



AAUW LAGUNA BEACH
FOUNDATION

WORDING OF FUNDRAISING DOCUMENTS

Following are some general guidelines for wording on any material being printed and sent out or transmitted electronically, whether for distribution within the branch or for publication elsewhere. We are doing a great job of fundraising and supporting very worthwhile causes; we need to follow some basic IRS rules when doing that fundraising. Additionally, it is recommended that AAUW's style guidelines be followed.

*Mission Statement:
AAUW advances equity
for women and girls
through advocacy,
education,
philanthropy, and
research.*

*The American
Association of
University Women
Laguna Beach
Foundation (AAUW
LBF), a nonprofit
California Public
Benefit Corporation,
receives and
administers the
charitable funds and
donations necessary for
the financial
advancement of AAUW
Funds including the
AAUW Legal Advocacy
Fund, and to support
social and educational
needs in the community*

- 1) Any invitation, flier, response card, email blast, newspaper article, or other printed material referring to a fundraising event needs to clearly state the following:
 - Who is sponsoring the event: This will usually be the Laguna Beach Branch of AAUW (AAUW-LB) unless we are sharing sponsorship with another organization, in which case both organizations should be named.
 - For whom are the funds being raised: For example AAUW Legal Advocacy Fund (LAF), AAUW Funds (Fellowships and Grants), Tech Trek, AAUW Laguna Beach Foundation's Community Grants, Returning Woman Scholarships, etc. This needs to be specific. If the money raised will be divided among all of the Foundation's programs, documents can simply state AAUW-LBF, otherwise the specific programs to benefit need to be named.
 - To whom are the checks are payable: In most cases this is AAUW-LBF. The exception is when the fundraiser is being co-sponsored with another organization that is taking in the monies, or if the funds are going to support the operations of the branch (not tax deductible.)
 - Where the checks are to be sent: Provide both a name and address.
- 2) All documents pertaining to a particular fund raising effort must be consistent in describing where the funds will go, i.e., don't say "local scholarships and grants" in one document and "community projects" in another.
- 3) Documents must state somewhere that "AAUW-LBF is a 501(c)(3) nonprofit organization Tax ID 33-0915388," and that

donations are tax deductible. If we know ahead of the event how much of the ticket is overhead, and how much is donation, that may be stated, e.g., "\$20 of the ticket cost is a tax deductible donation," but this is not required.

- 4) The legal name of our foundation is the American Association of University Women Laguna Beach Foundation. This may be shortened to AAUW Laguna Beach Foundation and subsequently abbreviated AAUW-LBF.
- 5) AAUW style guidelines suggest the following terminology when referring to AAUW organizations:
 - AAUW, formerly known as the American Association of University Women.
 - AAUW of California
 - The Laguna Beach Branch of AAUW (AAUW-LB)
- 6) Use only official logos provided by AAUW, which may be downloaded from the aauw.org website (Member Center/Officer and Member Resources).

If you have any questions about these guidelines please contact Janette Mestre 949-494-6064, jmestre2@cox.net, or Elaine Lawson 949-494-9963, ealawson@cox.net.