

STEP III

FUNDRAISING

CONGRATULATIONS! Now that you have completed Steps I and II and have built a relationship with the collision schools in your area, Step III will guide you in providing financial support for those collision schools. This does include things like hosting a special event (such as a golf tournament), but it also gives many other ideas for fundraising efforts that do not take as much time or resources as a special event.

Step III also outlines options on how the funds can be used to benefit schools in accordance with the policies of the Collision Repair Education Foundation.

Before starting Step III, ensure that you turn in your paperwork for Step II to the Collision Repair Education Foundation.

On a recent Collision Repair Education Foundation school survey, instructors were asked about the biggest concern for their collision program. A vast majority of the instructors responded that their budget/ability to pay for the collision program was their biggest concern. To help with those concerns, the Foundation offers opportunities such as the \$50,000 Ultimate Collision Education Makeover Grant, in-kind product donations, and instructor training opportunities which help bridge those extreme budget gaps.

The ultimate goal of the Collision Repair Education Foundation is that every entry-level collision employee be a graduate of a top-Step collision repair school and be hired by collision repair businesses with the necessary skills and understanding of new technology to be well-trained, productive, efficient, and capable employees from day one on the job.

Fundraising efforts are a great way to connect local community with local schools. Keep in mind that no fundraising effort is insignificant; anything you do will make a difference in the level of education the school offers and will be greatly appreciated by the collision school, administration, and students.

Expectations of the School Recipient(s)

In order for a collision school to be eligible to receive any donations through this Step, at minimum, the school must complete the most up-to-date Collision Repair School Solutions Survey, offered each year by the Collision Repair Education Foundation. The survey is available at the website www.CollisionEducationFoundation.org under “Schools”. Each year in September, the school is required to complete an updated survey to continue to receive donation offers.

It is also ***highly recommended*** to limit your donation to only schools that apply for the Ultimate Collision Education Makeover grant *(which is covered in Step II)*. Schools that complete this application receive donation priority from the Collision Repair Education Foundation, as they took the time and effort to apply for the opportunity to better their collision program.

Distribution of Funds

Once you go through your fundraising effort, you will have options as to spending the funds in support of local collision schools and students. The options include:

- SPONSOR WORK UNIFORMS
- SCHOOL GRANTS
- SCHOLARSHIPS
- I-CAR CURRICULUM
- SENDING STUDENTS TO THE SKILLSUSA NATIONAL COMPETITION
- COLLISION REPAIR EDUCATION FOUNDATION GENERAL EDUCATION CAMPAIGN



Please note that all distribution must be in accordance with the Collision Repair Education Foundation Gift Acceptance Policy and the Scholarship Distribution Policy.

• SPONSOR WORK UNIFORMS

Many collision students attend classes and work in shops while wearing their everyday street clothes. This not only runs the risk of getting their clothes dirty and potentially ruining them, but also does not give students a sense of unity, belonging, or professionalism. In feedback given to the Education Foundation from the instructors, many have noted that uniforms change the students’ overall attitudes and they took greater pride in their work.

If you choose to sponsor work shirts or full uniforms, the Committee name can appear on the shirt along with the Collision Repair Education Foundation logo. You can either choose to purchase shirts or uniforms for the entire class or for individual students that meet a certain criteria (ie GPA, internships, outstanding attendance, etc).

• **SCHOOL GRANTS**

School grants provide collision schools with the opportunity to obtain the most up-to-date tools, equipment, and supplies to enhance the students’ educational experience.

You can use your funds to support grants for the collision schools you work with. In addition, you can also use the funds to provide the collision instructor with training at various classes, conventions or conferences throughout the country.



If you are interested in providing your school with a school grant, please contact the Collision Repair Education Foundation for more details and to receive the grant request form.

Note: It is also recommended that the school apply for the Foundation’s Ultimate Collision Education Makeover grant as the school would also become eligible for Foundation and industry school grants in addition to what the Committee provides.

• **SCHOLARSHIPS**

Scholarships provide students with funds to pay for schooling and tools to use throughout their education, which can also be used when they continue on into the professional world after graduation.

If your Committee is interested in using funds for scholarships, please refer to the Scholarship Distribution Policy approved by the Collision Repair Education Foundation Board of Trustees. Scholarships must be administered by the Education Foundation, and will take place during our scholarship season, January-March. The Collision Repair Education Foundation Selection Committee will determine all winners (per the policies, the groups raising the funds are not allowed to select the winners of their own awards.)

The Committee may take part in presenting the awards to the local students.

• **CURRICULUM**

Although it may seem like a basic need, many schools do not have a budget to purchase updated curriculum. Having a uniformed curriculum allows all students to learn the correct procedures and have the proper knowledge needed when they complete school.



I-CAR, as the collision repair technical education industry’s “Standard of Knowledge”, provides curriculum called the I-CAR® Professional Development Program™ – Education Edition (PDP-EE). The curriculum provides technical schools with the same training material used by I-CAR to educate incumbent technicians plus additional classroom and shop support materials for Educators. The PDP-EE curriculum package includes Intro to Collision Repair (14 online modules used to establish a baseline for the class) and all of the courses required to produce an I-CAR Platinum Non-Structural ProLevel 1 technician and a Platinum Refinish ProLevel 1 technician. The depth of training and knowledge in these areas produces an entry-level technician that can be productive to a shop on their first day of employment. The PDP-EE curriculum package provides tools to Educators to initially assess student knowledge and skill levels, provides teaching material to increase and validate knowledge and skills, and provides industry recognized credentials to students that graduate from the program.

You can choose to purchase the curriculum and/or the ProLevel designations for qualifying students.

- **SENDING STUDENTS TO THE SKILLSUSA NATIONAL COMPETITION**

SkillsUSA is an annual conference held for the top secondary and post-secondary students in their respective technical fields to compete against each other for a chance to be crowned the national champion. Often times students win these competitions at the state level, but cannot attend the national competition because of financial reasons. This competition is a great opportunity for these students, so to miss it due to insufficient funds is devastating.

You can choose to help send the state winner(s) in collision repair and/or refinishing to SkillsUSA and cover his/her expenses (hotel, airfare, registration fee, required uniform.) This opportunity means a lot to these students, so to sponsor someone to attend could be life changing.

Note: Funds can only be used to pay for the student and his/her collision instructor to attend; funds cannot be used to pay for family members, friends, fellow students, etc to attend. In addition, funds cannot be given to students as a stipend or for incidentals outside of what is listed above.

- **COLLISION REPAIR EDUCATION FOUNDATION GENERAL EDUCATION CAMPAIGN**

Another option is to donate the funds raised to the Collision Repair Education Foundation General Education Campaign. Donated funds go towards the scholarships and grants that are awarded to schools and students each year and allow the Collision Repair Education Foundation to continue to operate in support of collision schools and colleges.

HOW TO FUNDRAISE

Now that you know how to spend the funds, you need to determine how to raise the money. When “fundraising” is mentioned, many people think of either asking directly for a donation check or hosting a fundraising event. Although both are great options and are listed below, those are just two options on how to raise funds for your local collision schools.

Additional ideas for fundraising include:

- **COLLECT CHECKS FROM BUSINESSES OR INDIVIDUALS**
- **PHONE-A-THON**
- **AUCTION/RAFFLE OF A DONATED ITEM**
- **SHOWCASE A COLLISION PROGRAM AT A SCHOOL OPEN HOUSE**
- **HOST A FUNDRAISING EVENT (SEE EVENT PLANNING GUIDE)**

Note: If you are looking to fundraise in any way, please complete *Form #1* at the end of this Step and return to the Collision Repair Education Foundation before starting the fundraiser.



- **COLLECT CHECKS FROM BUSINESSES OR INDIVIDUALS**

The simplest way to raise money is by contacting local businesses/individuals to contribute to the cause. Businesses/individuals are more likely to respond positively and want to help if your group already has some sort of relationship with them. Even if you don't already have a connection, most collision industry businesses are happy to help because they understand the importance and relevance of the cause; to educate the next generation of entry-level employees.

When you contact businesses/individuals asking for donations, make sure you thoroughly explain what the Collision Repair Education Foundation is and its purpose [see Step I for more information]. Potential donors are much more likely to want to help when they fully understand the cause and what their donations will be used for. Also, be sure to mention the school(s) that support your work in Steps I and II, and indicate that a majority of the event proceeds will be kept local.

If you are expecting multiple checks, it is recommended that one Committee member collect them and submit in one envelope with a cover letter explaining what Committee is sending them and what school(s) are benefitting from the funds. Any checks *(no credit cards or cash can be accepted)* need to be made out to the Collision Repair Education Foundation and mailed to our home office:

Collision Repair Education Foundation
5125 Trillium Blvd
Hoffman Estates, IL 60192

All donations are tax-deductible and the Education Foundation will send out tax receipt letters to all donors *(ensure you download the “Committee Accounting Template” from the website CollisionEducationFoundation.org to track all payments received-this will need to be turned into the Foundation with the checks).*



• **PHONE-A-THON**

A phone-a-thon, when done correctly, can raise a large amount of money in a relatively short amount of time. Unlike a fundraising event, a phone-a-thon does not require extensive planning and preparation to be a success.

Choose a day to hold the phone-a-thon, and begin by having all members of your committee call everyone they know, from large corporations to small businesses to individuals. On each phone call, have each member try to get donations for the cause. Things you could mention include what the Collision Repair Education Foundation is and what it does, the purpose of the phone-a-thon, and where their donation would go. Have everyone continue creating this chain of contacts all day until the designated ending time.

If you do get a commitment, please have the business send the checks to one Committee member to collect. Once all checks are collected, follow the directions listed in the section above, “Collect Checks from Businesses.”

• **AUCTION/RAFFLE OF A DONATED ITEM**

Before you begin planning for an auction/raffle, check with your state to understand what rules/regulations are in place for this type of fundraising effort.



If it is something that you are able to do, the first thing to do when planning an auction/raffle is to get an item donated for people to bid on. You can ask local businesses, large corporations, collision industry leaders, or any other contacts your committee may have a personal connection with. The donated item can be anything you want, but keep in mind that the larger or more valuable the item is, the larger the bids will be.

Suggested items to get donated include:

- Car
- Motorcycle
- Service
- Trip
- Tool package
- Custom painted items



Once you determine the item, determine the timeframe when you will hold the auction/raffle. To make it visible, it is recommended to do it at a public event, such as a local car show, community event, or industry event. Be sure to have witnesses to all parts of the auction/raffle and be sure to follow any state regulations. The winning bidder's check can be mailed to the Collision Repair Education Foundation.

Note: All raffle tickets are not tax-deductible, and the winner of the prize may have additional tax requirements.

- **SHOWCASE THE COLLISION PROGRAM AT A SCHOOL OPEN HOUSE**

This is a great way to raise money for your local school and raise awareness about the Collision Repair Education Foundation at the same time. By inviting the public to visit the school and see it first-hand, they will understand how important their support is and why the Foundation's work is so necessary. Also, people are more likely to donate their money when they can see exactly where it's going and who it benefits.

At the open house, be sure to have collision students, instructors, and administration present to be able to talk about the program.

While at the event, it is recommended to get businesses/individuals to provide a donation check and/or pledge that you can follow-up on. Please follow the directions listed in the section above, "Collect Checks from Businesses."

- **FACILITATE DONATION OF TOOLS, EQUIPMENT, AND SUPPLIES FOR LOCAL SCHOOLS**

In order for students to master their craft, they must be able to see demonstrations and practice using the tools and equipment found in the industry. This is not always possible in the school setting because the schools do not always have the financial means to purchase necessary equipment, parts or materials. Donated materials that seem so simple, such as a box of tape, can help stretch a school's budget and give students the practice and confidence to help them succeed in the industry.

If any company has products to donate, whether they are directly from inventory, overstock, sample items, slightly used, or returned items, please have them contact the Collision Repair Education Foundation directly to arrange the donation and to get the in-kind donation form (this form is required in order for them to get a tax-deduction for the donation).



- **HOST A SPECIAL EVENT**

Hosting a special event (such as a golf event, awareness event, bowling night, car show, etc) is a way to raise funds, although the amount will vary depending on the type of event, sponsorship and attendance. Keep in mind that preparation for this kind of event takes a lot of time and planning, and you must have the resources available so everything runs smoothly. Depending on the size of the event, planning can take up to a year in advance.

Before you decide to pursue a special event, it is ***highly recommended*** that you speak to all of your committee members, and determine this is something they wish to pursue. If it is, please read through the "Event Planning Guide" for information on how to run the event and the event rules and guidelines.

Note: The minimum raised for any special event must be \$2,500 and the Foundation must be notified at least 90 days ahead of time of the event for it to be eligible for support.



GENERAL GUIDELINES FOR ANY TYPE OF FUNDRAISING EVENT/EFFORT

There are rules/procedures set up by the IRS and the Collision Repair Education Foundation bylaws which each Committee must follow.

To fund general Collision Repair Education Foundation activities, including administrative costs, 20% of all restricted-purpose gifts received may be allocated to the unrestricted Collision Repair Education Foundation General Education Fund to be used where it is most needed.

Please note credit cards ***cannot*** be accepted for any event. Only checks can be submitted.

The Committee will be responsible for any part of the planning and execution of the event/effort. This includes things such as:

- Selecting a venue and the date/time of event
- Signing a contract with venue
- Creating a budget *(must be submitted to the Foundation)*
- Marketing of event
- Securing door/raffle prizes
 - **NOTE:** *Only up to 10% of the gross event income may be spent on door/raffle prizes. It is the recommended that the Committee seek out donations for the prizes.*
 - For IRS documentation, all door/raffle prize winners must be documented and turned into the Foundation
 - Committee members are not eligible for door/raffle prizes unless they pay the full-priced admission fee
 - No cash prizes may be given away
 - If cash is collected through a raffle/drawing or auction, one Committee member must submit a check to the Foundation for the amount, and note in the “Memo” field what it is for.

The Collision Repair Education Foundation will:

- Provide a down payment for the venue, if needed *(if all paperwork is submitted)*
- Processing reimbursement checks *(if all paperwork is submitted)*
- Sending a receipt letter to each attendee and sponsor *(in compliance with the policies of the Foundation)*
 - Distributing the event proceeds to the appropriate schools/students
 - Track the Committee accomplishments on the Foundation’s website

Additional Resources

- **CollisionEducationFoundation.org** under “Get Involved.”

If you are looking to fundraise in any way, please complete *Form #1* at the end of this Step and return to the Collision Repair Education Foundation before starting the fundraiser.

ANY QUESTIONS, PLEASE CONTACT THE FOUNDATION AT:

Collision Repair Education Foundation
% Melissa Marscin
5125 Trillium Blvd.,
Hoffman Estates, IL 60192

P: 888.722.3787, Ext. 282

F: 847.590.1215

E: info@ed-foundation.org

STEP III – AGREEMENT

Before starting an event, the Committee must agree to the following guidelines. Please check next to each item below:

My Committee agrees to complete all necessary paperwork and follow all procedures below:

- Only checks will be accepted. The Education Foundation will not be able to accept credit cards, purchase orders, money orders, or international currency.
- All checks must be made out to the “Collision Repair Education Foundation” and the date/place of the event should be included in the memo.
- The Committee Account Manager must collect all checks. After the event, all checks need to be mailed to the Collision Repair Education Foundation in one envelope. The checks must be received by the Foundation no later than 20 days after the event.
- Original receipts must be provided and they must have an official company logo on them; we cannot accept a hand written receipt.
- All checks must be documented in the “Committee Accounting Template” which will need to be sent to the Collision Repair Education Foundation upon completion of the event.
- Only related expenses to the event can be reimbursed. Things that cannot be reimbursed include:
 - Any food expenses for Committee/Sub-Committee meetings, even if they are related around the fundraising event
 - Costs for an accountant or money manager
 - Purchase of raffle/door prizes that are from a third party

- My Committee agrees to follow all of the procedures set forth in this guide.

If, at the end of the terms of the above projects, there are any unused funds, it is agreed that the balance will be transferred to the Collision Repair Education Foundation as an unrestricted donation. Other arrangements need to be specified in writing.

SUBMIT FORM TO:

Collision Repair Education Foundation
 c/o **Melissa Marscin**
 5125 Trillium Blvd.,
 Hoffman Estates, IL 60192
P: 888.722.3787, Ext. 282
F: 847.590.1215
E: info@ed-foundation.org

COLLISION REPAIR EDUCATION REPRESENTATIVE

Name _____ Title _____ Signature _____

VOLUNTEER COMMITTEE REPRESENTATIVE:

Name _____ Title _____ Signature _____

Please email, fax or mail completed form to the Collision Repair Education Foundation.

STEP III – FORM #1

HOSTING A FUNDRAISING EVENT

Volunteer Committee Name _____ Volunteer Committee # _____

Contact Name _____ Address _____

City _____ State _____ Zip _____ Email Address _____

Phone _____ Fax _____ Fundraising Goal \$ _____

EVENT INFORMATION *(Please include a copy of your budget when you turn in this form)*

Date of Event _____ Event Location _____

Event Type _____ Does the facility require a down-payment for the event? ___ Yes ___ No

EVENT PROCEEDS

I would like to direct the proceeds to benefit *(please check all that apply)*:

- Sponsor work uniforms School grants Sending students to the SkillsUSA national competition
 Scholarships I-CAR Curriculum Collision Repair Education Foundation General Education Campaign

Please provide more details about who will receive the support:

The net proceeds of fundraisers will be transferred to the Collision Repair Education Foundation as a restricted donation after all anticipated income and expenses have been recorded *(if applicable)*. ***All income and expenses must be received within 20 days of the event.*** It is understood that these funds will be available for use for the remainder of the current and one additional fiscal year.

Additional information: The Collision Repair Education Foundation is authorized to allocate 20% of the total donation to cover administrative costs. This is standard practice in the not-for-profit industry and has been approved by the Collision Repair Education Foundation Board of Trustees. The Collision Repair Education Foundation will not recognize this money as income until the completion of the restricted projects.

Please email, fax or mail completed form to the Collision Repair Education Foundation.

COLLISION REPAIR EDUCATION™
FOUNDATION
— I-CAR —

5125 Trillium Blvd. | Hoffman Estates, IL 60192 | P: 888.722.3787 | F: 847.590.1215 | CollisionEducationFoundation.org | info@ed-foundation.org