

# BECOME A CHILD'S CHAMPION





## Children's Champions!

Thanks to you, the Bay Area Crisis Nursery (BACN) offers all of its services for free to families in need.

Free is expensive though. It costs \$170 each night for one bed at the Nursery. That's \$5,100 for one child to be housed at the Nursery for one month. We provide everything for the children in our care—diapers, formula, bottles, clothing, toys, meals, and love. And since BACN doesn't receive any government funding, we rely on individual donors like you to keep our doors open. We are 100% funded by our amazing community.

Thank you for wanting to spread the word about BACN to your family, friends, and neighbors, and invite them to become part of our support network. This toolkit is meant to inspire you and others to raise dollars and awareness for BACN.

We believe in the tried and true bake sales, car washes, lemonade stands, walk-a-thons, rubber duck races, teddy bear picnics—the list goes on. And if those aren't for you, we've collected a list of other creative ideas too. We'll also provide you with some BACN promotional items—just let us know what you need.

From our hearts to your home, thank you for supporting BACN!

**BACN's mission is to prevent child abuse and neglect by providing supportive services to families.**



## Our Brave Families

A young working couple, and their one-month-old baby girl found themselves living in their car. Their landlord had raised their rent and they simply couldn't afford it anymore. They couldn't afford to get a new apartment and didn't want their baby living in a car. They turned to the Nursery, where she was cared for around the clock by our loving staff and volunteers. Her parents visited daily. After a month of working overtime, two jobs each, and saving everything they could, they were able to find an apartment and bring their baby home.

A panicked mom came to the Nursery when she learned that she needed surgery and would be hospitalized for several days. With no family or friends to care for her toddler, she feared losing her child. Her feeling of hopelessness turned to hope once she learned about the Nursery. After a one-week stay at the Nursery, the toddler was happily reunited with mom. Later, she gratefully wrote a note of appreciation that said, "Thank you to everyone at the Nursery who gives their love and respect to each child who comes to you. May you continue to have enough resources to offer this wonderful service."

These are the tales we hear daily. Parents who love their children, want the best for them, and just need a helping hand. Our parents are brave and selfless!

**Children stay at the Nursery for up to 30 days. All parents need to say is that they are experiencing a stressful situation or crisis.**



# As Easy As 1, 2, 3

## 1. Planning Your Event

- Pick an event idea that will be fun for you, your friends, family, neighbors, and colleagues.
- Think about how much you want to invest, the time you have, and set a goal for how much you are going to raise.
- Get your friends and family involved. The more input they have at this stage, the more invested they will be in its success.
- For crowdfunding, we recommend using Facebook and choosing the BACN as the charity or contacting us to create a crowdfunding page. It's simple, easy, and we receive the donations directly.

## 2. Promoting Your Event

- Send out lots of invitations or evites.
- Post about your event NextDoor, Facebook, Instagram. Engage with BACN's Facebook page @bacnspage. Feel free to tag us! We always want to hear about our community support.
- Contact local and online media sources and newspapers. Create a crowdfunding campaign on Facebook to promote your event and receive donations from those who can't attend.

## 3. After Your Event

- Celebrate! You did a great job! Mail your check to the Bay Area Crisis Nursery, 1506 Mendocino Dr, Concord, 94521 or donate online at [www.bayareacrisisnursery.org/donate](http://www.bayareacrisisnursery.org/donate)
- Check to see if your employer has a matching gift program. Employers often match donations.
- Check out our volunteer opportunities. You can visit or volunteer at Nursery to see first-hand where your money will be used!

**Learn more at:**

**[www.bayareachildreznursery.org/donate/community-fundraiser](http://www.bayareachildreznursery.org/donate/community-fundraiser)**

**We've read to sleep, rocked for comfort, and held over 29,000 children over the years.**



## Meet Amber

Amber first heard about the Nursery following the tragic death of her husband. A young single mother, she fell into a deep depression. She lost the love of her life, her childrens' father. How could she do this alone? This was never the plan. She knew she had to be strong, lift herself out of the darkness. She turned to a doctor, who then referred her to the Nursery. While she began treatment, her daughters came to live with us for a month.

With her children well-cared for, Amber was able to stabilize her medication, reach out to her family and friends for support, and began putting the pieces of herself back together.

Amber now runs a local thrift store. Her children have all they need—a stable home, friends, great school, a loving family—and she credits the Bay Area Crisis Nursery for giving her the opportunity to move forward and keep her family together.



Children are cared for by loving staff and volunteers. They play, create art, and build sandcastles all in a happy homelike environment.



## No Gifts Please

We live in an age where we can feel like we have too much stuff, our children have too many toys, we just don't need anymore. Maybe you seek out a minimalist lifestyle free of clutter. Whatever the reason, if you just feel like you'd rather your friends, family, colleagues, neighbors celebrate your birthday, wedding, anniversary, holidays without gifts, invite them to donate in your honor to the Nursery!

You can easily set up an online fundraiser on Facebook or have them donate online on our website and they can write in your name as the honoree.

Give us a call and we can set up a crowdfunding page just for you!



Don't forget to spread the word every #GivingTuesday! It's the international day of giving and kicks off the season of giving back.





## Sip & Shop

Gather your friends, sip some wine, and enjoy shopping with friends. There are two ways, you can hold an amazing event. You can contact your favorite local shopping destination and ask them to commit to donating a percent of the sales from your party they will give back. You can also contact a local artist, crafter, skin or kitchen product consultant and host a Sip & Shop in your home.

Depending on whether you provide drinks and appetizers, you may also consider selling tickets to your event. Don't forget to promote it on as many different social media channels as you can.



The fundraising doesn't stop after the party. Send out thank you notes with a link to donate to BACN. Ask friends to share the word.



## Coins for a Cause

Ask your colleagues, family, and friends to search every nook and cranny, gathering all those loose nickels, dimes, and quarters.

Or call BACN and we can provide you with donation cans. Drop them off at local stores where people tend to pay with cash. The busier the business, the more money you will raise. Just remember not to put them by tip jars, we appreciate our local baristas and they deserve their tips. Think local grocery stores, fruit and vegetable markets, over-the-counter restaurants, bakeries, the possibilities are endless! We are in search of nickels, dimes, and quarters. Cha-ching! You'll be amazed at how quickly the pot will grow.

Drop by and empty them frequently. Let the kids count the change and bring it to the bank or coin machine!

This raises both dollars, cents, and exposure for BACN!



**To make it fun, create teams and see who raises the most!**





## Give-It-Up

Need a little motivation for a New Year's Resolution, Lent, or Get Fit Challenge? Gather your friends, coworkers, neighbors, and family and give up on an indulgence. It could be a daily latte, movie, fast food, or junk food. Instead of spending money on these habits, challenge yourselves to giving them up for a month. The money you save can be banked and donated back to us! You feel better, we feel better.

Want to really rid the habit? Extend your Give-It-Up Challenge to 3 months.



Reach out to your friends and ask them to become a HUG donor. Getting 25 friends to donate \$5 per month for 1 year raises \$1,500 for BACN! Every dollar helps.



## Yard Sale

Spring clean and make a difference! Hosting your own yard sale is a great way to clean out your closets and also raise money for the Nursery from the comfort of your own front yard.

Get the word out to friends, neighbors, coworkers, and family. Let them know that you're raising money for BACN. Give them a list of items to drop off at your home.

Pick a Saturday and pick a high-traffic area where everyone driving by will see your signage. To promote your yard sale, advertise on Nextdoor and Facebook. Send out a mass email to your local neighborhood watch.

Pricing items takes time, and you may want to get some help. To make it easier, you can group items by price—\$1, \$5, \$10, and \$25. That way you know that everything on this table sells for this price. Place high value items next to the street to gain some curb appeal for your sale.



**Cleaning out your house during the summer? Consider donating your goods to BACN's annual yard sale. We collect donations during the last 2 weeks in August for our September sale.**



## Easter Egg Hunt

While hosting an Easter egg hunt is only a once-a-year event, it's a great opportunity to involve clubs, communities, and families. And it's super easy to plan. All you need is an open space, a few hundred plastic Easter eggs (however many you think is enough), candies, Easter decorations, and add a bunny suit for a super fun time.

We have some great and safe local parks. You will want to call ahead to see if you need a reservation or event permit. The weekend before Easter is a great time to hold a hunt.

You can raise money by charging a \$3 to \$5 entrance fee, providing a simple pot luck meal or BBQ, and selling Easter egg baskets. Add Easter games, photos with a bunny, and a raffled prize and make a day of it.

You will want a group of volunteers to help organize, promote the event, and cleanup all the wrappers and eggs left behind. We believe in keeping our parks clean. Most of all, this fundraiser brings families together, gets children out and playing, and is just plain fun!



**Did you know that each spring BACN gives out Easter baskets to each child who visited us in the last year, and their siblings? Our donors make this possible. Thank you.**





## Sporting Tournament

Love the idea of a golf tournament but you're into a different sport? Would like to plan something a bit more low-key? You can throw a charity fundraiser with just about any sport. Our donors have bowling, bocce, tennis, and basketball tournaments. Any sport can be turned into a fundraising opportunity! These are also great for a small business or office to throw.

Reach out to local businesses or company contacts and ask them to sponsor each team's t-shirts. The higher the sponsorship level, the larger their logo will be on the shirts. Add an event sponsor and print a banner to be hung during the tournament. The sponsorships can be used to purchase raffle prizes, auction items, and whatever is leftover can be donated to BACN.

Sports that can be played in teams bring in more players with less effort. We recommend charging everyone \$25 to \$50 to register. Giving out prizes for funniest team name, most energetic team, highest score, lowest score, and most improved from last year will keep your players coming back year after year.



**A sports tournament is a great team-building challenge for any size business. It brings everyone together and gives back to the community.**



## Host a Game Night

Too cold for a sports tournament? Maybe you're more of a trivia fanatic. Host a game night where your friends, family, neighbors, and coworkers can enjoy a board games. Make sure that you have a variety of games to host your night. You can play games like Monopoly, bunco, mahjongg, chess, checkers, LIFE, dominoes, and so much more!

Set a time limit on game play, everyone will have the same chance to win and you will keep things running on schedule if you have a round robin style tournament where players or teams knock each other out. You can make it a regular weekly or monthly event and sell an entrance fee, food, refreshments, and products if you have them.

BINGO is also a great option. The winner splits their earnings with BACN. You can also play games tournament style with teams and split the cash prize. That way everyone wins!

If you're hosting a game night on a regular basis, you can add themes such as Halloween costume night, funny hat, New Years Eve, the possibilities are endless! Spectators? You're welcome to join in. Just pay the entrance fee.



**Don't forget that the kiddos love a good game night. Host one for children. They can play their favorite games or have a video tournament.**





## Throw a House Party

House parties are a great way to fundraise up to a few thousand dollars in just a couple of hours. But any amount will make our team truly grateful! You don't need a fancy home, just an eager host who enthusiastically tells the story of BACN and our clients and wants to welcome as many people to their home as possible.

Select a date and send out lots of invites. A good rule of thumb to avoid a low turn out is three times the amount of invites than the number of people you would like to attend. Be up front. Let your guests know that this is a fundraiser and remind them to bring their checkbooks.

Don't forget to give a short presentation about BACN and why you support the Nursery 45 minutes into the event allowing your guests to mingle and get to know each other. Feel free to reach out to us here at BACN to invite one of our staff or a board member to attend your event. We love nothing more than telling our clients' success stories.

Most importantly, set a goal for your event and ask your friends to help you reach that goal. Oh, and it's a party—have fun!



**There are a ton of online resources and guides on how to throw the most successful fundraising house party. Much more than we could include on one page.**





## Chari-TEE Golf Tournament

Swing into action and host a fun and exciting golf tournament in honor of the Nursery. Plan ahead to maximize the success of your event. Contact your local golf course and let them know that you are throwing a charity event and ask for group discounts. The key is lots of publicity and getting players to collect pledges. We recommend \$100 for each player, but \$250 would work too! If you get 100 players for \$100, then you've raised \$10,000!

Choose the format—scramble, best ball, or alternate shot. Incentivize players with great prizes for longest drive, closest to the hole, hole in one, lowest team score, lowest actual score, and best handicap.

Mobilize volunteers and reach out to sponsors and businesses to donate prizes. Putting on a golf event is a lot of work but with the correct combination of venue, golfers, supporters, and sponsors your players will have fun and you can raise a significant amount of money for BACN. That's a win win.



**Throwing a golf tournament doesn't need to be a huge endeavor. You can also throw a smaller one like a sports tournament.**

# About Us

The Bay Area Crisis Nursery (BACN) was established to help prevent child abuse and neglect by providing supportive services to families. Our primary service is providing a warm, loving, homelike environment for children from birth through five years of age by offering 24-hour residential care. Our services are free, confidential, and voluntary. The Nursery is a magical place for children and families!

## Our History

The Bay Area Crisis Nursery (BACN) was established in 1981. This all started when our Founder Sister Ann Weltz fell in love with the concept of a crisis nursery after she spent a summer working at one in Tucson, Arizona. That's when Sister Ann decided to open her own crisis nursery. She had a vision of a grassroots organization that would give parents the much-needed time to care for themselves so they could then care for their children. The organization would be rooted in the idea that families are able and capable of making the best decisions on their own when given supportive, non-judgmental information. The Nursery would be a loving sanctuary where parents would feel comfortable and safe leaving their children. With faith in God's continued support of the Nursery, Sister led our organization with grace for 37 years.

## The Nursery

We provide a warm, safe, loving homelike environment. Children may stay at the Nursery for up to 30 days. Each child will have their own bed during their stay. We provide everything your child needs while they are with us—food, clothing, shoes, diapers, formula, and the rest.

Every child who comes to the Nursery leaves with a care package filled with clothes, shoes, hygiene products, diapers, formula, wipes, toys, and books. Our clients reach out to us throughout the year, and we happily provide whatever they need.

We also offer all of our clients who have come to the Nursery during the year, a Thanksgiving dinner, holiday gifts, an Easter basket, and a back-to-school backpack fully-stuffed with everything they need for the school year.

**We call the Nursery, the house that Concord built. In 2006, our community decided to build us a brand new facility in just 30 days! They worked day and night to make our dream come true.**