

**Let's Help People.
Together.**



Fundraising Toolkit

Presented By:

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Get to Know SEARCH

"SEARCH" is an acronym!



S Special
E Event
A Assistance
R Relief and
C Crisis
H Help

The SEARCH Foundation is a 501(c)3 that was formed in 1997 to assist event, meetings and catering professionals faced with a life-threatening illness. Since that time, it has expanded to include not only illness, but also catastrophic occurrences.

Since inception, **SEARCH has funded 100% of qualified cases** for individuals, and year over year we see the crisis relief requests increase 48%. Our flagship donor program, the SEARCH100, is an ongoing monthly giving plan, of which 100% of proceeds go directly to crisis relief efforts. Annual signature events and support from partner organizations and conferences help professionals in need.

"Crisis" means many things to many people. Your entire neighborhood washed away in a flood, being ravaged by wildfires, or lost in a tornado. Doctor visits coming back with the dreaded words "it's COVID" or "you have cancer." A car accident that leaves you impaired or hospitalized for an extended period of time. SEARCH is **for our industry, by our industry.**



Our Goals



Distribute Donations



Raise Funds



Build Awareness

As a volunteer organization, our reach is limited without your help. We are always looking for platforms to tell our stories to others in our industry so they can let their industry friends know that we are here when they need us.



Where Does the Money Go?

I could never have imagined being taken out of work overnight by an unforeseen and unpredictable injury.

The bills were overwhelming -- the loss of income completely unexpected and unplanned for -- but your assistance is giving me a stepping stone to turn the corner.

I am incredibly grateful for your organization's support.

SEARCH offers financial support to individuals in the special events, meetings, and catering industries who are in crisis due to the direct result of life-threatening illness or catastrophic occurrence.

Applications for relief are reviewed carefully and anonymously.

Assistance for each application is up to \$5,000.00 per occurrence within a 12-month period.

To date, the SEARCH Foundation has distributed nearly \$700,000 to event professionals in need, worldwide.



How Does SEARCH determine who gets funding?

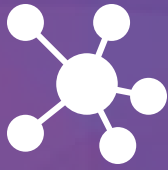
To qualify for a SEARCH grant, applicants must:

- Work in the Special Events Industry (events, catering, meetings, etc.)
- Include two letters of recommendation from industry colleagues
- Provide records of specific, crisis-related expenses for reimbursement

All applications are redacted, and then reviewed **anonymously** and **objectively** by a SEARCH committee to determine whether it meets the qualifying criteria.

The SEARCH Foundation helps applicants worldwide, and those that apply for a grant do not need to belong to any particular industry association or organization.

We provide relief **"For Event Pros, By Event Pros."**



Who Fundraises for SEARCH?

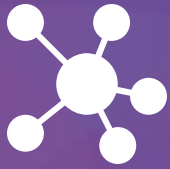


**THE
SPECIAL
EVENT**



catersource®

... and more!



Why They Fundraise

MPINCC supports and salutes the SEARCH Foundation for all of the good that they do for our industry. Our colleagues, friends, and members all need help from time to time. Our chapter and industry is more than just a group of professionals, it is a true community. The SEARCH Foundation understands that, and gives our community a dose of hope when our members and colleagues need it most.

- Patrick McMichael, President MPI Northern California Chapter

"The Special Event and Catersource are always proud to partner with SEARCH at our show. The mission of SEARCH is so important. And the caliber of event professionals who support SEARCH aligns perfectly with our attendees, speakers and exhibitors."

- Tara Melington, Group Show Director



How YOU Can Help



You can join the SEARCH 100 as an individual or as a chapter!

With an ongoing monthly donation of \$100 or more, SEARCH 100 members ensure that we have ongoing strength and stability throughout the year.

<https://searchfoundation.org/search100/>

Did you know that you can make a donation to SEARCH just by shopping as you normally would on Amazon? It's true!

Click here to learn more:

<https://searchfoundation.org/give-search-amazon-smile/>





Social Campaigns



You can add a one-click button to any social media post on both Instagram and Facebook. When you follow the instructions below, **SEARCH** will receive 100% of the **donations** with ZERO credit card fees.

Here's how to do it:

1. Click **Fundraisers** in the left menu of your news feed
2. Click **Raise Money**
3. Select **Nonprofit or Charity**
4. Select **SEARCH Foundation**, choose a cover photo and fill in the fundraiser details
5. Click **Create**

[For more info, click here.](#)



Also: Use Instagram STICKERS!



**HELP SUPPORT SEARCH
FOUNDATION**

Donations go to **searchfound**

Donate

Find the  **DONATION** sticker
and connect it to "**searchfound.**"



Donations via Web or Text



SEARCH can build a **custom webpage** to support your event or campaign. Just send us the name of the group, event, or campaign, and we'll send you a URL to share with attendees, members, or participants.



We can also accept donations via **text messages**.

- text "SEARCH" to 44-321
- Or, we can set up a custom campaign for you.

For support, email admin@SEARCHfoundation.org.
We've got your back!



Other Ways to Help

- **Host an event** with your organization that donates proceeds (or a portion of proceeds) to SEARCH
- Set up **monthly "asks"** with your organization and members
- **Add a "Donate to SEARCH" option** on your ticketed events
- Become a **sponsor** providing goods or services to a fundraiser
- Provide items to auctions that benefit SEARCH
- Make a **yearly** or **one-time donation** online, at <https://searchfoundation.org/donate/>
- Make a donation in memory or in honor of someone
- **Buy a SEARCH heart pin** to signify you care
- **Promote** our fundraising events on your social media and in your chapter meetings
- Buy **tickets** or **VIP booths** to SEARCH fundraising events
- Ask your company to **match** employee donations to SEARCH
- Donate a portion of proceeds from sales or bookings to SEARCH

Thank you

for helping SEARCH help others.

For additional information or support, visit **SEARCHfoundation.org**, call **480.538.7912**, or email **admin@SEARCHfoundation.org**