



Donor-Designated Program Helps Neighborhoods Raise Funds

Most neighborhood associations are not a charity, or 501(c)3 organization, and as such donors cannot deduct their gifts from their income tax. Neighborhood Alliance has a solution to this fundraising dilemma: the Neighborhood Alliance Donor-Designated Program.

Your donors can donate their gift to Neighborhood Alliance (NA) and state on the check that it is ear-marked for your specific project (ie...Rose Hill Park Project). NA will mail your association a check for the full amount that was donated and the donor will get a letter they can use for tax purposes. The only catch is that the neighborhood project must meet the mission statement of Neighborhood Alliance: "to create safe, attractive and healthy neighborhoods throughout Central Oklahoma."

Neighborhoods have raised between \$500 to over \$200,000 using this program. They have used the monies to fund new ornamental lights, park improvements, improved entrances, sound walls, new landscaping, housing rehab programs, etc.

How does your neighborhood get started?

- Decide on your project. (It must be a project that fits our mission: to create safe, beautiful and healthy neighborhoods).
- Create a budget for your project and determine ways to solicit the necessary funds.
- **Send a letter to Neighborhood Alliance asking to use the "Donor Designated Program." This letter must include the following:**

- 1.) **Description of your project**
- 2.) **Name, address and phone number of the neighborhood contact person for the project**
- 3.) **Timeline of the project (when you will be soliciting donations)**

- There is a small administrative fee to set up the program and it is payable by the neighborhood before donations are processed. (\$10.00 initial set-up fee and a small fee for the thank you letters processed/ typically not more than \$30.00 total)
- Begin a fundraising campaign. Include on your materials that donors can make a tax deductible gift by making their check payable to Neighborhood Alliance, and earmark it for your neighborhood project. Donors may either mail their check directly to our office, or the neighborhood can collect them and bring them to our office.
- The donor will receive a letter they can use for their tax purposes.
- Remember, it is the neighborhood's responsibility to thank all donors that give to your project.

Participating associations will be invoiced for the fees once all contributions have been processed and Tax Donation Receipts have been completed.

When your project has been reviewed and approved, Neighborhood Alliance will send you a letter giving you permission to use the Donor Designated program. We can even supply you with a template for a donation pledge form you can use while soliciting donations. Once you receive permission you can begin your fundraising!

**For more information on this program,
call Neighborhood Alliance at 528-6322.**

Or contact Laura@nacok.org

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