



IMAGINE SOMETHING BIGGER

## EVENT TOOLKIT

We are pleased you want to support the Ann Bancroft Foundation in our efforts to help Minnesota girls "Imagine Something Bigger." Each year ABF must raise hundreds of thousands of dollars to fund our programs. Since 1997, we have awarded grants totaling \$1.7 million to over 4,500 girls.

With your help, we can reach even more!

Included in this toolkit, you will find ideas for fundraising activities, important fundraising and marketing guidelines, answers to some frequently asked questions, and ABF office and staff resources that are available to support your efforts.

Thank you again for joining our team!

### **The ABF Story**

Ann Bancroft, the first woman known to have crossed the ice to both the North and South Poles, created in 1991 a foundation to support the educational mission of the historic all-women's Antarctic polar expedition in 1993. It was originally called the AWE Foundation (All Women's Expedition) which produced curricula based on the expedition that reached more than 200,000 students worldwide. In 1997, the AWE Board of Directors and Ann decided that the Foundation would better achieve its mission by focusing on honoring and encouraging girls to reach, explore, and discover their own dreams and thus the Ann Bancroft Foundation was born. The vision of the reborn organization is for every girl who dares to dream to have the support, inspiration, and resources that will help make her dreams come true.

After 22 years of awarding grants, we can say that every single investment we make in a Minnesota girl is worthwhile. Because even if her audacious dream doesn't come true, the sense of confidence and perspective she gains from the experience is transformative. The mentor of a 2016 grantee confirmed this in a note to the Foundation, saying about her mentee: "I noticed a significant increase in self-confidence. I think her experience has challenged her and she has proven to herself that she is capable and courageous."

### **What We Do**

The mission of the Ann Bancroft Foundation is to inspire and encourage girls to imagine something bigger. We strive to build confidence and offer tools and "building blocks" that will allow a girl to pursue her dreams and feel supported along the way. Through grants, mentorship, and ongoing development opportunities, the Ann Bancroft Foundation is giving Minnesota girls strength to achieve their full potential.

Applying for an ABF grant helps a girl develop confidence, pride, self-esteem, and self-advocacy skills, which will help her reach her full potential throughout her lifetime. Receiving a grant provides an immediate impact for the grantee, as she develops a relationship with a mentor, participates in an activity, and has a transforming experience. These grants, which range from \$100 to \$500, allow girls

across Minnesota to take positive steps that will result in progress toward their own goals and ultimately fulfilling their potential. While a small percentage of applications are declined, ABF provides feedback and encouragement to every applicant to apply again. Even if the grant request is declined, the applicant has learned valuable lessons and has worked toward establishing her own network of support.

### **Why Funds Are Needed**

The money we use for programs and operations is the money we raise each and every year. We rely 100% on contributions to fund our work. That's where you come in!

### **How YOU Can Help**

As a non-profit organization, ABF relies on funds from generous donors to continue our work. With your help spreading the word and raising funds, we'll increase our donor pool and have more resources available for girls to thrive and grow.

### **Fundraising Activities:**

These are only some ideas we have for you. Think of your group of friends, colleagues, and community. What would work best for you? Be creative! Have Fun! If you have another type of activity in mind, let us know and we'll work with you to make it a success.

- **House Party:** Invite those you think could be interested in learning more about ABF to a party at your home, show them the ABF fundraising video and ask them to make a donation to ABF during the party (we suggest you make it clear in the invitation process that you will be asking for monetary contributions so as not to surprise anyone).
- **Birthday/Anniversary Party Gifts:** Rather than have party guests bring gifts for you or a family member, ask that they make a donation to ABF instead (in order for gifts to be tax-deductible, checks must be made out directly to ABF).
- **Dinner Party:** Invite friends over for dinner—have it catered or make it yourself. Ask in advance that they donate to ABF what they would have spent on a night out.
- **Involve your company:** There are two great ways to do this. First, ask your HR department if your company participates in a matching program. Second, share information about ABF with your coworkers and ask for their support. We'd be happy to send you some materials.
- **Fundraise in Honor of a Girl in your Life:** Perhaps you have a daughter, niece, student or family friend who benefited from the influence of a mentor or someone who believed in her. Demonstrate what an impact a belief can make.
- **Make it a challenge:** If you can, match your donors' contributions. Or, offer a prize, such as an afternoon of babysitting or housework, to the donor who gives the largest amount.

### **Marketing and Brand Guidelines:**

We ask that you follow a few simple guidelines when promoting your ABF event:

- Always use an initial cap on "A", "B", and "F" in Ann Bancroft Foundation.
  - Right: Ann Bancroft Foundation is an organization...
  - Wrong: Ann Bancroft foundation is an organization...
- Do not use the Ann Bancroft Foundation name as a possessive.
  - Right: Visit the Ann Bancroft Foundation booth at the Minnesota State Capitol.
  - Wrong: Visit Ann Bancroft Foundation's booth at the Minnesota State Capitol.

- A PDF of our brand guidelines can be found at [annbancroftfoundation.org/support/host](http://annbancroftfoundation.org/support/host) or by clicking [here](#). Logos can be downloaded at [annbancroftfoundation.org/logos](http://annbancroftfoundation.org/logos).

## FAQs

We have compiled a list of questions and answers we hope will be helpful to you in your efforts. We realize this list is not comprehensive and encourage you to contact us with questions or ideas.

***Can I fundraise to help a specific girl?*** No—all money raised for ABF funds our grant programs.

***Is it okay to post information about ABF on my Facebook page or include it in emails to my friends?*** Absolutely! The more people who know about ABF the better!

***Where can I find more information to share with my friends and family?*** Our website is chock-full of information about our programs, stories from our grantees and research and resources about and for girls.

***Will donors get receipts for their donations?*** Supporters making donations on your fundraising page will receive an e-mailed receipt online. With checks and other gifts made directly to ABF, we will provide tax receipts to donors. *PLEASE NOTE: per IRS regulations, we cannot provide tax receipts to participants who make their gifts directly to you.*

***What can ABF provide for my activity?*** With a minimum of two weeks' notice, we can send you:

- Donation envelopes
- Copies of the ABF annual report
- Information pamphlets
- Table signs for you to utilize/distribute
- A DVD of our fundraising video or a link to the video online

## Questions?

Contact Jennifer Arriola, Development & Events Manager

- 612-338-5752
- [events@annbancroftfoundation.org](mailto:events@annbancroftfoundation.org)

***THANK YOU FOR SUPPORTING THE ANN BANCROFT FOUNDATION AND MINNESOTA GIRLS!***