

FUNDRAISING FOR THE AMERICAN RED CROSS

Potential donors need to be confident that any fundraising for the American Red Cross is legitimate and that all donations will go to the Red Cross. Representatives of the Red Cross, including staff, volunteers and youth should present themselves with pride and professionalism, especially when seeking donations or contributions for the Red Cross. Oftentimes, we receive complaints from the public about questionable fundraising.

As a Red Cross Club, it is important for you to distinguish whether your fundraising will benefit the Hawaii Red Cross OR your own club activities. You must make it clear to potential donors whether the fundraiser will benefit:

- The Red Cross-Hawaii Chapter to further its mission of providing relief to victims of disaster or helping people prevent, prepare for and respond to emergencies **OR**
- The club's own activities like refreshments for meetings or club functions.

When fundraising, please notify the Red Cross office (shannonp@hawaiiredcross.org) and let us know the following:

- (1) Date and time your fundraiser will take place;
- (2) Location of your fundraiser; and
- (3) What the proceeds of your fundraiser will be used for

Any money collected for the Red Cross must be used to further the mission of the Hawaii Red Cross as stated above and should be delivered to the Red Cross offices within 30 days after the fundraiser unless it will be immediately used to pay for projects that fall under the mission of the Red Cross. For example:

- Supplemental expenses for CPR training
- Care package items or postage for Support our Troops Project
- Supplies for disaster kits, Hats Off posters, keiki kits, etc.

For fundraising events that benefit your own club activities, please make sure to publicize that the proceeds will benefit the Red Cross Club, rather than the Hawaii Red Cross.

We suggest that raising money for your own club activities be done at your school (e.g. selling Entertainment Books, shave ice, etc.) rather than soliciting the general public who might assume that the proceeds will benefit the Hawaii Red Cross mission.

The Red Cross appreciates your fundraising efforts. Please be cautious, take pride and have fun when fundraising on behalf of the American Red Cross.