



Administering Money

When you hold an event that includes raising funds for a philanthropic cause, you need to process the donations you receive as quickly as possible. Below are instructions for administering funds raised specifically for Alex's Lemonade Stand Foundation (ALSF), Northwestern Mutual's national childhood cancer program partner.

There are multiple ways for people to make a donation to your event:

- Make a credit card donation directly to your office's fundraising page. ALSF will automatically send a tax-receipt to the donor.
- Write a check made payable to Alex's Lemonade Stand Foundation. Complete the Tax ID spreadsheet by listing every check/donor received.

Important: Write your event ID number in the Memo field of every check.

Note: Checks take one week to 10 days to be applied to your fundraising page after they have been received by ALSF.

Mail all checks and the Tax ID spreadsheet to:

Alex's Lemonade Stand Foundation

Attn: Erica Stein

333 E. Lancaster Ave, #414

Wynnewood, PA 19096

- Mobile donations can be made on any mobile device with a credit card. Donors can go to: <http://alsf.me/donate/> Event ID (enter your office's unique Event ID) and put in their credit card information and any donation amount.
- Cash. If donors give you cash, someone from the office must then make a credit card donation on the fundraising page for the amount of cash collected. Then, use the cash to pay the credit card bill. Tax receipts cannot be provided for cash donations.

If you are holding a large event, to which you plan to sell tickets and/or sponsorships follow these steps:

1. Create a separate bank account specifically for this effort. The account will be used to link to your EventBrite events, accept money from sponsors and other event fundraising mechanisms, and to pay event expenses.
 - Use a name for the account indicating its charitable nature.
For example: [Your firm's legal entity name] FBO Alex's Lemonade Stand Foundation (FBO = For Benefit Of)

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2. All payments for attending the event should be made payable to this account. Payment made through EventBrite are automatically sent to the FBO account.
3. Deposit any checks received into the account. Checks must be made payable to the name of the account.
4. Pay all fees from this account.
5. Track all revenue and expenses going into and leaving the event account.
6. To track donors that need to receive a tax receipt, in the spreadsheet provided, enter the names of those that provided payments, or attach the EventBrite payment report.
Important: *When the spreadsheet is sent to ALSF, the total amount of the requested tax-receipts must be equal to or less than the total amount donated to ALSF.*
 - To determine the tax deductible amount, subtract the costs (expenses/fees) from the total amount of the sponsorship or foursome.
 - For example: you charge people \$1,000 for a golf foursome (\$250 per person). Your actual expenses for the foursome (golf fee, dinner, gift bag, shirt, etc.) are \$400 (\$100 per person).
Subtract \$400 from \$1,000 to get \$600.
\$600 per foursome (or \$150 per person) is the amount that qualifies as a tax-deductible donation.
7. Subtract the costs (expenses/fees) from the amount paid.
8. After all donations have been collected and expenses paid, send the spreadsheet to ALSF, and inform them a check will follow.
 - ALSF will use the spreadsheet to create and send individual tax-receipts to the donors for your event.
9. Write a check for the full donation amount to ALSF and mail it in. Be sure to write the fundraising page ID in the check memo.

