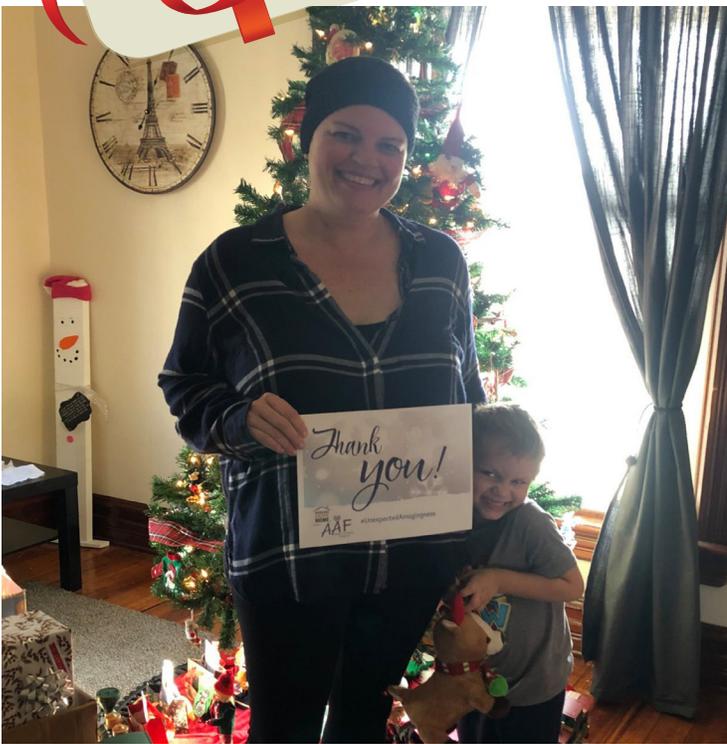




2020 Information Packet



Dear Hope Nation,

On behalf of the entire Bringing Hope Home team, thank you for signing up for the 2020 Bringing Hope Home Adopt-A-Family Program. We are so happy to have you involved and we are so grateful you're able to support a Family in need this holiday season.

Many of us have faced challenges this year as a result of COVID-19 and our BHH Families are no exception. Cancer doesn't stop, even during a pandemic. During an especially difficult year, we are so thrilled that we can still offer this wonderful program to those in need.

Instead of receiving gifts this year, our Families will receive electronic gift cards so that they can safely shop for gifts and groceries for their loved ones. As one of our amazing donors, you will have the opportunity to raise funds and donate towards the purchase of these gift cards. Our staff will buy electronic gift cards with all funds raised and provide them to our Families to utilize however they need to. To help you reach your fundraising goal, you will be able to set-up a personalized fundraising page to share with your family, friends, and coworkers. I hope you know how meaningful your efforts and donations are and the joy that you will bring to our Families this holiday season.

My family was so fortunate to have the love and support of our family and friends during my late-wife Nicole's 6-year battle with Stage IV Hodgkin's Lymphoma. During our time spent in the hospital for Nicole's treatments and appointments, we realized that not everyone was so fortunate to have the support that we did. Bringing Hope Home was created to be the Family for those who need one. We thank you for being a part of our Family and for supporting local Families with cancer.

In this packet, you will find information to help guide you through the 2020 Adopt-A-Family Program. The holidays are such a meaningful time to give back, and we are so thankful that you have chosen to do so with the Bringing Hope Home Family.

Happy holidays,



Paul Isenberg
Bringing Hope Home Founder & CEO



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How to Donate to Support a Family with Gift Cards

If you are reading this packet, it means that you have registered to support a local Family with cancer this year, through Bringing Hope Home, and to provide them gift cards for the holiday. Because of your generosity and support, our Families will be able to safely shop for gifts and groceries for their loved ones. Now that you are registered, you will receive an email shortly from a BHH staff member which contains the story of a Family being helped through the AAF Program. Please feel free to share this story with your group, so that they get to know a little bit about a Family that will benefit from the AAF Program and your efforts.

There are two options to begin supporting a Family with gift cards:

1) **Make a one-time donation for the full amount that you pledged.**

You or your company can make your donation online [here](#). Once you click the link, please scroll down on the page to the "Donation" section and select the amount you wish to donate. Please complete the rest of the form to process your monetary donation. You can also mail a check made payable to "Bringing Hope Home" to our office at 641 Swedesford Rd. Malvern, PA 19355. In the memo, please write "Adopt-A-Family Gift Cards."

All funds donated will be used to purchase electronic gift cards which will be provided to our Families so that they can safely shop for gifts and groceries for their loved ones this holiday. If you are donating as an individual or family and your company offers a company match for charitable donations, please consider requesting a company match to further assist Families. More information on matching gifts can be found on page 5.

2) **Set-up a personalized fundraising page to share with family, friends, and coworkers to help you reach your fundraising goal.**

Create a customized fundraising page and include your company logo, a team/family picture, personalized text on why you are supporting BHH and local Families with cancer this holiday season and set your fundraising goal. Once your page is ready, you can share the link to your page with family, friends, and coworkers so that they can easily donate and support your efforts and help you reach your goal. You will be able to track your progress, see all donations made on your page, and thank all donors who support you and contribute. You can share your donation page with anyone via email or social media. Please see the section below on how to set-up your personalized fundraising page if you would like to do so.

If you prefer not to customize your fundraising page, your page will come ready with the AAF logo and some general text on the program, so that you can simply set your goal and share with your supporters.

How to Set Up Your Personalized Fundraising Page

- [Click here](#) to begin setting up a fundraising page.

Scroll down a bit on the website and click the orange button on the right that says, “Create my own fundraising page!” It looks like this:

Create my own fundraising page!

A box will pop up for you to enter your name and email address. Enter both and then click “Create My Page”. You will then receive two emails:

- Email #1 will have a subject line that says, “Personalize your crowdfunding page – do not share link”. This is the email you will use to personalize your page before you share it with those who wish to donate.
 - Email #2 will have a subject line that says, “Support my fundraising effort”. This email contains the information you will need to share your page link with family, friends, and coworkers so that they can donate and support your fundraising efforts, once your page is ready.
- Open the email with the subject line: Personalize your Crowdfunding Page. Scroll down in the email and click on the orange button that says, “Personalize my page!” It looks like this:

Personalize my page!

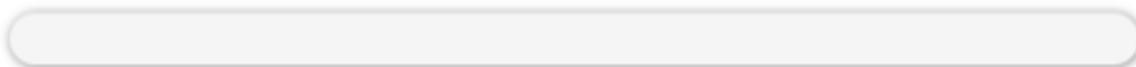
Once the page has opened, you can customize the following portions of your page:

1. The name at the top of your page. You can edit the name by clicking the pencil icon next to your name. You can change this to your company’s name, a family name, or a group/team name.

Supporting Bringing Hope Home
Created by PAIGE LACEK 

2. Your fundraising goal – Based on the number of Families you would like to support or how many Family members you registered to support, you can edit and set your fundraising goal at the top of your page by clicking the pencil icon. Through the AAF Program, each Family member will receive \$100 in electronic gift cards. For example, a Family of 5 will receive \$500 in electronic gift cards. So, if you registered to support a Family of 5, you can set your fundraising goal to \$500.

\$0 of \$50,000  Goal



3. The image/logo - You can keep the AAF logo that is shown or you can replace the image with your company logo, a team photo, a family photo, or anything you would like by clicking "Change Image" under the AAF gift card image.



4. The text - You can customize the text on the page to share why you are involved with BHH and supporting a local Family with cancer this holiday. You can also include the family story you were sent by BHH on your page if you would like. It may be helpful to leave some of the information about BHH, getting your company to match donations, and the deadline to donate to your page.

- Once your page looks the way you would like, click the orange button at the bottom of the page that says, "Save and Publish".  You are now ready to share your page with your supporters!
- Open the email you received when you signed up to create a fundraising page. The subject line says, "Support my fundraising effort."
 - o You can view your page by clicking the orange button in the email that says, "Donate to my cause", it looks like this: 
 - o You can forward this email to your family, friends, and coworkers to donate to support via the orange button.
 - o You can also share the link to your page on your social media for additional support.
- If you need assistance setting up your personalized fundraising page, please reach out to Paige Lacek at paigelacek@bringinghopehome.org or at 484-580-8395, ext. 103.

Company Match

If your company matches charitable donations, please consider submitting a company match to your employer. All donations made to Bringing Hope Home to support the Adopt-A-Family Program are eligible for a company match. The match from your company will further support local Families with cancer and support BHH's mission. You may need some of the following information to submit a company match. We encourage you to share this information with those who donate towards your fundraising page, as their company's may also offer a match.

Nonprofit Organization: Bringing Hope Home
Address: 641 Swedesford Rd. Malvern, PA 19355
Phone Number: 484-580-8395
EIN Number: 26-1222985
Website: www.bringinghopehome.org

If you need further information or have questions on matching your donation, please reach out to Paige Lacek at paigelacek@bringinghopehome.org or at 484-580-8395, ext. 103.

AAF' Donor Spotlight

We love to share the stories of those involved in supporting our Families over the holidays. If you would like to be featured on our social media platform as a donor, group or company giving back through the AAF Program, please reach out to Molly Callanan at mollycallanan@bringinghopehome.org or at 484-580-8395, ext. 102. Please let us know why you're involved and giving back, what you love about BHH and the AAF Program, and feel free to share your logo or a team picture with us. Don't forget to share your social media handles so that we can tag you in the post!

Posting on BHH Social Media

Facebook & Twitter: @bhhnation

Instagram: @bringinghopehome

LinkedIn: @Bringing Hope Home

Please tag Bringing Hope Home and use our hashtags if you are posting about the Adopt-A-Family Program on your social media accounts, to help spread the Unexpected Amazingness!

Hashtags for all platforms:

- #BHH AdoptAFamily
- #BringingHopeHome
- #UnexpectedAmazingness
- #HopeNation

Adopt-A-Family FAQs

How will Families receive their gift cards through the program?

Bringing Hope Home will purchase electronic gift cards with all funds raised by our donors and will provide the gift cards to all Families electronically through their email. If a Family does not have an email address, their electronic gift cards will be sent to their referring social worker at their treatment center/hospital so that the social worker can print the gift card and provide it to the Family at their next appointment or treatment. We feel that this is the safest way to provide the gift cards to our Families this year.

How many gift cards will each Family receive and what dollar amount?

For each Family that BHH is supporting through the Adopt-A-Family Program, each member of the Family will receive \$100 in gift cards per person. So a Family of 3, for example, will receive \$300 in total gift cards.

What will Families use their gift cards for?

Families will use their gift cards to purchase gifts for their own family members, which could include clothing, toys for children, shoes, small household and personal items, and other items the Family needs. Families may also use their gift cards to purchase a holiday meal for their Family.

How do I know what to set my fundraising page goal to?

The goal on your fundraising page should equal the number of family members you registered to support, assuming each person will receive \$100 in gift cards. For example, if you registered to help a Family of four, a fundraising goal of \$400 would allow you to fully support a Family of four.

What if I surpass my fundraising goal and raise more money?

If you surpass your fundraising goal, BHH will use all additional funds as needed to support Families in need through our Light of Hope Family Grant or to purchase additional gift cards that will be used throughout the year to provide grocery and gas assistance to our Families. Any donations made over your goal will further support Families in need.

Can supporters only donate to the AAF Program online?

No, BHH is accepting donations by check as well. Checks should be written out to "Bringing Hope Home" and mailed to our office at 641 Swedesford Rd. Malvern, PA 19355. In the memo section of your check, please write "Adopt-A-Family Gift Cards."

When is the last day that my family and friends can donate on my fundraising page?

The last day to make an online donation to support the AAF Program is Thursday, December 31, 2020.

Are all donations tax deductible?

Yes, all donations made by you, your company, and those who donate towards your page are all 100% tax deductible.

How will I get a receipt for my tax-deductible donation?

For any donors who make their contribution online, they will receive an automated email from BHH containing their receipt for tax purposes. Please hold onto your receipt for your tax records. If you mail a check to the BHH office, you will receive a paper receipt in the mail.

What if my company matches charitable donations?

If your company matches charitable donations, please consider submitting a request for a company match to your employer, to further assist local Families with cancer. Bringing Hope Home's EIN is 26-1222985. If you have any questions on your company match, please reach out to Paige Lacek at paigelacek@bringinghopehome.org or by phone at 484-580-8395, ext. 103.

Will I receive a thank you note or a photo from a BHH Family after the program has ended?

Families will have the opportunity to share a photo of their Family with BHH and our donors, however photos are not required to respect each Family's decision and privacy.

BHH will also be mailing each Family helped through the program a holiday card. The card will contain a self-addressed pre-stamped thank you postcard that the Family can mail back to BHH if they choose to do so. BHH will share all photos and thank you notes received with our supporters.

I have participated in the AAF Program in the past. Do I need to fill out a Fair Market Value (FMV) Form this year?

FMV Forms are not needed this year. Since supporters will be making monetary donations this year instead of purchasing gifts, we will not need FMV Forms listing all purchases made.

Thank you for supporting Bringing Hope Home and our Families this holiday!