

HOSTING A FUNDRAISER FOR THE SHELTER ASSOCIATION OF WASHTENAW COUNTY

Thank you for your interest in supporting SAWC! Third-party events organized by community members, businesses, schools, or civic groups make a big difference for the people we serve. Events can be as simple as a bake sale or as large as a golf outing or concert.

If you're ready to host, contact us at
734-662-2829 ext. 226 or
gemlerd@washtenaw.org.

**Shelter
Association**
OF WASHTENAW COUNTY





What is a Third-Party Fundraiser?

An event organized independently by an individual, group, or business with proceeds benefiting SAWC. Funds raised support programs and services that help individuals end their homelessness, access transportation, and overcome barriers to housing.

How SAWC Supports You

- Consultation on event ideas
- Authorization letter to validate your fundraiser
- Logo use (with prior approval)
- Promotion on SAWC channels (as appropriate)
- Marketing materials and staff attendance (when available)

Getting Started

1. **Form a team** – Gather helpers.
2. **Pick your event** – Match your time, skills, and audience.
3. **Set a budget** – Keep costs under 20–30%.
4. **Plan your timeline** – Cover marketing and logistics.
5. **Schedule wisely** – Avoid event conflicts.
6. **Send proceeds** – Forward funds within 30 days.
7. **Say thanks** – Appreciate donors and attendees.



Event Ideas

- Restaurant fundraisers
- Trivia or bingo night
- Golf outing or bowl-a-thon
- Races/walks
- Concerts or school fairs
- Garage sales, car washes, bottle drives
- Raffles, auctions, or themed parties

Publicity Tips

- Start outreach **2–3 months ahead.**
- Use social media and community calendars.
- Send updates to local media **4–6 weeks out.**
- Take photos of your event (candid, group, sponsor shots).

After Your Event

- Mail proceeds to: **SAWC, P.O. Box 7370, Ann Arbor, MI 48107**
- Make checks payable to **Shelter Association of Washtenaw County**
- Email 3–5 event photos to burnea@washtenaw.org or gemlerd@washtenaw.org.
- Remove SAWC logos within 30 days of the event

FAQs

- **Approval:** Proposals approved within 5 business days.
- **Insurance & Permits:** Organizers handle these.
- **Tax Receipts:** Issued only for direct donations to SAWC.
- **Expenses:** Covered by organizers; keep under 30%.
- **Check Presentations:** Yes—contact us to arrange.