



# Planning Guide

Bivona Third Party Events



## In this planning guide you'll find information about:

- About Bivona Child Advocacy Center
- Getting Started
- Planning Your Event
- Bivona's Wish List
- Frequently Asked Questions
- Contact Information

## Have a question?

Our staff is here to help and excited to work with you!

Email us at [events@BivonaCAC.org](mailto:events@BivonaCAC.org) to set up a time to chat. We look forward to speaking with you!



## About Bivona:

Bivona Child Advocacy Center is a safe, welcoming place where children who have endured the trauma of sexual and physical abuse can begin their journey of healing.

At Bivona, we provide critical, comprehensive services in a safe, child-friendly environment - all under one roof. Our streamlined approach minimizes trauma to children, allowing them to heal.

Our growing Team brings together professionals from over 20 partner agencies, with representation from various disciplines. Our collaborative model surrounds children and families with support, and is constantly evolving to better meet the needs of each child who comes through our door. We work together to protect, evaluate and counsel children who experience abuse and neglect.

Since opening our doors in 2004, we have grown consistently. We have tripled our number of community partnerships, tripled our operating budget, and the number of children our Team helps in a single year has quadrupled. Bivona has gone through three facility upgrades to keep up with this demand and in 2012 we took bold steps to launch a \$5.3 million capital campaign to purchase and renovate the oldest commercial building in Rochester. The commitment to launch this campaign in support of agency needs was met with enormous generosity from the community and provided a permanent home for Bivona at One Mount Hope Avenue. This permanent footprint in Rochester allows Bivona to continue to offer services to children who have experienced sexual and physical abuse as well as children who have been a witness to a violent crime.

**Over 20,000 children have been evaluated by our team of specialists since Bivona opened its doors.**

## Our Mission:

Bivona Child Advocacy Center delivers excellence in child abuse response, healing and prevention through collaborative service, awareness, education and leadership.

## Our Vision:

A community where all children are safe and free from abuse.

## Getting Started:

Our ability to provide children and families with a child-friendly environment and effective, comprehensive services would not be possible without the support of the community.

Support Bivona by hosting your own event. Our children benefit from the financial contributions, and you help raise awareness about child abuse. Bivona staff can help you with ideas, marketing material, and publicity on our website.

Your fundraising efforts could raise awareness of child abuse, give a family access to transportation so their child can receive services each week, or help a teenager pay for group therapy sessions.

As the only agency in its county to provide these services, Bivona takes great pride in its reputation as a prominent organization in the Greater Rochester community. In order to uphold this reputation and continue providing children and their families with the services and support they need, it is of great importance that any third-party events adhere to Bivona's fundraising policy.

All third-party events must be approved by a Bivona staff member. Start this processing by accessing our third-party event form [here](#)!

Bivona can deny association with any third-party events that do not abide by the following standards:

- The event must be in line with Bivona's mission and values.
- The event must be free of the potential to cause any legal problems.
- The event must be free of the potential to threaten Bivona's credibility.
- The event must be free from unreasonable and unethical restrictions.



Tad Mack (center) celebrated his 30th birthday and asked guests to make a donation to Bivona

## Planning Your Event:

Once you have a general idea of what type of an event you would like to put together, you can start planning! If you are still unsure, look through this list of ideas. The possibilities are endless! Can't hold a physical event? Consider hosting a digital campaign to raise money online!

### IDEAS FOR YOUTH

- Penny War
- School Items Drive
- Talent Show
- Fashion Show
- Sporting Event
- Lemonade Stand
- Concession Stand
- Bake Sale
- Car Wash
- Concert or Performance
- Student/Teacher Games
- Candy-Grams
- Ice Cream Social

### IDEAS FOR ADULTS

- Garage Sale
- Auction
- Fashion Show
- Board Game Tournament
- Casino Night
- Trivia Night
- Dinner Party
- Sports Tournaments or Competitions
- Fitness Nights
- Art/Music Sale
- Charity Fair
- Corporate Dress-Down Day
- Golf Tournament

*Special Events* – collect donations at birthday parties, holidays, graduations, baby showers, etc. to help support Bivona! Individuals can ask for cash donations or items to the event.

#### Purpose

First, what is the purpose for hosting a fundraising event?

What is the fundraising goal amount? Will the event increase awareness of the Bivona Child Advocacy Center and its mission? Will it draw attention to our cause? Will the event motivate others to take action?

#### Target Audience

Consider who will be attending your event.

Will there be children? Will the event be open to the community? These questions will help you plan an event that will connect with and engage the proper audience.

#### Timeline

Choose a date far enough in advance to give yourself time to work on a fabulous event. Consult with Bivona staff and be aware of conflicting events! We want your event to be a huge success, so we need to know how it fits into our calendar.

#### Set a Realistic Budget

Estimate the costs of all of the different factors that go into whatever type of event you are hosting. Is there food? Decorations? Venue costs? How does this effect your fundraising goal? Determine the overall cost and then set ticket prices to ensure covered costs and to make a profit!

## Planning Your Event:

### PROMOTION

After planning the details of the event, it will be time to get the word out. Here are some ways you can communicate your event.

- Facebook/Twitter: create a facebook event and invite friends and family to RSVP. For open events, encourage your guests to invite other guests. For reoccurring or annual events, you can create a Facebook "page". Tweet about your event and tag Bivona (@BivonaCAC)
- Email: Send a personalized e-mail to potential guests. For open events, encourage guests to forward your e-mail to their family and friends.
- Flyers/Posters: Make a flyer and submit it to Bivona for approval. We want to make sure the your promotional materials are the best they can possibly be and highlight Bivona according to our brand guidelines. Be sure to include complete details, such as who, what, where and when! Once you've done that, ask local businesses to display your flyers and send it out with all of your other promotional materials. Make sure it catches the eye and gives interested individuals all of the relevant information.

### MANAGING DONATIONS

After your event, there are several ways you can send Bivona your donations. Following these simple instructions:

- Online: Visit [bivonacac.org/make-a-gift/](http://bivonacac.org/make-a-gift/) to make an online donation. Please indicate your event in the form so we know the source of this donation!
- Phone: Credit card donations can be made over the phone by calling us at 585-935-7504.
- Mail: Mail your check or money order made out to Bivona Child Advocacy Center to the following address:

**Bivona Child Advocacy Center**

**ATTN: Third Party Events**

**1 Mount Hope Avenue**

**Rochester, NY 14608**



Orange Theory sponsored a fitness class for Bivona Team members



Al and Elaine Spaziano hosted a Street Party to benefit Bivona in 2017

From left to right: Al and Elaine

## Our Wishlist:

Our Community Closet provides items to children in crisis, to families in transition, to children who graduate from therapy, and for immediate and critical needs, including urgent needs for children in our waiting room. We are always in need of the following items:

- Juice Boxes
- **Individually wrapped snacks**
- **Socks & Underwear**
- Girls clothes (all ages, all sizes)
- Boys clothes (all ages, all sizes)
- Pajamas (all sizes)
- Slippers (all sizes)
- Books (for all ages)
- Blankets (not sheets)
- Pillows
- Pillow cases
- Fidget spinners
- Fidget cubes
- **Stuffed animals** (for all ages)
- Art supplies/kits
- Sharpie markers
- Colored pencils
- Sketch books
- **Adult coloring books**
- Journals
- Magic sand
- Footballs
- Basketballs
- Remote control toys
- Headphones
- Nail polish
- Perfume & cologne
- Female/Male accessories
- Items for teens



## Frequently Asked Questions:

### ***What does fundraising on behalf of Bivona support?***

Choosing to host a fundraiser for Bivona helps support the mission and vision of the organization. We rely on the generosity of donors to allow us to provide our services to the community!

### ***Will Bivona staff or representatives attend or help run my event?***

Third-party events will be attended based on staff time and resources! Please talk to Bivona's Event Manager to determine whether or not a Bivona staff person will be in attendance.

### ***I would love to have Bivona information at my event. Can you provide brochures, etc. to have at the event?***

Yes! Please contact Bivona's Event Manager to coordinate the pickup of a package of Bivona literature for the event.

### ***Can I use Bivona's name and logo on my advertising materials?***

Yes, absolutely, **but you must have pre-approval to use the Bivona Child Advocacy name or logo on any promotional materials.** It must be clear that fundraising is done on behalf of the Bivona Child Advocacy Center. For example: "The Golf Tournament to benefit the Bivona Child Advocacy Center" NOT "Bivona's Golf Tournament"

### ***Is there a minimum fundraising amount?***

There is no minimum fundraising amount. We value donations of any size!

### ***Will Bivona help mitigate any of the costs of my event?***

Unfortunately, while we would love to support all third-party events, we do not have the funds to pay for any third-party costs. We encourage you to think of creative ways to reduce costs of your event!

### ***What if we want to collect items not money?***

Wonderful! Please refer to Bivona's wishlist to get ideas for what items you are interested in collecting. We are always in need of stuffed animals, individually wrapped snacks and new and unused clothing of all sizes.

### ***Can Bivona provide event insurance, permits, etc.?***

No. The event organizer is responsible for providing any insurance, permits or licenses involved in the planning of a third party event. Bivona can provide a letter of authorization stating that the event is being organized with permission from the agency.

### ***Can Bivona provide a donor receipt?***

Bivona can only provide receipts for money that is given directly to Bivona. Proof of donation for in kind donations can be provided if names and addresses are given at the time of donation.

### ***Should I send personal thank you notes to my donors?***

What a great idea! It is so important to thank the people who show their support for your event. A "Thank you" note, card or email is a great way to show your gratitude for their care!



## Contact Us:

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Through the support of people like you,  
children who come to Bivona know that  
**there is strength in numbers.**

Thank You.