



INTERNATIONAL JUSTICE MISSION® FUNDRAISING KIT

GETTING STARTED

Thank you for your interest in International Justice Mission. Your initiative to support the work of IJM is a great encouragement to us, and we are excited to work together with you as you generate support for the work of justice. This kit aims to provide you with helpful resources to raise funds for IJM.

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To be used only if you would like IJM resources beyond what is included in this packet (e.g. IJM printed materials, Web banner, logo, or guest speaker).

SECTION I: IDEAS FOR FUNDRAISING

“In Honor of” Gifts

- **Birth:** Celebrate the joy of new life by giving a gift in honor of someone’s birth.
- **Birthday or Anniversary:** Receive the gift that brings justice to those suffering oppression. Ask your friends and family to donate to IJM in lieu of presents, or give a gift to IJM in honor of someone’s birthday.
- **Marriage:** Ask your guests to honor you with the gift of freedom. Conversely, the bride and groom could also thank their guests for attending by giving to IJM in lieu of wedding favors.
 - Please contact us at fundraising@ijm.org so that we can follow up with you and track your donations.
- **In Memory of Someone:** Give thanks for a life of service by asking others to give a donation to IJM in memory of your loved one.

To make an “in honor of” gift, simply include a note with your donation. For gifts given through the Web site, include a note in the comments section. Please include an address of the recipient of the gift if you would like for us to send an acknowledgement card to him or her.

Small Events

- **Sporting Events:** Run, bike, paddle, or even climb for the work of justice by having your friends and family support you for each mile. Or, organize a tournament and have the entry fees benefit the work of IJM.
- **Small Dinners:** Host a dinner and invite your friends to learn about IJM and get personally involved by donating their resources to help the oppressed.

Suggested Schedule:

- Show the Dateline NBC special “Children for Sale.”
 - Pass out IJM brochures and ask individuals to donate to the work of justice. To order brochures, fill out the [Request Form](#) (Section IV, Part 1).
- **Other Events:** Support IJM through a fun event. Hold an auction, concert, film festival, yard sale, car wash, or lemonade stand.

Other Ideas for Fundraising

- **Matching Gifts:** See if your company matches gifts given to non-profit organizations and watch your donation double or triple with little effort. Encourage your office to start a matching gift program if they do not already have one.
- **Loose Change to Loosen Chains:** Most families have a lot of loose change sitting around their homes. By some estimates, there is over \$10 billion in loose change in American households. You can appeal to families in your church and community to clean off the dresser, the junk drawers, the sofa cushions, the bottom of their purses, the car ashtray, etc. and donate this money in a loose change drive to help loosen the chains of slavery. More information on Loose Change to Loosen Chains is available on our Web site at www.ijm.org.
- **Creative Talents:** Use your abilities and support IJM in the process. Make and sell cards, furniture, bookmarks, or jewelry and donate the proceeds to IJM.
- **Sponsored Time:** Donate time to help your neighbors in your community and overseas. You could give your time to baby-sit, help others with yard work, or volunteer at an organization in your area. Have your friends, family, and church members sponsor you for each hour you give, and donate the funds to IJM.
- **Book clubs and small groups:** Read Good News About Injustice or Terrify No More and set a financial goal for your group to raise for IJM.

- **Fundraising in the Workplace:** Organize some enjoyable fundraising at your job with one of the ideas listed below. This is a great way to share IJM's work with your colleagues.
 - Dress Down/ Dress Up: On an approved day, get everyone to pay to “dress down” for the day. Alternatively, have a themed dress-up day and fine the people who don't dress up. It's a fun way to foster camaraderie in the office and raise support for IJM!
 - Go Home Early: Choose a special day and arrange permission with your management to go home an hour early for each donation of a certain amount given to IJM.
 - No Rings in the Office: Create good habits around the office: every time a cell phone rings, fine the owner and give the penalties to IJM. You'll be surprised how fast it adds up!
 - Name the Baby: Get everyone to bring in a picture of themselves as a baby, and have a competition to see who can match up the most colleagues to their baby picture. Charge a fee to enter the contest, give a prize to the winner and donate the rest of the proceeds to IJM.

Small Businesses and Corporations:

- **Donate a percentage of your sales to IJM:** This is a great way to educate your customers about the work of IJM while raising support.
 - In accordance with the Better Business Bureau (BBB) guidelines, you must clearly list the percentage of all sales that will be donated to IJM. Your company will be given a tax-deductible receipt for the proceeds sent to IJM. Customers will not be receipted by IJM. See [How to Donate](#) (Section II) for more information.
- **Matching Gifts:** Implement a matching gift program for your company to match gifts that employees give to IJM.

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SECTION II: HOW TO DONATE

Sending multiple donations to IJM:

1. IJM can provide you with envelopes for people to make donations if you fill out the [Request Form](#) (Section IV). Please note that individuals must include their address with the donation if they would like to receive a receipt.
2. Leave the envelopes collected intact – do not open them to view the amount or separate the payments from their envelopes.
3. Contact us at fundraising@ijm.org to let us know that you are sending in donations and to receive important information about shipping.
4. Send the envelopes to IJM via Fed Ex, DHL, or another form of shipment that can be tracked.

Tax-deductibility of Donations:

To remain in compliance with the IRS, the Better Business Bureau (BBB) and the standards of the Evangelical Council for Financial Accountability (ECFA), International Justice Mission uses the following procedures to receipt donations.

- *Important Requirement:* If donating a percentage or specific amount of corporate sales, sale of a good or service, or the entire amount of a good or service to IJM, the percentage or amount donated (25%, \$1,000, etc) must be clearly listed on all printed materials, Web site or where ever else applicable.

1. Donations

Donations refer to all tax-deductible donations, whether cash, check, credit card or stock transfer. International Justice Mission will provide a tax-deductible receipt to donors for the exact amount of their donations. The receipt can be presented to the IRS for tax-deduction purposes.

Examples:

- **Personally donating a portion of your company's sales.**

Giving 5% of the sales collected through your t-shirt company. You would submit a check to IJM for this amount and be given a tax-deductible receipt.

- **Personally donating the proceeds from a fundraising project.**

Holding a concert in IJM's honor and giving the money collected through ticket sales to benefit IJM. You would submit a check to IJM for this amount and be given a tax-deductible receipt.

- **Asking people to give money directly to IJM.**

Holding an awareness meeting in which you share about IJM and ask people to donate to the organization. You would collect the individual's donations and send the money to IJM following the procedures outlined above. IJM would send a tax-deductible receipt to the individuals that donated.

2. Donations with Goods and Services Received

"Donations with goods and services received" refers to payments to IJM in which an individual receives a good or service for his or her payment. IJM will give a gift receipt for these payments and will only give a tax-deductible receipt if the payment exceeds the value of the good or service received.

Please note that payments should only be collected for IJM if the good or service provided includes a donation.

IJM prefers that individuals sell goods and services at market value and personally donate the proceeds to IJM.

Examples:

- **Having a bake sale, yard sale, etc., in which the price includes a donation to IJM.**

Selling cakes and deserts for \$50, when they are valued at \$5. Individuals would be given a tax-deductible receipt for \$45.

- **Selling handmade jewelry or other goods in which the price includes a donation to IJM.**
Selling hand made jewelry valued at \$10 for \$20. Individuals would be given a tax-deductible receipt for \$10.
- **Having a concert, car wash, etc., in which the price includes a donation to IJM.**
Selling tickets for \$50 to a concert when you would typically charge \$20. Individuals would be given a tax-deductible receipt for \$30.
- **Holding a silent auction.**
Collect items for a silent auction event. Gifts that exceed the value of the auction items can be receipted by IJM for the amount above the value of the good.

Instructions for donations with goods or services received that are tax-deductible:

- Create a list of the approximate values of all the goods or services prior to selling these items. This information will be necessary for individuals that request a receipt.
- If an individual wishes to receive a receipt from IJM, be sure to clearly list the item or service that the individual received and its approximate value with their payment.
- The individual must include their address to receive a receipt.
- Follow the instructions for sending multiple donations to IJM listed above.

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SECTION III: FREQUENTLY ASKED QUESTIONS

1. Can IJM help me plan my event?

IJM is always excited when supporters want to raise funds to help support our mission. This fundraising kit should equip you with helpful information to hold a successful event. If you need further assistance you can fill out the [Request Form](#) (Section IV). You can also e-mail us with questions at fundraising@ijm.org. Due to the large number of events and inquiries that IJM fields, we are not able to provide planning assistance beyond answering questions and providing resources.

2. If my company donates to IJM, can IJM's Web site link to my company's Web site?

Although we appreciate the generosity of companies and small businesses donating their proceeds to IJM, we do not participate in cross-branding efforts at this time. You may request a Web banner for your Web site that would link to our home page, but IJM does not currently link to other sites.

3. Can IJM help me to advertise my event? Or can IJM advertise my product or my company?

No, although we are grateful for your efforts, we cannot assist with advertising and do not solicit our constituents for events or products that are not managed by IJM.

4. Can IJM help secure media coverage for my event?

IJM can not provide specific help obtaining media coverage for the event, but is happy to approve or add information about IJM to a press release about the event, or to provide a sample press release which you may customize for your event. Please e-mail media@ijm.org with questions.

5. Can IJM sell products (jewelry, t-shirts, etc.) that I've created to benefit their work?

At this time, IJM is unable to sell products created by donors to raise funds for our work. We deeply appreciate the support you provide, but we are unable to offer this service.

6. Can IJM feature my event or product in their newsletters to constituents?

Due to the large number of worthy events and donated proceeds, IJM is unable to highlight every such contribution, but does make an effort to note individuals and groups who have contributed uniquely to IJM (though usually after the fact).

7. Can I receive an IJM sign or banner to display at my event?

IJM does not have signs or banners available for loan. You can create a sign, but we are unable to reimburse you for the expense. If you wish to create a sign with our name or logo please fill out the [Request Form](#) (Section IV). IJM needs to approve any printed pieces with our name or logo.

8. What sort of things are tax-deductible?

Gifts can be fully tax-deductible or partially tax-deductible depending on whether or not an individual received a good or a service for their gift. Donations where an individual received nothing in return for their gift is considered a full tax-deductible donation. Gifts where an individual received a good or service with their gift will only be tax-deductible for the amount given over the approximate value of the good or service. For example, if you hold a silent auction and an individual gives \$50 for an item that is valued at \$20, IJM could receipt the individual for \$30. For further clarification please refer to [How to Donate](#) (Section II).

9. Can I collect people's credit card information for IJM to charge?

No, credit card information can only be received by an IJM staff member. If an individual would like to donate to IJM via credit card you can direct them to give through our Web site at www.ijm.org or by calling our office at 703.465.5495.

10. How am I receipted?

This depends on the type of fundraising and gift. Please refer to [How to Donate](#) (Section II) for an explanation of our receipting process for different types of gifts.

11. Can I have an IJM Web banner for my company's Web site?

If you would like an IJM Web banner, please fill out the [Request Form](#) (Section IV), and describe your intended use for the banner.

12. Can I use the IJM logo?

If you would like to use the IJM logo, please fill out the [Request Form](#) (Section IV), and describe how you will be using the logo. IJM will need to approve any use of our logo.

13. Can I receive materials from IJM?

You can request materials from IJM by filling out the [Request Form](#) (Section IV). Please refer to our list of resources and brochures under [IJM Resources & Brochures](#) (Section IV, Part I) to see what sort of materials you can request.

14. Can I get a speaker for my event?

To contact someone at IJM about having an IJM staff member speak to your church, school, or other group, please send an e-mail to education@ijm.org.

15. Can I be reimbursed for my personal costs?

We are sorry, but IJM is not able to reimburse individuals for costs associated with constituent initiated events.

16. Can I read more about IJM's financial information?

To read our Annual Reports, Independent Audit Reports, or other financial documents, please visit our Web page at www.ijm.org. If you have any other questions, contact us at 703.465.5495.

17. How should I explain your work to my friends? Or to my company's customers?

International Justice Mission is a human rights organization that rescues victims of violence, sexual exploitation, slavery and oppression. A multi-national team of law enforcement professionals and legal staff works with local authorities to conduct criminal investigations, collect evidence to rescue victims and provide aftercare, and bring perpetrators to justice. The work of IJM has been featured on "The Today Show", "Dateline NBC", "The Oprah Winfrey Show", in *Forbes Magazine*, the *New York Times Magazine*, the *Wall Street Journal* and numerous other media outlets.

For more information, please visit www.ijm.org.

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PART IV. CERTIFICATE OF UNDERSTANDING

1. The individual is responsible for all planning and execution of events not organized by IJM. IJM staff will be available to provide limited guidance.
2. Fundraising groups must use IJM's logo in a way that promotes our positive image, and must not display the logo without prior approval. Please submit a draft of any material (i.e. poster, t-shirt, flyer, etc.) to the Communications Department at HQ (contact@ijm.org).
3. As a fundraiser or fundraising group, you must have your own necessary insurance and permits.
4. No event or affiliation that involves gambling will be approved. Gambling is defined as a paid chance to participate in possibly winning a prize. Unpaid games are acceptable given that participation is free and no monetary prizes are awarded.
5. All fundraising events to benefit IJM must follow all applicable laws, including laws regarding tax deductions and wording on printed tickets. See [How to Donate](#) (Section II) for more information.
6. IJM will not release the names, addresses, or phone numbers of donors or prospects to third parties. At IJM's discretion, we will liaise with the event coordinator regarding our donor and contact lists.
7. The individual will be held liable for any fraudulent use of donations received on behalf of IJM.

Please sign the Certificate of Understanding and mail it to IJM at PO Box 58147, Washington, DC 20037 or fax it to 703.465.5499.

Certificate of Understanding

I, _____ (please print) have read and understand the above guidelines for hosting a fundraising initiative on behalf of International Justice Mission. I will abide by these guidelines as set by IJM.

(Signature)

(Date)

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SECTION IV: IJM RESOURCES

PART I: IJM RESOURCES AND BROCHURES

Merchandise for Sale

- **T-Shirts** (\$10)
Men and women's black Seek Justice t-shirts available in small, medium, large, and extra large.
- ***Good News about Injustice*** (\$10)
Interspersed with individual stories of specific abuse, this book chronicles the vision behind IJM's work and seeks to tackle tragic injustices with practical insight, answering tough questions regarding the nature of injustice and the biblical mandate for Christians to confront it.
- ***Terrify No More*** (\$15)
This gripping book documents the events leading up to, and surrounding, IJM's raids in the notorious Cambodian village of Svay Pak, where their workers rescued 37 underage victims of sex-trafficking, many of them under the age of 10.

DVDs

- **"Children for Sale"**
Winner of two Emmy Awards. The story of IJM rescuing children from sexual exploitation in Cambodia as seen on Dateline NBC (Approximately 40 minutes).
- **IJM Media Clips**
A brief compilation of IJM media appearances, which paints a vivid picture of our work around the world (Approximately 5 minutes).
- **David's Story**
A touching story of justice won for David, an innocent man who was arrested and shot by Kenyan police (Approximately 5 minutes).

Brochures and Materials

- **IJM Overview**
Overview of IJM's mission and purpose (one page format).
- **General Brochures**
Overview of IJM's mission and purpose (brochure).
- **Quarterly Reports and Justice Briefings**
Informative publications providing news and information about IJM's work around the world.
- **Bookmarks**
Slavery, sex trafficking and illegal land seizure bookmarks available.
- **Donation Envelopes**
Envelopes for people to give via check or cash (please note that if someone would like to give via credit card they should personally fill out their credit card information on the envelope and mail it to IJM).

* To request materials please fill out the [Request Form](#) (Section V).

* To order books please visit www.ijm.org.

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PART II: IJM MESSAGE MAP: HOW TO TALK ABOUT IJM

Mission Statement

International Justice Mission is a Christian agency, led by human rights professionals, that helps people overseas suffering injustice and oppression who cannot rely on local authorities for relief.

Four Fold Purpose

- Victim Relief - Relieve the victim of the abuse currently being committed.
 - Victim Aftercare- Provide access to services to help victims transition to their new lives and to encourage long term success.
 - Perpetrator Accountability - Bring accountability and just consequences under the law to the specific perpetrator(s) of abuse.
 - Structural Prevention - Prevent the abuse from being committed against others who are also at risk.
1. **Casework:** IJM rescues victims, holds perpetrators accountable, facilitates quality aftercare, and seeks structural prevention of future crimes.
 - a. *Investigation:* Law enforcement professionals conduct criminal investigations and collect evidence to rescue victims and bring perpetrators to justice.
 - i. Recruit multi-national investigative teams, including volunteer associates.
 - ii. Use state of the art investigative techniques.
 - iii. Collaborate with national law enforcement.
 - iv. Investigate to obtain evidentiary proofs.
 - v. Communicate investigative strategies to referral partners.
 - vi. Provide expert testimony.
 - vii. Train law enforcement, staff and partners in investigative techniques and the prevention of human rights abuses.
 - b. *Intervention:* Lawyers seek victim rescue and accountability for perpetrators through enforcement of a country's domestic laws.
 - i. Employ highly qualified legal staff, both nationals and expatriates.
 - ii. Build cooperative relationships with government, law enforcement and NGO's to bring tangible results.
 - iii. Receive case referrals from missionaries, relief and development workers and others who serve among the poor.
 - iv. Litigate and facilitate prosecutions in local courts on behalf of victims.
 - v. Develop partnerships with quality aftercare providers.
 - vi. Seek structural and policy reform to advance casework objectives.
 - vii. Train local judges and prosecutors.
 - viii. Seek legal reforms where domestic laws fail to protect victims.
 2. **Education:** IJM educates about oppression and teaches effective ways for seeking justice.
 - i. Speak to tens of thousands of North Americans each year about justice.
 - ii. Secure media exposure featuring the work of IJM to illuminate urgent human rights abuses and practical solutions.
 - iii. Provide expert counsel on structural and policy solutions for injustice.
 - iv. Publish curricula, books and other resources to educate about oppression, human rights and justice.

- v. Establish Campus Chapters to build a generation that embraces justice as an aspect of their global witness.
3. **Church Relations:** IJM mobilizes the Church to seek justice on behalf of the oppressed.
- i. Create a consciousness of the biblical mandate for justice.
 - ii. Mobilize Christians to action to provide relief through finances, volunteerism and prayer.
 - iii. Recover hope that the Church can make a difference.

Fast Facts as of January 2007:

- IJM was founded in 1994, began operations in 1997
- Currently have 13 overseas offices in 9 countries (South Asia, Cambodia, Thailand, Philippines, Kenya, Uganda, Zambia, Bolivia and Guatemala) and two Casework Alliance Partners in Honduras (ASJ) and Peru (Paz y Esperanza)
- Staff Count: 236 (U.S. 65, Overseas 171)

Justice Verses:

- Micah 6:8 - He has showed you, O man, what is good. And what does the LORD require of you? To act justly and to love mercy and to walk humbly with your God.
- Isaiah 1:17 - Learn to do right! Seek justice, encourage the oppressed. Defend the cause of the fatherless, plead the case of the widow.
- Psalm 10:17-18 - You hear, O LORD, the desire of the afflicted; you encourage them, and you listen to their cry, defending the fatherless and the oppressed, in order that man, who is of the earth, may terrify no more.
- Isaiah 58:6 - Is not this the kind of fasting I have chosen: to loose the chains of injustice and untie the cords of the yoke, to set the oppressed free and break every yoke?
- Psalm 33:5 - The LORD loves righteousness and justice; the earth is full of his unfailing love.
- Matthew 22:37-40 - Jesus replied: “ ‘Love the Lord your God with all your heart and with all your soul and with all your mind.’ This is the first and greatest commandment. And the second is like it: ‘Love your neighbour as yourself.’ All the Law and the Prophets hang on these two commandments.”

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