

# KOVAR Fundraising Manual



A Virginia Knights of Columbus Charity

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## A letter from the President of KOVAR

Brother Knights, Families, and Friends:

Eleven years ago, I knew very little about Intellectual Disabilities (ID) and didn't know anyone with an ID diagnosis. That changed when I volunteered to run a golf tournament for Special Olympics, which put my wife and me on a new path that has brought many wonderful experiences and a host of new friends into our lives. Paul and Emily live in Richmond, but we keep up on Facebook. Katie sings in my church's choir and performs and choreographs for Arts Inclusion Company. Bobby and Drew live in the same group home and enjoy hitting the ball around the links on Saturdays from July to November. David shares an apartment with John and has worked at Ruby Tuesday for 19 years. Grace Anne lives with her elderly parents in Fredericksburg and has worked at the University of Mary Washington for 16 years.

In 1971 Knights in VA had the wisdom to create a corporation whose purpose is to improve the quality of life for "God's Special People". Here in the Commonwealth, there are approximately 11,000 people with intellectual and developmental disabilities on a waiting list for Government funding to provide for their care. In many cases their need is urgent due to the age or medical frailty of their primary caregiver. These people are our friends and neighbors and I've developed a passion to assist them and am fortunate to be able to do so as a member of the KOVAR Board.

KOVAR cannot take care of all the needs of Virginians with ID, but we certainly can help the many fine organizations throughout our Commonwealth that provide direct services such as housing, day support, job training, employment, athletics, and education. The KOVAR Board of Directors is committed to helping Brother Knights in their fundraising activities and to provide careful stewardship of the funds that are raised. Each grant applicant is visited by at least two Directors and their recommendation is considered by the full Board. Each home loan application involves an appraisal and requires a minimum of 25% in down payment. An outside independent auditor reviews KOVAR's financial records every year and renders their professional opinion. We strive to maintain the high standards you expect of us.

Please help me and all of the Board of Directors make this year as successful as past years. We can only give away what **YOU** raise, so please do what you can to enable KOVAR to continue supporting Virginians with Intellectual Disabilities.

Vivat Jesus!

John Cochran

## A Contribution

They smile with us and give to all  
That unconditional love  
That makes the soul jump for joy  
With the grace from the God above

Their smile is but a reflection  
Of the face of our Lord above  
That gives to us direction  
To his eternal love

So little do they understand  
Why fate has brought them here  
But your support of KOVAR's hand  
In their eyes will bring a cheer

Maybe the accomplishments are small  
That is not for me to say  
But to see the children safe from harm  
Is worth the KOVAR way

So before you answer "yes or no"  
Look back at the life you live  
And think what if your child were standing there  
Just how much you would want to give.

Copyright Doug MacPherson "the barnyard poet"  
Monday, October 12, 2009  
Used by permission

## KOVAR Frequently Asked Questions

### **Q. What is KOVAR?**

A. KOVAR is a charitable 501(c)(3) corporation established by the Virginia Knights of Columbus in 1971, dedicated to serving Virginians with intellectual disabilities.

### **Q. What does "Intellectual Disabilities" mean?**

A. People with intellectual disabilities are those who have an IQ below 70, significant limitations in two or more areas of adaptive behavior (as measured by an adaptive behavior rating scale, i.e. communication, self-help skills, interpersonal skills and more), and evidence that the limitations became apparent before the age of 18.

### **Q. What does KOVAR do?**

A. KOVAR collects donations through the volunteer efforts of the members and families of the Knights of Columbus and distributes the funds collected in the form of grants and loans to tax-exempt organizations that serve people with intellectual disabilities in Virginia.

### **Q. Can you give examples of organizations which receive grants from KOVAR?**

A. KOVAR provides grants to organizations such as Special Olympics Virginia, supportive workshops such as ShenPaco, Central Fairfax Services, and MVLE, schools and other educational facilities, Down Syndrome Association of Greater Richmond, Holiday House of Portsmouth, Young Life of Williamsburg, group homes, and many local ARCs and Community Service Boards throughout the Commonwealth of Virginia.

### **Q. How do these organizations use grant funds?**

A. Grant funds are used to purchase scholarships for Special Olympic athletes and for campers, to purchase furniture for group homes, to renovate group homes, to purchase wheelchair accessible vans, and to provide job training opportunities, among other things.

### **Q. What organizations have received home loans?**

A. Marian Homes, Shenandoah Valley Community Residence, Pleasant View, Housing Options, SupportOne, and HopeTree Family Services are among the many non-profit group home operators that have received KOVAR loans.

### **Q. Does KOVAR give only to Catholics?**

A. No, KOVAR awards grants and loans to qualified organizations serving people with intellectual disabilities without regard to religion, race, gender, color, creed, or national origin.

### **Q. I know a family that has a child with intellectually disabilities. Can KOVAR help them?**

A. No, KOVAR is only permitted to award grants and loans to tax-exempt organizations, rather than directly to individuals. While KOVAR cannot give to individuals, KOVAR does award grants to Virginia Knights of Columbus Charities, Inc. (VKCCI), as VKCCI may award grants to individuals with intellectual disabilities.

**Q. How much of what KOVAR collects actually reaches people with intellectual disabilities?**

A. KOVAR distributes 100% of the money collected through fund raising to organizations serving people with intellectual disabilities in grants and loans. Since printing, mailing, independent auditing and other administrative expenses are paid from interest on funds awaiting disbursement, KOVAR reports that about 96% of its total annual income (collections and interest) is used for its charitable purposes.

**Q. How much do KOVAR employees make annually?**

A. KOVAR has no employees. Everyone assisting in the efforts to collect funds for KOVAR is a volunteer, including the Board of Directors. No one receives any salary or compensation for working for KOVAR.

**Q. Has KOVAR been recognized for its work?**

A. Yes, KOVAR has been certified as a "Best in America" charity by Independent Charities of America, a recognition given to fewer than 5% of charitable organizations in the United States. This certification acknowledges KOVAR's high level of public accountability, program effectiveness, and cost effectiveness.

**Q. Are my contributions to KOVAR tax deductible?**

A. Yes, as a charity that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code, donations to KOVAR are deductible on individual income taxes to the extent allowable by law.

**Q. My company is interested in sponsoring KOVAR. How can that be arranged?**

A. Arrangements for corporate sponsorships can be made by contacting the Vice President of Fundraising [vp-fundraising@kovarva.org](mailto:vp-fundraising@kovarva.org).

**Q. How can I contribute to KOVAR?**

A. Donations can be made online at [www.kovarva.org](http://www.kovarva.org) or by mailing a check to:

KOVAR Treasurer  
5588 Neddleton Ave  
Woodbridge VA 23193-4165

You may also be able to contribute through your employer if you work for the Federal Government, the State of Virginia, or a company that participates in the United Way. Please view the KOVAR Web site for the applicable code numbers. Employers who provide matching funds should also send those funds to the KOVAR Treasurer.

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## WHO KOVAR HELPS

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### POSSIBLE CHARACTERISTICS OF PEOPLE WITH INTELLECTUAL DISABILITIES

They may be easily led and open to suggestions of others.

They may be slow of speech and unable to answer questions.

They may not understand the consequences of what they do.

They may be impulsive and lacking in self-control.

They may lack motor coordination and, therefore, may make sudden movements that appear threatening.

Their movements may be impaired and their slowness may be perceived as sullenness.

Their reaction time is slower; their attention span is shorter.

Their memory function is impaired.

They cannot generalize from one situation to another.

They cannot tolerate frustration well and may react violently.

They cannot answer rapid-fire questions.

They lack common sense and may find it difficult to adjust to what others perceive as the realistic demands of life.

Citizens with intellectual disabilities need gratification to succeed at something, no matter how unrealistic. If this gratification is blocked they may defy authority.

They have difficulty telling right from wrong.

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## HOW TO HELP KOVAR: PLAN, DO, REVIEW

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### GENERAL INSTRUCTIONS TO KOVAR COUNCIL CHAIRMEN

This information is intended to provide you as much assistance as possible in planning your Council's KOVAR fundraising efforts.

Your Council chose you, no doubt because of your planning and leadership ability, to lead the way in this endeavor. You can ensure the success of this year's campaign by **planning**, **organizing**, and **involving council members**. Without these three ingredients, no fundraising venture can be successful.

Planning is the first step in effective fundraising. A council plan should be developed at the start of the fraternal year. You may want to conduct several different fundraisers during the course of the year and this is the time to set your dates for those events.

The KOVAR Chairman is expected to supervise and coordinate the whole operation and to gain the support of other members of the Council. He must stay close enough to all activities to be able to monitor the performance of others and ensure everything is continuing according to the established timetable.

If you hand out candy at storefronts in exchange for contributions, you may want to do this several times during the year, depending upon the availability of those locations and council volunteers. Hopefully, you plan other fundraising activities such as a golf tournament, Brunswick Stew sale, 5K walk/run, or church collection, if your pastor approves. All of these require planning and coordination.

Identify the people who will help you in your effort early in the year. Yours is not a one-man job. You will need help collecting donations at storefronts and in your other fundraising activities. Find those people early and provide them with clear duties and guidance. Your job will be made much easier. This is a great opportunity to build fraternity.



## Council Goals

Council goals are assigned based on the council's past performance. The KOVAR Board of Directors considers the goals to be fair. However, council circumstances occasionally change and mistakes can be made. You can appeal your council goal by writing to VP - Fundraising with the following information: 1) assigned goal; 2) reason why the goal is being appealed; and, 3) your council's proposed new goal.

Please understand that whether you reach your council goal or not does not impact any Virginia State Knights of Columbus or KofC Supreme awards. KOVAR is a charitable endeavor to support our fellow Virginians with intellectual disabilities, which should be considered a ministry, not a burden.

KOVAR's Web site has a link listing all 15 members of the KOVAR Board of Directors. Each Director has been assigned Districts to which they have primary responsibility. If you need assistance, whether it is for planning your campaign or to request promotional materials, please contact the KOVAR Director assigned to your District.

## LOCATIONS

The best starting point for determining the locations to conduct solicitations is last year's program. You should have some forehand knowledge as to the best time to solicit and whether the locations were properly manned.

Some examples of locations to be solicited are:

1. Supermarkets
2. Shopping centers or malls
3. Railroad commuter stations
4. Special community functions (i.e. county fairs, sporting events)
5. Key street intersections for both auto and sidewalk traffic
6. ABC stores

As a matter of courtesy, it is important that you write business establishments for permission to solicit. Some businesses might object and it is better to ask first, to avoid a public confrontation on the day you selected. A sample letter is included in the Appendix.

In areas where there is more than one Council, it is suggested that you honor your neighbors' "territorial limits," whether they be well defined or not. If you know that a neighboring Council does not cover a key location, advise that Council's Grand Knight that you will be soliciting at that location. Avoid any public bickering by respectful coordination with your Brother Knights in other councils. In areas with many Councils, such as Northern Virginia, it would be appropriate to coordinate collection sites within a District among the District Councils through the KOVAR Director assigned to your District.

As a word of caution, don't spread yourself too thin, i.e. don't attempt to try to cover too many locations if you don't have the manpower. It is best to have a strong presence at a busy location than to have your volunteers spread out to cover poorly visited locations.

Some councils have found it advantageous to leave cans in the stores of local merchants. Should you decide to do this, here are some useful tips:

1. Have the can displayed for an entire month.
2. Do not leave candy with the can.
3. Mount the can on a piece of cardboard or a poster.
4. Record the stores where cans are displayed to make sure they will all be picked up.
5. Arrange with the merchant to identify persons picking up the cans.

## POSTERS & PAMPHLETS

During your solicitation of contributions and other fundraising activities, be sure to prominently display KOVAR posters and have KOVAR tri-fold pamphlets available for interested donors.

## PERMITS & PERMISSION

Have you checked to make sure a permit has been obtained in your community, if required? **DO IT NOW!** Go to the City Hall and apply for a permit. Make sure permission has been granted from each of the proprietors, owners, managers, etc., of the establishments where the workers will do the actual soliciting. Don't take the chance of "creating a conflict, or stepping on anyone's toes." Our campaign cannot afford negative attitudes. If you believe it's necessary, obtain the permission in writing.

## PUBLICITY

Work on all the possible media at your disposal, such as through news releases, radio announcements, council newsletters, church bulletins, etc. Don't forget anything you can do to promote the campaign. Approach your Mayor or City Manager for a Proclamation. Proclaim the month of your fundraising campaign as 'Knights of Columbus Serving Virginians with Intellectual Disabilities Days'. Make sure you get copies of the proclamation published in your local newspaper(s).

## HOW TO GET PUBLICITY

1. Determine your needs.
2. Call the proper person to let him (her) know that your material is in the mail.
3. General Rules
  - a. Personal address.
  - b. Send material at least two weeks before event.
  - c. Brevity & clarity, the shorter and more concise the news release, the better.
  - d. Follow-up, call contact person you sent release to after they received it.  
Personal interaction is always a plus for you.

## HOW TO WRITE NEWS RELEASES

1. All information must be in the title and first paragraph (which should consist of two sentences).
2. Background on event, etc., must go in the following paragraphs.
3. News release should go on two pages, maximum. Be sure to include on the news release the when, where and how much.

4. Print contact name, number, street address and e-mail address at end of release.

## **DISTRIBUTION OF TOOTSIE ROLLS**

Remember, the Knights **do not sell the candy**. It is for distribution with a warm smile to anyone. Let folks know about the grants and loans issued by KOVAR and the various organizations supported by these funds. You might be surprised how much the donors will be willing to give when you give them a simple explanation and a smile.

## **FOOD LION**

In order for your council to solicit from Food Lion, your council will have to apply using the following link for the correct information and application:

<https://fl-so--proposals-copy.sponsor.com/?lang=en>

Apply early for the best results! KOVAR's tax id number for the Food Lion form is 23-7337216

## Planning Schedule

A successful KOVAR campaign depends on the preparation of the KOVAR Chairman. Listed below are some suggested activities in preparation for storefront solicitation, with space for you to fill in your timeline, to help ensure your success.

ACTIVITY	
Prepare written articles and volunteer sign-up forms for Council Newsletter	
Invite a KOVAR Board Member to speak at a council meeting	
Attend KOVAR Regional Training Seminar in September	
KOVAR Chairman/Committee selects locations for solicitations. Chairman personally visits each site and asks manager to orally commit.	
KOVAR Chairman requests any necessary permits from city/county to make solicitations	
Mail out solicitation letters to local businesses to assist campaign with contributions	
KOVAR Chairman contacts City or County Officials for proclamation of a specified week/month as "KOVAR DAYS"	
KOVAR Chairman requests permission, by letter, from businesses at locations to conduct solicitation	
Order TOOTSIE ROLLS and all necessary supplies (aprons, posters, pamphlets)	
Get at least two volunteers scheduled for each time period to make solicitation	
Confirm/verify approval letters for locations	
Visit each fundraising site several days before solicitation. Talk to manager, demonstrate how we run a drive, show them KOVAR aprons, and ask to put up a poster.	
Remind all workers, by phone, of their COMMITMENT to work specific location & time	
Demonstrate Campaign techniques to new workers	
Solicit Donations at All Sites, All Day, Every Day	
Send 'Thank you' letters to location managers, with amount collected.	
Send Council Report Form and collected funds to KOVAR Treasurer	

## **OTHER FUNDRAISING**

We are well aware that a significant amount of KOVAR funds come from direct solicitation, collected when we are at shopping centers and our churches giving away Tootsie Rolls for donations. However, we must realize that **we can raise funds for KOVAR using other methods any time or many times during the year.**

Some councils sponsor, or have sponsored, "DINNERS" - "DANCES" - "TALENT SHOWS" - "BASEBALL GAMES" - "MARATHONS" - "BAKE SALES", with the proceeds going to KOVAR. Many councils set a particular percentage of the proceeds from these events to be allocated to KOVAR. For example:

- A Richmond Council sets a goal of 30%
- A Tidewater Council sets a goal of 35%
- A Northern Virginia Council sets a goal of 50%

Using other methods of fundraising is not only a good idea, but is often necessary if your council intends to achieve its assigned KOVAR goal. The KOVAR Board of Directors asks all councils who have conducted or will conduct a fundraiser other than storefront solicitation to submit a short outline as to what the project entailed and what it achieved. If you send a photo along with this description you may find the information subsequently posted on the KOVAR Web site. Please share your story so others can learn from you. We need to assemble a list of such fundraisers, so other councils can learn from your best practices.

### **BINGO - AS A FUNDRAISER**

If your council conducts BINGO this is certainly a viable source of funds for reaching your annual KOVAR goal. Your council can earmark the proceeds from one or more of the following in support of KOVAR:

- THE PROCEEDS FROM ONE ENTIRE MONTH OF BINGO EACH YEAR
- THE PROCEEDS FROM ONE NIGHT OF BINGO EACH WEEK OF THE YEAR
- THE PROCEEDS FROM A BINGO NIGHT SPECIFIED AS 'KOVAR NIGHT'

These are just a few ideas that you can use. There are probably at least 100 more ways to raise money through your BINGO activities and donate the funds to KOVAR.

If your COLUMBIAN CLUB runs your BINGO games it makes it even easier for a donation to KOVAR. Virtually all COLUMBIAN CLUBS in Virginia are profit-making corporations, and a sizable donation to KOVAR will look good on their tax return.

## **LETTERS FROM SANTA AT THE NORTH POLE – AS A FUNDRAISER**

### Instructions:

1. Begin selling “Letters from Santa”, by using the order form on the next page, by September 15. Suggested cost is \$10 per letter. Use a separate order form for each child. Be sure to place your own council information in the areas highlighted in blue. (Note: You should be able to copy and paste the order form from this manual onto a Word document.)
2. Write a personalized letter from Santa using the information provided on the order form. Consider using Santa themed stationery. See sample letter provided on page 17.
3. Insert the letter into an envelope, and address it to the child. Consider using red envelopes.
4. Add the return address: SANTA, NORTH POLE, to each individual envelope.
5. Ensure a **First-Class Mail stamp** is affixed to each individual envelope.
6. Consider placing a Christmas themed seal on the front of the envelope.
7. Place the completed envelopes into a larger envelope or box, with **appropriate postage**, and address it to:

NORTH POLE POSTMARK  
POSTMASTER  
4141 POSTMARK DR  
ANCHORAGE AK 99530-9998

End result – the child gets a personalized letter from Santa with a North Pole postmark.

**We recommend sending Letters from Santa by December 8 so that they can be received by the Anchorage, AK, Postmaster no later than December 15. Santa’s helpers in Anchorage, AK, will take care of the rest!**

*Order a Child's Personalized Letter from Santa at the North Pole*



*In support of*



Use a separate order form for each child.

Send this completed form and payment to:

**(Put the selling organization's contact information here, i.e. name and address)**

with cash/or check made payable to **(put your council # here)** (\$10 per letter)

\*\*\*\*\*

Deadline: Forms and payment must be received by

Friday, November 15, 2019 (no late forms accepted)

\*\*\*\*\*

Please Circle one: **Boy** **Girl**

Child's **First Name** \_\_\_\_\_ Child's **Last Name** \_\_\_\_\_

Complete Mailing Address for Child:

\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Something the child is working on or doing well that Santa can mention in his letter (i.e., tying shoes, learning to spell, helping with dishes, picking up room, etc.)

\_\_\_\_\_  
Name of

Purchaser \_\_\_\_\_

Daytime Phone Number of purchaser \_\_\_\_\_

Enclosed is \$10 per letter: Check # \_\_\_\_\_ or Cash \_\_\_\_\_

Questions? Contact **(Put the selling organization's contact information here, including name, e-mail address, and phone number)**



SAMPLE LETTER FROM SANTA

December (Year)

Ho! Ho! Ho! Merry Christmas (Child's First Name)!

My elves and I are very busy here at the North Pole getting ready for my big trip around the world on Christmas Eve. My workshop is full of all sorts of wonderful gifts that we will soon be loading into the sleigh.

Mrs. Claus and I have checked the Naughty & Nice List twice, and I am so happy to see that you have been a good (gender) this year! I have heard that you (sentence about what they have done). I am so proud of you! Keep up the good work!

Rudolph and the other reindeer are ready to pull the sleigh, and they will be looking for your home in (City). It would be very nice if you would leave out some cookies and milk for me since I get hungry on my long trip around the world.

Enjoy all the holiday fun this season. Merry Christmas to you from all of us at the North Pole!

*Santa*

# WORKPLACE FUNDRAISING

## GENERAL

A significant source of funds for KOVAR each year comes in the form of donations from persons giving in their workplace. Combined Federal Campaign (CFC), Combined Virginia Campaign (CVC), and the United Way campaign in most of the workplaces in Virginia provide the means for regular payday deductions from paychecks for charity. Councils can receive credit for these donations, but you must submit a copy of the donor's designation of funds to the KOVAR Treasurer. Please encourage your council members to provide you with a copy of their pledge form or receipt from their employer.

## BACKGROUND

KOVAR is associated with Local Independent Charities (LIC), an organization that assists 501 (c)(3) organizations participate in workplace giving campaigns. LIC submits applications prepared by KOVAR to all appropriate agencies for which we are eligible, and advises us of requirements, deadlines, new campaigns, changes in requirements and anything necessary to assure we are represented in the workplace. LIC collects the money donated through workplace giving and forwards it to KOVAR along with lists of donors requesting acknowledgement of receipt of their pledge. We send letters to these people. Unfortunately, KOVAR has no knowledge of the council to which these employees belong from the information provided by LIC.

LIC provides a number of services to KOVAR. They diligently pursue collecting money due to us from the various campaigns for which we are registered. If we are not paid, they are not paid. They provide marketing technique counseling, promotional events and speaker opportunities notification, inclusion in their advertising campaigns with an opportunity to buy display ads, fax on demand service of our information direct to donors and a worldwide web site with a secure donor service allowing on line donations ([www.lic.org](http://www.lic.org)). **KOVAR has added a donor button to our web page connecting to the LIC secure donor service, allowing interested people who visit our page to make direct donations.** Capabilities include checks, credit card and payroll deductions, either directly or by mail/fax.

We are registered for CFC in the National Capital Region, CFC in Norfolk area, and CVC statewide. Federal employees and state government employees will all have the opportunity to donate in the workplace. We are registered with United Way of Central Virginia, and United Way Washington DC National Capital Area. These are known as Independent Corporate Campaigns, open to non-governmental organizations. There are two types of these campaigns:

**United Way Only Campaigns:** Only United Way agencies are admitted. Usually, a "Donor Option" gift is allowed if the donor knows the agency he or she wants to give to and that agency's address.

**United Way "Shared" Campaigns:** United Way approved agencies or agencies of United Way approved federations are admitted. LIC represents us in the DC National Capital Area Campaign.

**Other United Way:** There are nearly 100 separate United Way (UW) Campaigns in the state of Virginia. The central UW office in Richmond cannot register agencies for all of these campaigns, principally because each local campaign services only United Way agencies in their area. It is often possible to donate to KOVAR through these campaigns using the "Donor Option" but some of these campaigns require agencies wanting to be included to register separately. Administratively, this is an impossible task for KOVAR. Councils wanting to use this option locally should check with the UW office running the campaign in the local area. They may allow KOVAR to register with them through you as the local contact/presence. If so, contact the KOVAR VP for Fundraising and we will send you the necessary supporting documents.

#### PARTICIPATING IN THE CAMPAIGNS

KOVAR has done several things to give us a good start in the campaigns and will continue to market through this means in the future. We have a good write up for the campaign brochures, and our overhead rate is 3.5%, which is exceptionally good and attractive to workplace givers. We do not solicit direct donations from these people as the marketing advice is to thank and inform but never try to convert. Conversion attempts almost guarantee loss of support.

Marketing advice from LIC is to “**advertise our name but not our code number**”. There is no such thing as a "universal" campaign code number - at least not yet. If you or we print a code number in an ad, newsletter, pre-campaign promotional letter, we risk having the donor unintentionally give to an entirely different organization because we have a different code number in each campaign. We must promote our organizational name, KOVAR. Most campaign brochures list participating charities alphabetically by name. NONE list charities by sequential code number. If we publicize our name, donors WILL find us.

**Organize, Publicize, and Advertise.** These are three good words to promote any event but key to this campaign. You will want to arm your council members with flyers and brochures about KOVAR. You can make up flyers. We will provide brochures. Ask them to carry these materials into their workplace and share them with their fellow workers. Ask them to otherwise spread the word about the various campaigns in which we participate. If each of them influences 5 or 10 co-workers, who may also influence other workers, we will get great

publicity at little expense. September and October are the time to do this well. We will also work with LIC for targeted advertising they put out to the various campaigns.

**Nurture loyal givers, but target the 80 percent who give on impulse.** The "impulse givers" know which cause they want to support, but don't necessarily know which specific organizations are doing this work. Focus any materials you prepare on our success stories beyond any clinical definitions of how and why we do what we do. Go to local service providers for people with intellectual disabilities in your area, especially if we have directly assisted them. Use the listing of grants provided in the 'News' section of the KOVAR Web page as a starting point. **The impulse giver is the primary target in these campaigns and they want to know our successes in human terms. Give them the information.**

### CONCLUSION

The information given in this write up will help you in your efforts this year but there will always be questions. Feel free to contact any one of the KOVAR Board members and we will help you to the best of our ability. Remember, you can receive credit toward your goal for workplace giving but only if you can **provide a copy of the donor's pledge designating KOVAR as a recipient.** The donor may omit their identification and the donor does not need to be a council member. Payroll deductions are "**The gift that keeps on giving**".

## **SUCCESS**

Each year our task becomes a little harder, but you always come through! We wish you great success in this year's effort. The success of each year's drive is due to the total commitment of the many Brother Knights and their families in our State. If you should have any questions at all, please feel free to contact any member of the KOVAR Board of Directors.

## **REPORTS**

We solicit your cooperation in timely filing your reports (**FUNDRAISING REPORT & FUNDRAISING EVALUATION FORM**), which can be found in the Appendix.

## **MAKE YOUR CHECKS PAYABLE TO 'KOVAR' AND MAIL TO:**

KOVAR Treasurer  
Attn: Mr. Jeffrey Befumo  
16933 Four Seasons Drive  
Dumfries, VA 22025-3619

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# APPENDIX

FOR OFFICE USE ONLY	ACCOUNT NUMBER	SHIP DATE



# Knights of Columbus



## TOOTSIE ROLL ORDER FORM

CASES ORDERED	ITEM NO		COST	TOTAL COST
	914	KNIGHTS OF COLUMBUS TOOTSIE ROLLS 300 COUNT PER CASE	\$19.50 Case	

ORDERS WITH 33 CASES OR MORE WILL BE SHIPPED WITH NO FREIGHT CHARGES.

ORDERS PLACED FOR 18-32 CASES WILL BE SUBJECT TO A FREIGHT CHARGE OF 5% OF THE TOTAL ORDER.

ORDERS OF 17 CASES AND UNDER WILL NOT BE ACCEPTED OR SHIPPED UNLESS COMBINED WITH OTHER COUNCILS FOR A TOTAL OF 18 CASES OR MORE TO THE SAME SHIPPING LOCATION. EACH COUNCIL MUST BE 5 CASES OR MORE.

CASES ORDERED	ITEM NO
	9690

INDICATE THE NUMBER OF K/C CAPS AND COLLECTING CANISTERS NEEDED. THERE ARE 12 TO A CASE, ONE CASE WITH EVERY 16 CASES OF CANDY ORDERED.

NONE WILL BE SHIPPED IF LEFT BLANK.

*This MUST be a business address with a daytime phone number.*

**RESIDENTIAL ADDRESS WILL NOT BE SHIPPED.**

**MUST BE A COUNCIL**

SHIP TO:

\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

BILL TO:

Council Name \_\_\_\_\_

No. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

### AGREEMENT OF SALES

*I agree to pay the invoice amount within 30 days after completion of time unless I request and am granted additional time by you in writing.*

*I must inform you in advance before a return can be made and then only unopened cases totaling not more than 10% of the total order.*

*I shall prepay freight on all returned candy. No candy may be returned after 60 days from the date of invoice.*

Print Name _____	Financial Secretary _____	Phone # _____	Date of Drive _____
Print Name _____	Chairman _____	Phone # _____	
Council No. _____	No. of Cases _____	Council No. _____	No. of Cases _____
Council No. _____	No. of Cases _____	Council No. _____	No. of Cases _____

### SEND NO MONEY WITH ORDER

Send WHITE copy to: TOOTSIE ROLL K/C PROGRAM  
P.O. Box 633, Oak Lawn, IL 60454

Send YELLOW copy to: REGIONAL CO-ORDINATOR

Retain PINK copy for COUNCIL FILES

KC-001

ALL ORDERS MUST BE RECEIVED  
30 DAYS PRIOR TO SHIPMENT

# FUNDRAISING REPORT

(Submit with each mailing of funds to KOVAR Treasurer)

Date \_\_\_\_\_

Council # \_\_\_\_\_

Name of KOVAR Chairman \_\_\_\_\_ E-Mail \_\_\_\_\_

Check Amount (payable to "KOVAR") \_\_\_\_\_

Sum of Workplace Pledges (attach receipts) \_\_\_\_\_

Total of Check + Pledges \_\_\_\_\_

Please list the names of donors who gave \$100 or more below:

<u>Name</u>	<u>Amount of Donation or Pledge</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**NOTE:** YOU MUST TURN IN COPIES OF THE DONOR'S PLEDGE FORMS TO RECEIVE COUNCIL CREDIT.

\_\_\_\_\_  
KOVAR Chairman's Signature

\_\_\_\_\_  
Grand Knight's Signature



# FUNDRAISING EVALUATION FORM

(Submit at the State Convention)

Council Name & Council Number \_\_\_\_\_

Please answer the following four questions;

1. Please list any activity(ies) that your council conducted that was successful during this campaign. This could be fundraising activity, publicity, etc.

2. What did you do right in this drive?

3. What will you do differently next year?

4. What would you suggest or recommend that the KOVAR Board of Directors do differently next year?

(PLEASE USE THE BACK OF THIS PAPER FOR ADDITIONAL COMMENTS)

**SAMPLE BUSINESS SOLICITATION – FOR A DONATION**  
(ON COUNCIL STATIONERY & INCLUDE RETURN ENVELOPE)

KOVAR

Dear \_\_\_\_\_:

We need your help to make our Knights of Columbus KOVAR Fund Drive for Virginians with intellectual disabilities a success this year. Our goal is to raise \$(Council Goal).

Members of (Name of Council), their wives, families, and friends, will be volunteering their services on <enter date> to raise funds to serve people with intellectual disabilities. The KOVAR Fundraisers will solicit contributions in exchange for Tootsie Rolls purchased by our Council with contributions from individuals and businesses like yours.

You can help make this a success by contributing \$20.00 or more to underwrite a case of Tootsie Rolls.

Enthusiastic support for this program in previous years has helped the following organizations:

LIST SOME LOCAL RECIPIENTS OF KOVAR FUNDS

We urge you to become a contributor in this year's KOVAR Campaign by indicating on the enclosed form the amount of your check or pledge and return it in the enclosed envelope. Please make your check payable to:

(Name of Council) KOVAR fund

(Council Name or Community) Knights deeply appreciate your kindness and thank you for your support.

Yours truly,

GK or KOVAR Chairman

**SAMPLE FOOD STORE SOLICITATION – FOR PERMISSION TO SOLICIT**  
(ON COUNCIL STATIONERY)

Giant Stores, Inc.  
Public Relations  
6300 Sheriff Road  
Landover, Maryland 20785

Dear Sir,

During the period, Thursday, <enter date> through <enter date>, the Knights of Columbus Council # <enter your number> will conduct its annual KOVAR Fund Drive in <enter your locality>. KOVAR is a non-profit organization which provides grants and interest-free home loans to organizations that serve Virginians with intellectual disabilities, regardless of race, creed, color, or religious preference. This annual event is conducted at shopping centers, major stores, and churches in the area. Members of the Knights of Columbus, their wives, families, and friends distribute free Tootsie Rolls and accept contributions.

We would appreciate your permission to allow us to distribute Tootsie Rolls and accept contributions for this worthy cause at the Giant Stores located at:

ADDRESS #1  
ADDRESS #2  
Etc.

We will be happy to abide by all local store requirements.

Thanking you in advance for your support, I remain

Sincerely,

KOVAR Chairman

cc: Stores

## COUNCIL NEWSLETTER ARTICLE

### 20XX KOVAR FUND DRIVE

This article is for the information of the many new members who have joined our Council in the past year. It will help some to understand how and why, in our KOVAR Fund Drive each year, we give away Tootsie Rolls to help citizens with intellectual disabilities.

When we hear the name of certain organizations we tend to immediately identify them with what they stand for and their main service project. Shriners are known for children's hospitals. Lions Clubs are known for advocating eye health.

KNIGHTS OF COLUMBUS Councils for many years have been donating to various charities, including those serving people with intellectual disabilities. More and more people in Virginia and throughout the United States are coming to identify the KNIGHTS OF COLUMBUS not only with Charity, Fraternity, Unity, and Patriotism, but also with helping People with Intellectual Disabilities. All over this great Country of ours, Knights don bright yellow aprons blazoned across the front and back "HELPING PEOPLE WITH INTELLECTUAL DISABILITIES -- KNIGHTS OF COLUMBUS". Doing whatever it takes, including standing for several days in front of stores giving away Tootsie Rolls, Knights raise funds for their State's programs to aid people with intellectual disabilities. Folks respond generously!

People with intellectual disabilities are often overlooked. In the past they were hidden from view, placed in institutions. Fortunately, those days are all but gone. However, providing them with a life of dignity in which they can reach their maximum potential and share their joy of life with us requires a response from the community. KOVAR provides a means for that response. Organizations such as Special Olympics Virginia, Down Syndrome Association of Greater Richmond, Innisfree Village, Marian Homes, and Hope House Foundation are able to thrive with KOVAR's support.

Please learn all that you can about KOVAR by going to [www.kovarva.org](http://www.kovarva.org); then support your council's efforts each and every year to reach their KOVAR goal.

Vivat Jesus!

# LETTER FOR REQUESTING A PROCLAMATION - SAMPLE

(on Council Letterhead)

<date>

Mr. John P. Doe  
Fairfax County Board of Supervisors  
Fairfax Government Center  
12000 Government Center Parkway  
Fairfax, Virginia 22035

Dear Mr. Doe,

I submit for your consideration the request that the month of <enter month> be proclaimed *KOVAR Month* in Fairfax County. During the weekend of <weekend> the Knights of Columbus of Council # <enter number> in <enter location> will conduct their annual fund drive for the benefit of Virginians with intellectual disabilities. Since its inception in 1971 KOVAR has distributed over **14 million dollars** to organizations that serve residents of Virginia with intellectual disabilities.

KOVAR grants in Fairfax County have included the following:  
(look at current Grants List in the 'News' section of the KOVAR web site for grants in your area – the grants listed on this page are not current and should not be used)

Hartwood Foundations	\$20,657
Gabriel Homes	\$47,500
Wellspring Ministries, Inc, Fairfax	\$44,685
Kilmer Center	\$4,625.
Bassette Elementary School	\$5,944.

The Virginia Knights of Columbus raise funds for KOVAR by offering Tootsie Rolls and soliciting donations at public sites throughout Virginia. Last year's drive raised over \$XXX,000. KOVAR has established a goal of <\$\$\$\$\$> for the <year> campaign.

I hope the Board will consider our request this year. The County has honored our request in years past with a proclamation. I have enclosed suggested wording for a proclamation; I would appreciate your response as soon as possible but before <date> so that we can notify all the Councils located in Fairfax County.

Sincerely,

Your Signature

## PROCLAMATION - SAMPLE

WHEREAS, some of our most valued citizens, our brothers and sisters with intellectual disabilities, are in need of help from their fellow citizens; and

WHEREAS, the 27,000 Knights of Columbus in Virginia, in their charitable and fraternal role as sponsors of KOVAR have donated more than \$13,000,000 since 1971 to over 300 ongoing organizations effectively serving people with intellectual disabilities in Virginia and Fairfax County; and

WHEREAS, examples of these donations include: **(get current examples from lists published elsewhere on Web site)** \$24,190 for the N. Virginia Training Center to purchase mail handling equipment, \$47,500 for Gabriel Homes, Inc. to maintain its Group Homes in Reston, and \$64,764 presented to the Fairfax-Falls Church Community Services Board and Hartwood Foundation, Inc. to renovate a new Group Home to improve accessibility for residents in wheelchairs in Groveton; and

WHEREAS, in last year's KOVAR CAMPAIGN Virginia Knights and their families raised over \$XXX,000 and have set their 20XX goal at \$XXX,000 now therefore:

BE IT RESOLVED that the Fairfax County Board of Supervisors, on behalf of all of the citizens of Fairfax County, does hereby proclaim May, 20XX as KOVAR Month in Fairfax County and urges all citizens of the County to support this worthy program.

## AMERICA'S BEST CHARITIES AWARD

KOVAR has been awarded the "Best in America" designation by America's Best Charities.



America's Best Charities' Seal of Approval is awarded to the members of Local Independent Charities of America that have, upon rigorous independent review, been able to certify, document, and demonstrate on an annual basis that they meet the highest standards of public accountability, program effectiveness, and expense control. These standards include those required by the US Government for inclusion in the Combined Federal Campaign, probably the most exclusive fund drive in the world. Of the 1,000,000 charities operating in the United States today, it is estimated that fewer than 50,000, or 5 percent, meet or exceed these standards, and, of those, fewer than 2,000 have been awarded this Seal.