email address and phone number. Note emails that include 1's and 0's. Please distinguish between the letters l and o.
- Email a rough draft of your team's project plan, budget and timetable within the first 2 weeks.
- Plan and implement a minimum of 3 creative fundraisers as well as contacting businesses, individuals and civic organizations to request donations.
- Turn in money weekly.
- Maintain weekly contact with *New Hope for Kids*.
- Email the required NHFK Evaluation Report 10 business days before client evaluation is due.

# Required NHFK Evaluation Report

***Please note: Your evaluation can NOT be completed unless I receive this report.***

TEAM \_\_\_\_\_ PROJECT \_\_\_\_\_

TERM \_\_\_\_\_

DATE EVALUATION NEEDED BY: (Note: Please email this report to your client no less than 1 week prior to your need date.) \_\_\_\_\_

Professor's Name: \_\_\_\_\_

Professor's Email:

To help me facilitate the evaluation process, please **meet as a team and corroborate answers** for the following:

Financial Goal \$ \_\_\_\_\_ Actual Amount Raised \$ \_\_\_\_\_

We held the following fundraisers:

Fundraiser	Projected Income	Actual Income
------------	------------------	---------------

Top 3 Challenges and Solutions:

- 1.
- 2.
- 3.

Rate your team on a scale of 1-4 with 1 being poor; 2 satisfactory; 3 above average; 4 excellent:

\_\_\_ Teamwork    \_\_\_ Communication    \_\_\_ Problem-solving    \_\_\_ Flexibility

The most meaningful part of the project was:

Advice for other teams:

This project reinforced the following business skills:

New Hope for Kids can better assist Cornerstone teams by (Be sure to use client responsibilities to answer this question):





***Our Mission: New Hope for Kids provides specialized support to the children and families grieving the loss of a loved one and grants wishes to children with life-threatening illnesses in Central Florida.***

TO WHOM IT MAY CONCERN:

This letter is to introduce \_\_\_\_\_, a volunteer working in support of New Hope for Kids Family Events. Presently, a Cornerstone Group from UCF is working diligently in support of these events by obtaining donations (in-kind or monetary). If you can see your way to help them meet this goal you will be making it possible to provide a fun time and support for our families.

This is your opportunity to make a difference in the lives of some special families. **With your help and the help of other community members, it can happen!** By making a donation you are sharing our vision. New Hope for Kids does not receive funds from state, federal or United Way sources. Unlike many other organizations, **more than 93% of all revenues raised go directly to the children in our programs who reside in our community.** By making a donation you are sharing our vision of helping a family who access either the Wish Program or the Grief Program.

Each year thousands of children in Central Florida have a parent or a loved one die. This support group helps them heal from one of the deepest emotional wounds – the death of a loved one or to deal with a child with a life threatening illness. New Hope for Kids' Grief Program is the only local program that focuses on children while also addressing the grief and bereavement needs of the entire family. This is a crucial program feature because the death of a loved one affects all family members.

Through New Hope for Kids' Wish Program, you enrich the quality of life for children with life threatening illnesses by granting wishes to the children and providing family support groups.

Should more information be needed please contact me at 407-331-3059, Ext. 11.

On behalf of New Hope for Kids, I sincerely thank you in advance for your donation.

Sincerely,  
*Rhonda Stankiewicz*  
Events Manager

“A COPY OF THE OFFICIAL REGISTRATION (SC01961) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE WITHIN THE STATE 1-800-435-7352. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.” THIS ORGANIZATION DOES NOT RETAIN AN OUTSIDE PROFESSIONAL SOLICITOR AND, THEREFOR, RETAINS 100% OF ALL CONTRIBUTIONS RECEIVED.”

FEIN: 59-1791345

**New Hope for Kids** 205 E. SR 436 Fern Park, FL 32730  
Phone: 407-331-3059 Fax: 407-331-3063 [www.newhopeforkids.org](http://www.newhopeforkids.org) FEIN: 59-1791345

# Forms and Logos to Download

---

The following *New Hope for Kids* Downloads can be found [here](#) on our website:

---

## New Hope for Kids Logo



## New Hope Documents & Applications

- [New Hope for Kids Information Packet](#)
  - [IRS 990 Form](#)
  - [Audit](#)
  - [Annual Report](#)
  - [Wish Application](#)
  - [Volunteer Application](#)
  - [UCF Cornerstone Team Packets](#)
- 

## New Hope Web Banners

Support New Hope for Kids by placing a banner on your website and linking it to [www.newhopeforkids.org](http://www.newhopeforkids.org)

[Click here](#) for a list of available banners

**Internal Revenue Service**

**Date** September 20, 2005

NEW HOPE FOR KIDS  
205 E SR 436 STE D  
FERN PARK, FL 32730

**Department of the Treasury**  
**P. O. Box 2508**  
**Cincinnati, OH 45201**

**Person to Contact:**

Sally Froehle  
ID# 31-08058

**Toll Free Telephone Number:**

8:30 a.m. to 5:30 p.m. ET  
877-829-5500

**Fax Number:**

513-263-3756

**Federal Identification Number:**

59-1791345

Dear Sir or Madam:

This is in response to your request of August 18, 2005 regarding your name change.

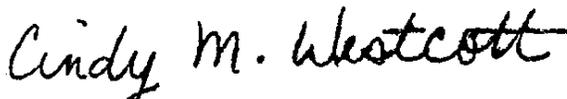
In June 1978 we issued a determination letter that recognized you as exempt from federal income tax. Our records indicate that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that you are also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to you are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Cindy Westcott  
Manager, EO Determinations