



TEMPERED STEEL, INC.

OFFICIAL FUNDRAISING PACKET





Thank you for helping to share
the stories behind the scars and
wounds of war.

“The main function of tempering steel is to add strength.”

This packet will help you structure a successful fundraiser within Tempered Steel’s Guidelines. The packet is yours to keep, and refer to throughout your planning process and should answer any questions you have about hosting an event to benefit Tempered Steel, Inc. Please review and complete the enclosed Sponsor and Event Form and return to Tempered Steel’s office for approval.



FUNDRAISING PACKET

Thank you for your interest in holding a special event for Tempered Steel. We appreciate your request to assist our Wounded Warriors in their desire to share their incredible stories of injury and recovery.

Tempered Steel was founded by Ret Army Sgt Scott Stephenson and his mother to combat the negative and critical ways in which his scars and amputation have been perceived by the general public. Their goal is to educate the public on how to support our nation's newest generation of wounded military members.

Their first hand experiences to the responses Scott's injuries evoked on civilians and military alike, compelled them to break down the barriers between wounded and disfigured veterans and those who only see their scars. They have witnessed true heartache as Scott and others have been stared at; shunned and even demeaned by the very public they fought for.

Tempered Steel is determined to change those misconceptions of this country's wounded warriors through education and awareness. Tempered Steel's wounded warriors will be speaking at schools, community groups and events, corporate gatherings and Tempered Steel gallery showings.

Our country's wounded warrior's scars are a visible and permanent testament to the physically traumatic experiences each has endured. Yet there are hidden injuries that scar and are just as debilitating. Traumatic Brain Injury (TBI) and Post Traumatic Stress Disorder (PTSD) are specific examples of these. Tempered Steel's warriors have opened up their hearts and minds to enlighten the public to the humanity within the warrior, the dignity within the scars, and the power of the human spirit.

Your generous fundraising on behalf of Tempered Steel will help us in our mission for all wounded warriors in their quest to make a difference and to effect change in our country's perception of their injuries.

We look forward to working closely with everyone in celebrating the dignity and beauty of our country's heroes.

Tempered Steel, Inc

#27-2648828

Tempered Steel is held accountable to the highest ethical standards of fundraising. We adhere to the principles of various watchdog agencies, including the Better Business Bureau. In completing this form and planning your fundraiser, there are some guidelines we ask you to follow. Please review the following information carefully.



TEMPERED STEEL

The Stories behind the Scars and Wounds of War

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"The message presented by Mr. Gipson to our young people was very profound and the students realized the importance of appreciating everyone's life story."

Greg Lee, Director of Human Resources and Equity Services



APPROVAL PROCESS

Once you complete the enclosed Special Event Proposal and Licensing Agreement, please submit it to the Tempered Steel office as soon as possible so that it can be reviewed by the Executive Director.

We will call you with any questions and once your fundraiser is approved, you may then use the Tempered Steel name. We promise to make this process move quickly and will contact you with a response within 2 days of receiving the form. Please do not use the Tempered Steel name for fundraising until you have received a copy of the signed approval.

USING THE TEMPERED STEEL NAME AND LOGO

Once the fundraiser has been approved, we will send you the Tempered Steel logo in the format desired.

Some guidelines for the name:

1. Tempered Steel, Inc. is the legal name of our organization.
2. We use the "Castellar" font for our name.
3. The "Inc." only needs to be used in the first time the full name of the organization is mentioned in a letter-it does not have to be used each time.
4. The logo must be used as shown above and on our website.
5. Any products you develop for your fundraiser which incorporate the Tempered Steel name (such as mugs or t-shirts) must be approved by our Executive Director.
6. Any information you distribute, publish or send out using the Tempered Steel name, including advertisements and press releases, must be reviewed by the office before it goes out. This information can be faxed to us at (866) 377-3343 or emailed to Luana@temperedsteelinc.org and, once again, we promise a quick response.

PLANNING/ORGANIZING AN EVENT

In planning, organizing and implementing an event, please consider the following.

1. Location, date and time
2. Timeline
3. Who is your target audience?
4. Budget- both revenue and expenses (**please note, Tempered Steel cannot be held responsible for any costs associated with your event**)
5. How will the money you anticipate donating to Tempered Steel be raised? (ticket sales, raffles, entry fees, sponsors, auctions, selling merchandise, etc?)
6. Will you charge guests to participate and if so, what will the cost be and what methods of payment will you accept?
7. How will you handle/account for income & expenses so that vendors and venues can be paid (golf club, T-shirts, awards, etc)
8. What expenses items may be able to be covered by in-kind contributions?
9. How will you market the event?
10. Is insurance or a special permit required? (for example, casino night and wine tasting events require special permits from the State)
11. How many people will you need to work the event and how will you secure them?

TEMPERED STEEL

The Stories behind the Scars and Wounds of War

"Words truly cannot express how fortunate I feel our school is to have been able to have Scott and Luana visit and share your stories with our student body. Your mission is inspiring, and your organization is so needed and vital to young adults today. Students told me Scott was the best speaker they've heard at any school assembly.....and it goes on and on. You are both wonders!"

Joanne Torlucci, Braden River Middle School, Bradenton, FL - November 18, 2011



EVENT IDEAS

Below are just some examples of successful fundraisers that have been held. If you would like to discuss other fundraising/event ideas, please contact Luana Schneider, Executive Director at 800-294-5039 or via email at luana@temperedsteelinc.org.

- * Golf Outing
- * Fishing Tournament
- * Fashion Show
- * Walk-A-Thon
- * Food/Wine Tasting
- * Dance Marathon
- * Dress Down/Jeans Day
- * Car Show
- * Motorcycle Ride/Poker Run
- * Basketball, Volleyball, Dodge ball, Softball Tournament
- * Bowl-A-Thon
- * Benefit Concert
- * Bake/Garage Sale
- * Grand Opening Event
- * Silent Auction
- * Casino Night/Poker Tournament
- * Car Wash
- * Dinner Dance
- * Polar Bear Plunge
- * Holiday Party
- * Beefsteak
- * Pancake Breakfast

There are many other ways to raise funds for Tempered Steel and our Wounded Warriors. Please contact us to discuss your ideas.

TEMPERED STEEL

The Stories behind the Scars and Wounds of War

LANGUAGE TO USE

Tempered Steel's Wounded Warriors are experienced soldiers and military members left with disfiguring and/or disabling injuries which may be physical, psychological or both. They have not only survived, but each made a conscious decision to improve their lives through sharing their experiences and offering life changing education that may just change our world. By telling their stories of survival in an open and honest manner, by sharing the beauty behind their scars and wounds of war, our wounded military members convey knowledge and a sense of unity and understanding within our communities and our country.



WHAT IS GOING TO TEMPERED STEEL?

If **all** the money collected is going to Tempered Steel.

If **all the money minus your expenses** on the event are going to Tempered Steel

If a **specific dollar amount** in the purchase of a product is going to the organization. You must state the dollar amount.

If a **percentage of the proceeds** are going to benefit Tempered Steel. You must state what percentage of the proceeds will benefit the organization.

THE LANGUAGE TO USE

Proceeds benefit the Tempered Steel Wounded Warrior Speaking Program/Organization

A portion of the proceeds benefit the Tempered Steel Wounded Warrior Speaking Program/Organization or Net proceeds to benefit the Tempered Steel Wounded Warrior Speaking Program/Organization

Example: ***For every car we sell on Sunday, \$100 will go to the Tempered Steel Wounded Warrior Speaking Program/Organization***

For example, ***25% percent of the proceeds to benefit Tempered Steel Wounded Warrior Speaking Program/Organization***

UNACCEPTABLE FUNDRAISING METHODS

Tempered Steel policies prohibit the following solicitation techniques:

Telemarketing

Door-to-door

Use of vending machines or candy boxes

*****Any proposals using these methods of fundraising will be declined*****



TAX DEDUCTIONS

Tempered Steel is a 501(c)(3) organization, which means that donations to us may be tax deductible to the fullest extent of the law.

IN-KIND DONATIONS

Please use the enclosed In-kind Donation form for all services/and or services given at no or reduced cost. For example, if a band performs and donates its time and service, they must fill out the in-kind form to be acknowledged for their donation. This allows Tempered Steel and your organization to properly track all donations for accurate record keeping. Steps to follow:

- Have each donor complete the form
- Event coordinator is responsible for collecting forms throughout the event
- Turn in completed forms to your Tempered Steel contact
- A letter of acknowledgement will be sent to the donor. Per IRS regulation, acknowledgement letters for in-kind donations will not include a statement of the item's value.

**** Tempered Steel does not provide tax advice. Donors and 3rd party participants should contact their personal tax representatives for guidance****

RESOURCES AND RESPONSIBILITIES

YOUR RESPONSIBILITIES

Tempered Steel will assist you as much as possible, but the ultimate responsibility of your event success lies with you. We are available to answer your questions and provide support where we can, but please remember that our resources are very limited.

You will be responsible for your fundraiser from inception to the day the check is issued to Tempered Steel. We may be able to provide services subject to availability and commitment level. This includes media resources, staff and volunteer support, and consignment items for purchase. It is your job to obtain the donors, the publicity, the prizes, etc. **Tempered Steel cannot be held responsible for any costs associated with your event.** Please remember to keep the organization informed of your activities throughout the planning process and submit publicity/advertising items for approval before distribution.

As the Event Sponsor, you will also be responsible for understanding and agreeing: (a) that neither you, nor any of your employees or representatives, is authorized to act as an agent of Tempered Steel; (b) that you may not open a bank account in Tempered Steel's name; and (c) that you may not endorse, or attempt to negotiate, any checks made payable to Tempered Steel, all of which shall be promptly forwarded to Tempered Steel for processing.

TEMPERED STEEL

The Stories behind the Scars and Wounds of War

FREQUENTLY ASKED QUESTIONS

Q. Who can run an event to benefit Tempered Steel, Inc.?

A. Anyone! Any individual or group (employees of a corporation, school/university organization, religious group, etc.) can host an event as long as it is approved by the Executive Director.

Q. Is there a minimum donation required to host a fundraiser?

A. There is currently no minimum amount required to host a fundraiser, but the amount of logistical support you can expect to receive from Tempered Steel as well as the use of our trademarks and logo in your publicity and advertising materials will depend on the proceeds you anticipate making to the Organization.

Q. I want to publicize this event through media outlets in my community. Is that okay?

A. All publicity materials (posters, invitations, email announcements, press releases, etc.) need to be approved by Tempered Steel prior to print and distribution. This is so we can make sure that the terminology used to describe the mission of our Organization and those we serve is correct.

Q. Where does the money raised at my event go?

A. The proceeds from your event go directly towards our mission of educating the public on the stories behind the scars and wounds of war; none of our staff is receiving compensation. Your fundraiser allows us to send more Wounded Warriors to different speaking events around the country, taking care of **their** (the Wounded Warrior) expenses.



"Scott, I cannot tell you in words how honored we were to have you visit our school. We appreciate your willingness to visit with our students, and share just a bit about your experience in the service of our country. Your message of being and looking different on the outside is a powerful reminder to all of us on the home front-war affects all of us on various levels."

Tom Sack, Principal, Atchison Elementary School, Atchison, KS – November 10, 2011



16039 274TH RD
 ATCHISON, KS 66002
 (800) 294-5039
 (866) 377-3343 FAX
WWW.TEMPEREDSTEELINC.ORG

EVENT REPORT

(PLEASE COMPLETE AND RETURN IMMEDIATELY FOLLOWING EVENT)

EVENT: _____

EVENT DATE: _____

Gross Receipts

Ticket Sales	X\$	=	\$
Raffle Sales	X\$	=	\$
Auction Sales			\$
Merchandise			\$
General Donations			\$
Sponsorships			\$
Other:			\$
			\$
Total Gross Receipts			\$

Expenses

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Expenses	\$

Summary

Gross Receipts	\$
Less Expenses	\$
<i><u>Total Net Proceeds to Tempered Steel</u></i>	\$

Special Notes

Prepared by: _____

Signature: _____

Date: _____



16039 274th Rd
 Atchison, KS 66002
 (800) 294-5039
 (866) 377-3343
www.temperedsteelinc.org

SPECIAL EVENT PROPOSAL AND LICENSE AGREEMENT

Please fill out this proposal form and indicate your acceptance of the terms and conditions by returning a signed copy to us. If the proposal is approved, we will send you a signed copy, at which time your license to use the **Tempered Steel, Inc.** (Organization) name and logo will become effective.

CONTACT INFORMATION

Organization/Corporation		
Contact Person/Job Title		
Address:		
City:	State:	Zip:
Phone:	Cell Phone:	Fax:
Email:		

EVENT INFORMATION

Event Name		
Location	Date/Time	
Event Description		
Will an admission fee be charged? _____ Yes _____ No If so, how much? \$ _____		
Do you plan on publicizing the Event? _____ Yes _____ No		
[Note: If "yes" please pay particular attention to paragraphs 4-6 below before signing this proposal.]		

Based on your anticipated revenues, please check the options below.

Variations to the following options can be discussed with Luana Schneider, Exec. Director

Under \$2,999 (with at least 1 month lead time)

<input checked="" type="checkbox"/>	DATE NEEDED	
		Print materials including brochures, newsletters, posters
		Banner—single use “banner-on-a-roll”
		Donation envelopes
		Event Posting on Web site events page
		Use of “Tempered Steel” logo and name for publicity
		Certificate of Appreciation for Event Organizer

\$3,000-5,999 (with at least 1 month lead time)

<input checked="" type="checkbox"/>	DATE NEEDED	
		Representation at event. We will provide a Wounded Warrior Speaker or staff representative for check presentation, speaking engagement or event assistance, if requested.
		Business support (bearer) letter requesting support of local businesses in your solicitation efforts.
		Event Recognition award presented to Event Organizer
		Print Materials including brochures, newsletters, posters
		Banner—single use “banner-on-a-roll”
		Donation envelopes
		Event Posting on Web site events page
		Use of “Tempered Steel” logo and name for publicity
		Consignment items for sale. Ask for price list and availability.

\$6,000-9,999 (with at least 3 months lead time)

<input checked="" type="checkbox"/>	DATE NEEDED	
		Media contacts and support. Tempered Steel cannot promise or guarantee media coverage. Event organizer should plan to follow up with local media
		Representation at event. We will provide a Wounded Warrior Speaker and staff representative for check presentation, speaking engagement or event assistance, if requested.
		Business support (bearer) letter requesting support of local businesses in your
		Event Recognition award presented to Event Organizer

<input checked="" type="checkbox"/>	DATE NEEDED	
		Print Materials including brochures, newsletters, posters
		Banner—single use “banner-on-a-roll”
		Donation envelopes
		Event Posting on Web site events page
		Use of “Tempered Steel” logo and name for publicity
		Consignment items for sale. Ask for price list and availability.

\$10,000+ (with at least 3 months lead time)

<input checked="" type="checkbox"/>	DATE NEEDED	
		Logistical help from Tempered Steel Exec. Director and volunteers.
		Newsletter Recognition—added to Sponsors page on Web Site
		Media contacts and support. Tempered Steel cannot promise or guarantee media coverage. Event organizer should plan to follow up with local media outlets to ensure coverage.
		Representation at event. We will provide a Wounded Warrior Speaker and staff representative for check presentation, speaking engagement and/or event assistance, if requested.
		Business support (bearer) letter requesting support of local businesses in your
		Event Recognition award presented to Event Organizer
		Print Materials including brochures, newsletters, posters
		Banner—single use “banner-on-a-roll”
		Donation envelopes
		Event Posting on Web site events page
		Use of “Tempered Steel” logo and name for publicity
		Consignment items for sale. Ask for price list and availability.

*****SCHOOL SPECIALTIES*****

If you are looking to raise funds for a Wounded Warrior speaker to come to your school, or organization, please contact Luana Schneider, Exec. Director at either (800) 294-5039 or luana@temperedsteelinc.org to discuss how we may assist you in your fundraising goals.

The above listed items may be available and we will assist you in every possible manner. Tempered Steel’s Wounded Warrior Speaking Program is designed to have a speaker at all possible events sharing their stories of injury and recovery.

We at Tempered Steel look forward to assisting you in your goals.



16039 274th Rd
Atchison, KS 66002
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(866) 377-3343

TERMS AND CONDITIONS

1. Sponsor agrees to provide the Organization with all of the net proceeds or portion of proceeds pledged, along with a written accounting of Event revenues and expenses (and supporting documentation for any expenses in excess of \$200), in a form acceptable to the Organization, within thirty (30) days after the Event. The Organization may audit the Event revenues and expenses, if necessary.
2. The Organization, Tempered Steel, Inc. is a common law trademark. If (and only if) this proposal is approved by the Organization, Sponsor will be granted a non-exclusive license to use the Logo in connection with the Event.
3. The term of the license granted hereunder shall be from the date the Organization approves Sponsor's proposal until the conclusion of the Event; provided, however, that the Organization has the right to terminate the license if it determines, in its reasonable discretion, that the Event is or will likely be injurious to the Logo.
4. Any use of the Logo is subject to the prior written approval of the Organization. Accordingly, Sponsor agrees to submit to the Organization for approval – prior to the production, distribution, broadcast, or publication thereof – all printed materials, publicity releases and advertising relating to the Event that mentions the Organization or contains the Logo.
5. Sponsor understands and agrees that the Logo: (a) may not be altered in any way, nor may they be sublicensed to any other person; (b) may not be used in connection with any telemarketing or door-to-door solicitations; and/or (c) may not be used in conjunction with terminology that is contrary to the Organizations mission.
6. In accordance with standards adopted by the BBB Wise Giving Alliance, Sponsor agrees that any solicitations relating to the Event must specify at the point of solicitation, and in a manner acceptable to the Organization: (a) that the Organization is the benefiting organization; (b) the actual or anticipated portion of the purchase price that will benefit the Organization; (c) the duration of the campaign; and (d) any maximum or guaranteed minimum contribution amount.
7. In order to avoid inadvertently jeopardizing existing relationships between the Organization and its donors, Sponsor agrees to receive approval from the Organization before soliciting corporations, businesses, celebrities, sports teams, or individuals for cash or in-kind donations relating to the Event.
8. Sponsor represents to the Organization that: (a) it will comply with all applicable laws during the planning, promotion and conduct of the Event; (b) all necessary insurance, licenses and permits will be obtained and will be in force through the conclusion of the Event; (c) the Event will result in no cost or expense to the Organization whatsoever, unless expressly agreed in writing to the contrary; and (d) it will indemnify and hold the Organization harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the Event.



16039 274th Rd
Atchison, KS 66002
(800) 294-5039
(866) 377-3343

TERMS AND CONDITIONS

9. Nothing in this document shall be construed to authorize Sponsor, or any of its employees or representatives, to act as an agent of the Organization. Thus, for example, Sponsor may not open a bank account in the Organization's name, nor may it endorse or attempt to negotiate any checks made payable to the Organization, all of which must be promptly forwarded to the Organization for processing.

WE ARE DEEPLY GRATEFUL TO YOU FOR PROPOSING THIS EVENT TO BENEFIT TEMPERED STEEL'S WOUNDED WARRIOR SPEAKING PROGRAM/ORGANIZATION.

[Note: This Special Event Proposal and License Agreement will not become effective unless and until it is approved by the Organization's Executive Director as evidenced by the signature of an authorized Organization representative below.]

PROPOSED BY:

Signature of authorized representative or Sponsor

Print name

Title

Date

APPROVED BY:

Luana A Schneider
Executive Director
Tempered Steel, Inc.

Date _____



**Tempered Steel, Inc In-Kind/
Non-Cash Contribution Form**

Event: _____

Date: _____

Donor Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

In-Kind Item Information/Non-Cash Contribution

Item Received: _____

Estimated Value of Item: _____

Received By: _____

Date of Contribution: _____

Description:

*****THANK YOU*****

**Please complete this form and return to Luana Schneider via facsimile 866-377-3343 or
e-mail luana@temperedsteelinc.org or by mail at the address listed below.**

**Tempered Steel, Inc
16039 274th Rd * Atchison, Kansas * 66002**



SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact:

Luana Schneider
Executive Director
Tempered Steel, Inc.
(800) 294-5039
Email: luana@temperedsteelinc.org

City, State (Month, Year) - Encouraging the public to come and support ***Name of Organization or Individual*** who will hold/host ***Name of Event*** to benefit Tempered Steel, Inc.'s Wounded Warrior Speaking Program/Organization. This event will take place on ***Day of week, Date*** at ***Time*** in ***Location and City, State*** (Insert any other details here or below in separate paragraph—ticket prices, registration times, rain date, etc.)

Tempered Steel, Inc.

Tempered Steel's Wounded Warriors cross the country to speak to schools, community groups and corporate events about their very personal stories behind their scars and wounds of war. Our members are all Iraq and Afghanistan veterans of all military branches; Army, Navy, Marines and Air Force who have been wounded during the last 10 years physically and/or psychologically. Currently headquartered in Atchison, KS, Tempered Steel is a non-profit 501(c)(3) organization governed by a diverse and respected volunteer Board of Directors. For more information, visit www.TemperedSteelInc.org.