



Getting Started

Philanthropy Guide

Updated October 2023

Topics Covered

Mission and Vision

Funding Priorities

Philanthropy FAQs

Chapter Engagement

Event Planning

After Your Event

Table of Contents

Mission and Vision	3
About the Foundation	
Our Mission	
Tax ID and EIN #	
Foundation Key Information	
Funding Priorities	4
Leadership	
Scholarship	
Women’s Heart Health	
Forget Me Not Grants	
Heritage	
Philanthropy FAQs	5-6
Getting Started	
Planning	
After Your Event	
Chapter Engagement	7
Creating Committees	
Chapter Calendars	
Event Planning	8-10
Event Budget and Timeline	
Event Idea Bank	
Things to Consider	
After Your Event	11
Event Summary Form	

Mission & Vision

About the Foundation

Alpha Phi Foundation made history on April 15, 1956, when it received its non-profit designation. Alpha Phi became one of the first women's fraternities to establish a foundation.

Demonstrating the philanthropic spirit of love and charity intended by our Founders, the Foundation was first created as a trust to award grants specifically for scholarship and cardiac aid.

Today, Alpha Phi Foundation is the philanthropic partner of Alpha Phi Fraternity, and the original priorities of the Foundation remain.

YEAR FOUNDED

1956

Our Mission

*Advancing women's
lives through the power
of philanthropy*

TAX ID OR EIN #

36-3895478

Foundation Key Information

Address

Alpha Phi Foundation, Inc.
1985 S. Josephine St., Denver, CO 80210

Donation Address (for checks/money orders)

Alpha Phi Foundation Inc., PO Box 7410667,
Chicago, IL 60674-0667

Email ChapterGiving@alphaphifoundation.org

Phone Number 847-316-8953

Website <https://alphaphifoundation.org>

*Alpha Phi Foundation
is classified as a 501(c)
(3) organization by the
Internal Revenue Service.*

*Donations to the
Foundation are tax-
deductible in the United
States as allowed by law.*

Funding Priorities



Leadership

Alpha Phi Foundation committed to supporting Alpha Phi Fraternity and its evolving needs as it develops innovative leadership programs and training opportunities for its members, including Alpha Phi Leadership Institute, Educational Leadership Consultant (ELC) program, the Disney Leadership Institute and more.

[Learn more...](#)



Scholarship

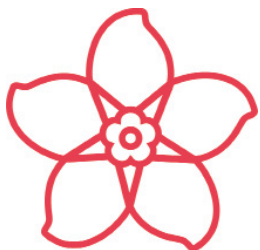
Each year, Alpha Phi Foundation awards over 70 merit and need-based scholarships to undergraduate and graduate members. We are proud to recognize the remarkable accomplishments of Alpha Phi members by providing the additional means for them to pursue advanced degrees without burden. [Learn more...](#)



Women's Heart Health

Alpha Phi Foundation awards an annual \$100,000 Heart to Heart Grant funding innovative projects addressing the need for specialized care and education supporting women's heart health.

[Learn more...](#)



Forget Me Not Grants

Alpha Phis are sisters for life, supporting one another through every life stage and helping each other in times of need. We exemplify this life-long support through the Forget Me Not Grant Fund.

[Learn more...](#)



Heritage

Alpha Phi Foundation is dedicated to collecting, preserving and sharing the history of our organization—a history rich in women's leadership. The Foundation funds the written and oral histories of Alpha Phi International Fraternity. [Learn more...](#)

Philanthropy FAQs

Getting Started

Q: Are philanthropy events exempt from sales tax?

A: No. Chapters are unable to use Alpha Phi Foundation's state tax-exempt certificate to receive exemption from state sales tax from goods or services. The Foundation is recognized by the IRS as a 501(c)(3), whereas Alpha Phi Fraternity and its chapters are recognized as a 501(c)(7) organization, or social clubs.

Moreover, the Foundation's tax exempt certificate does not apply to all states. Please factor sales tax into your chapter budgets when you are planning your philanthropic efforts.

Q: How do I access GiveSmart?

A: Fill out the [Submit Your Event Form](#) and include your NAME, PHONE NUMBER, and EMAIL to get access to GiveSmart.

You will receive two emails: one from GiveSmart for you to set up your account, and one from ChapterGiving@alphaphifoundation.org with a Getting Started Tutorial to access and customize your campaign.

Q: Where do the GiveSmart funds go?

A: When you use GiveSmart, all ticket sales return to the chapter after you Request GiveSmart Disbursement. **ALL other donations, auctions, instant items go directly to the Foundation.**

What is a 501(c)(3)?

Section 501(c)(3) is the portion of the US Internal Revenue Code that allows for federal tax exemption of charitable and educational nonprofit organizations.

[Learn More...](#)

Who leads the Foundation?

The Foundation has a Board of Directors, an Executive Director and a staff dedicated to taking our efforts to new heights.

[Meet the Board](#)
[Meet the Staff](#)

What do our funds support?

Your chapter fundraising helps make our programs possible! Each year we publish a Donor Impact Report to illustrate the power of your philanthropy!

Philanthropy FAQs

Planning

Q: How do I ___ on GiveSmart?

A: Whenever you have a question, start on GiveSmart's Help Center where they have step-by-step tutorials on each feature on their site. Still not sure about something? Email us at ChapterGiving@alphaphifoundation.org. We're here to help!

Q: Can you help me find a speaker for our event?

A: Yes! Include your request when you complete the [Submit Your Event Form](#) OR send an email to ChapterGiving@alphaphifoundation.org with your event DATE, TIME, and LOCATION and we will connect you with a speaker!

Q: Can I take credit card payment at our event?

A: Yes, if you have the GiveSmart Card Connect (not compatible with a BillHighway credit card reader) you can take a credit card payment in person through the GiveSmart app on an Apple Device. Order your Card Connect [here!](#)

Q: What do I give a Sponsor who is asking for Tax Information on the Foundation?

A: You can give sponsors a copy of our [Non-Profit Status Letter](#) and [W9 form](#) or direct them to our Financials page where they can view our current and previous [990s and Donor Impact Reports](#).

After Your Event

Q: How do I send in Cash/Check Donations?

- 1: Take any cash and change to your local bank to convert it to a money order.
- 2: Ensure both checks and money orders are payable to Alpha Phi Foundation. Fill out the **UPDATED** [Donation Cover Sheet](#) so we can credit the funds to your Chapter's Event.
- 3: Mail the Donation Cover Sheet with all checks/money orders to our **NEW** Lock Box address within 30 days of your event.

Donation Lock Box Address (for checks/money orders)

Alpha Phi Foundation Inc., PO Box 7410667,
Chicago, IL 60674-0667

Q: What do I do after the event is over?

- 1: Fill out the [Event Summary Form](#).
- 2: [Request GiveSmart Disbursement](#) (so you can receive your funds as quickly as possible)
- 4: Mail in checks/money orders to the Lock Box with the updated [Donation Cover Sheet](#).
- 5: Update any transitional documents while it is still fresh in your mind!

Chapter Engagement

How can I get my chapter to engage with our philanthropy events?

1. Create small committees or teams to increase the involvement of chapter members in the planning and executing of the event.

Examples:

- a. A committee to post flyers around campus.
 - b. A committee to create social media content.
 - c. A committee to collect chapter feedback before/after an event.
2. Create a points system or use your chapters current system to encourage philanthropy participation to attend formal or other social events.
 3. Keep members informed!
 4. Ensure philanthropy events are on the chapters calendar
 - a. Give the chapter **at least one month** notice of event dates AND times.
 - b. Is there specific attire required for the event? Will the chapter be providing T-shirts for the event?
 - c. Require participation in making baskets for an auction. Encourage members to coach a sporting event team (ex: Phifa).
 5. Ask the chapter what **THEY** would like to see at the event. Even if you can't implement everything, it will increase involvement.

AT LEAST
1 MONTH
AHEAD OF TIME

Event Planning

HOW TO Determine the Price of Tickets

Example, you are hosting a Zumba-a-thon event! Take into consideration all of your event's costs and divide that by your attendance goal:

Venue:	\$150
Instructor:	\$100
Water/Snacks:	\$250
A/V:	\$250
T-shirts:	\$1,200
Marketing:	\$200
Total	\$2,150

Goal Attendance: 150

$2,150 / 150 = 14.33333...$

To help cover the cost of your event, the registration fee should be more than \$15. If you have more than 150 people—fantastic, you're in the **green!**

If your venue has a maximum capacity, remember to take that into consideration.

Event Budget and Timeline

Here are a few tips to consider as you create an event budget:

Event planning takes time!

- Give yourself time to solicit donations and secure sponsorships, consider multiple venues and market your event.

Work with your VPF to help you outline the budget

- Shop around and rule out venues and services outside of your budget.
- Does your venue have a maximum capacity?

Remember your goals

- Your goal is to raise awareness and money for a special cause, not spend money. If the event does not pay for itself, it may not be the right event to host.

Secure the venue and work backwards from there!

- Leave time to secure any proof on insurance coverage
- Contact: 800-736-4327 or HolmesMurphy@alphaphi.org
- Ensure you are aware of and abide by all current Fraternity and Campus alcohol policies.

Ticketing

- Please note: when using GiveSmart to collect ticket sales you will not receive the funds until after your event when you request disbursement.

Use your resources!

- [Philanthropy Toolkit](#)
- [GiveSmart Guide](#)

GO TO

www.alphaphifoundation.org/resources

FOR EVENT RESOURCES AND GUIDES

Philanthropy Event Idea Bank

No two chapters are the same, so your philanthropy efforts shouldn't look the same either. Make sure that you are choosing the right events for your chapter—events that fit your chapter's membership, location, campus culture and budget.

RED DRESS

The Red Dress brand can be anything you want it to be—big or small, fancy or laid-back, gala or potluck! Have fun with it and be creative!

- Brunch
- Dance
- Gala
- Fashion Show

HEART HEALTH WEEK

These are multi-day philanthropy events that focus on heart health awareness and education. Sometimes chapters host several types of small events throughout the week.

- Blood Drive
- CPR/AED Training
- Wear Red Day
- Pie-a-Phi

ENTERTAINMENT & PAGEANT

Show off the talents (and competitive nature) of your community with a show!

- Comedy Show
- Lip Sync Competition
- Talent Show
- Fashion Show
- Heartthrob
- King of Hearts

FOOD-BASED EVENTS

Gather your community together for some food and fundraising! Bonus points if your food event is heart-healthy!

- Cook-Off
- Mac N Phis
- Trail Mix Bar
- Bake Sale
- Barbecue
- Restaurant Give Back
- Food Truck Festival
- Apple Picking
- Alpha Phreeze
- Coff-PHI

MOVE YOUR PHI'T

These events include any type of event that gets your heart pumping—running, dancing, kickball, 3x3 basketball tournaments or golf—just get to moving!

- 5K Walk/Run
- Alpha Phifa
- Fast Phi't
- Phi Ball
- APhi Bowl
- Hoops for Hearts

Event Basics

Things to Consider

Campus Culture

- Will your event meet the needs and requirements on your campus?
- How will your campus respond to your event?
- How will your local community respond?

Have Your Goal in Mind

- What is the goal of the event?
 - Ex: education, raising awareness, fundraising

Target Audience

- Who is your target audience? How can you reach them?
- What do we want them to do- attend, give, share?

Reference Prior Events

- Has your chapter hosted this event before?
- Do you have any notes/tips to reference from last year?

When should I plan our event?

- Do you have enough time to plan it?
- What does the chapter's social calendar look like?
- Reference your campus calendar and holiday calendar.

Where should we plan our event?

- Do you need access to Wi-Fi or A/V equipment?
- Is there enough space for activities?
- Do you need a backup venue if it rains?
- Can you involve the whole chapter?
- What is your budget? Should there be an entry fee/ticket?
- Will you need sponsors?

You are not alone!

You can always consult your advisors or Foundation staff!
Email ChapterGiving@alphaphifoundation.org for support.

Submitting an event to Alpha Phi Foundation is easy to do and comes with benefits!

Spread the word!

Submitting your events keeps our team in the loop about your exciting philanthropic efforts!

Sign up for GiveSmart

You have the opportunity to activate your FREE Alpha Phi chapter Givesmart account when you submit your event.

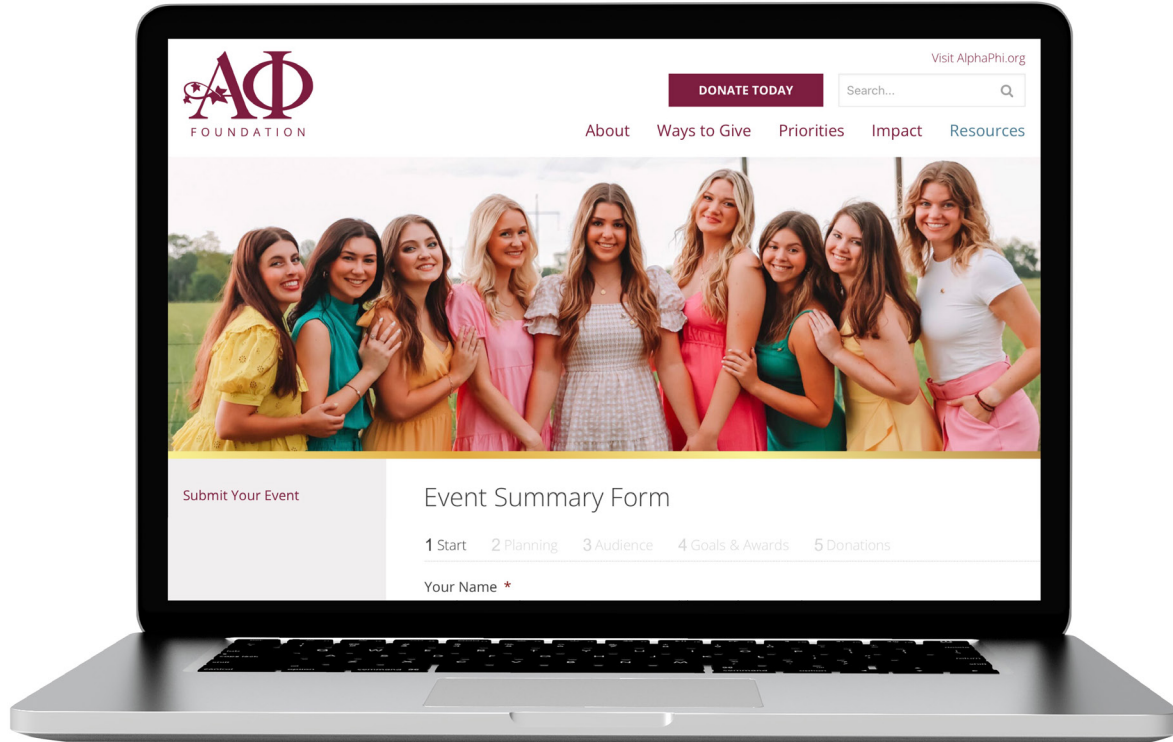
Get Featured on Instagram!

Make sure to fill out the Event Summary Form following your event and tag us on social media for your chance to be featured on the [Foundation's IG account](#).

Ask for help!

Share your event details and ask Foundation staff for help and suggestions.

Event Summary Form



Please complete the [Event Summary Form](#) after each of your philanthropy events for Alpha Phi Foundation. This is an opportunity to:

1. Report on your event outcomes to Alpha Phi Foundation
2. Share your successes, challenges, and tips with other Directors of Philanthropy and advisors
3. Qualify for Foundation chapter awards at Leadership Conference and Convention
4. Get highlighted on Foundation social media and in Foundation newsletters
5. Enable Foundation staff to collect data, analyze trends in chapter philanthropy, and create resources to better fit chapter needs.

Completing the Event Summary Form may take about 30 minutes.

Questions or Concerns?

Contact ChapterGiving@alphaphifoundation.org

Alpha Phi Foundation

1985 S. Josephine St., Denver, CO 80210

www.alphaphifoundation.org