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1. About Milestone Recovery

Who we are
Milestone Recovery is the leading organization in Maine’s fight against the interrelated problems of substance use disorder and homelessness. Milestone was founded in 1967 as a detoxification program for Mainers with alcoholism who could not afford the full cost of their treatment. Over the years, the organization has grown to offer care and treatment for people across a broad spectrum of needs. We focus our services and programs on individuals who are the most vulnerable and at the greatest risk from substance use, especially those experiencing homelessness.

What we do
Milestone offers the following programs:

- Emergency Shelter – Our 41-bed emergency homeless shelter specializes in serving individuals under the influence of drugs or alcohol.
- HOME Team – The Homeless Outreach and Mobile Engagement Team provides outreach, mobile health services, and community supports to individuals with chronic health, mental health, and substance use disorders living on the streets of Portland.
- Detoxification Program – Our medically managed detoxification program, lasting 3 to 7 days, for men and women experiencing substance use disorders, is offered to clients without regard to ability to pay.
- Residential Treatment – This clinically managed, high-intensity, long-term residential program serves male clients whose long-term substance use requires extended recovery support.
- Transitional Housing – Our “¾-way” house provides more independent housing to graduates of the Residential Treatment program.
- Women’s Recovery Housing – A new program expected to launch by late summer 2018 will provide quality, affordable, supportive housing for low-income women in recovery.

What we believe
Our mission is to provide the best quality of services to empower individuals with substance use and behavioral health disorders to attain stability, dignity, recovery, and an enhanced quality of life. We use evidence-based treatments designed to help those experiencing long-term alcoholism or addiction find safety, community, and recovery.
2. What is a community fundraiser?

A Community Fundraising Event is a fundraiser organized and implemented by members of the community where proceeds benefit Milestone. The most important thing to keep in mind when planning an event is how much time, energy, and money you are willing to dedicate. From lemonade stands to formal galas, anything is possible. Start brainstorming, and remember – the sky’s the limit! Below are some fun ideas to get the creative juices flowing.

- Percent-of-sales benefit
- Coin collection
- Restaurant partnership nights*
- Bake/craft sales
- Garage/yard sales
- Church or school fundraiser
- Theme parties
- Benefit concerts
- Sports tournaments
- Auctions

If you have an idea or want to talk about an idea, call the Milestone Development office at 207-771-1931.

*When planning any community fundraiser, especially restaurant partnerships, please keep in mind that, due to the nature of our work, Milestone’s policies preclude the sale or use of alcohol at any event benefitting Milestone.
3. What to expect

With support from Milestone Recovery, it’s easy to organize your own event to support the fight against addiction and homelessness in Maine. In order to review your plans and provide you with appropriate support, our staff requires at least 30 days notice before the event, so please make sure to plan enough lead time.

First-time event organizers should fill out a quick event information form (attached). Once we have received your form, a staff member will call you within 48 hours to learn more about your idea and discuss next steps.

Once your event is approved, Milestone will provide:

- Milestone Recovery logos for use on marketing materials (please see logo use guidelines included in this kit)
- Milestone literature (brochures and handouts) for distribution at your event
- Listing in Milestone’s online calendar (except for percent-of-sale promotions)*
- Promotion on Milestone’s Facebook page (except for (percent-of-sale promotions)*

At the discretion of staff, if your event is expected to raise $5,000 or more, we may additionally provide

- One or more Milestone representatives to speak at your event
- Milestone branded promotional materials such as banners, tablecloths, etc.
- Thank you letters mailed by Milestone to event donors (event organizers to provide list of donor names and addresses.)

*Due to the volume of requests we receive for percent-of-sale promotions, Milestone is unable to provide website or social media promotion for these events. While we greatly appreciate this form of support, in order to keep our communication channels mission-focused, we have firm limitations on this kind of promotion. A popular alternative to percent-of-sale promotions is to become a sponsor of one of our annual fundraising events. For more information on sponsorship opportunities, please contact the development office at development@milestone-recovery.org or 207-771-1931.
4. Guidelines for using Milestone’s Name and Logo

**Name:** The full name of the organization is “Milestone Recovery.” After the first full expression of the name, the organization may be referred to as “Milestone.”

**Affiliation:** The names “Milestone Recovery” and “Milestone” should not be included in the event title as in “Milestone Recovery Benefit Concert” but may be appended as a beneficiary, as in “Johnson School Concert to benefit Milestone Recovery.”

**Logo use:** When using the Milestone Recovery logo, it must be visually clear that Milestone is a beneficiary of the event, not the primary organizer or a sponsor.

**YES:**  
![YES](image1)

**NO:**  
![NO](image2)

**Web Links:**

When linking to Milestone online or on social media, please use the following addresses:

**Web:** [www.milestone-recovery.org](http://www.milestone-recovery.org)

**Facebook:** [www.facebook.com/milestonerecovery](http://www.facebook.com/milestonerecovery)

**Twitter:** [www.twitter.com/milestonemaine](http://www.twitter.com/milestonemaine)
Thank you for your interest in supporting Milestone by planning a Community Fundraising Event!

To help us assist you in making your fundraiser successful, please provide the following information. When finished, you may email it to development@milestone-recovery.org, fax it to 207-775-5231, or mail it to: Development Department, Milestone Recovery, 65 India Street, Portland, ME 04101.

Once we have received your form, a staff member will call you within 48 hours to learn more about your idea and discuss next steps.

**Event Organizer’s Name (and organization, if applicable):**

**Event Organizer’s Phone Number**

**Event Organizer’s Email Address**

**What type of event are you interested in holding?**

- □ Percent-of-sales
- □ Restaurant partnership
- □ Yard sale/garage sale
- □ Benefit Concert
- □ Sports Tournament
- □ Auction or raffle
- □ Other (please specify) ________________________________________________________

**In your own words, please tell us a little about the event you would like to hold:**

**Do you have a date or date range in mind?**

**Do you have a venue or location in mind?**
6. Community Event Agreement

By signing below, I, ____________________________ agree to the following:

(event organizer name)

1. Expenses and Revenues
   Event expenses will be covered by the event organizer, though direct expenses may be reimbursed from gross event proceeds. Event organizers should be aware that both the IRS and the Maine Attorney General’s office routinely monitor organizations that solicit funds for charities to ensure that funds received are utilized appropriately for the benefit of the listed charity. The IRS recommends that at least 75% of the funds raised in connection with the event be “net proceeds” donated to the non-profit beneficiary; that is to say, event expenses should be no more than 25% of the gross proceeds. Organizers should endeavor to ensure that their event meets this guideline.

   Net proceeds from the event or promotion will be donated to Milestone Recovery no more than 60 days after the completion date indicated on the agreement.

2. Legal Compliance
   All fundraising activities must comply with all federal, state, and local laws. If your event is to include a raffle, drawing, or other game of chance, please consult the state to determine whether you are required to apply for a raffle license.

3. Issuance of Tax Receipts
   IRS regulations state that Milestone cannot provide receipts for in-kind or monetary contributions made directly to the event organizer. Any contributions to be recognized by Milestone must be made by check made out to Milestone Recovery.

4. Solicitation of Corporate Donations
   Solicitation of donors and sponsors must be made in the name of the event and/or event organizer, not Milestone Recovery. Milestone reserves the right to require that certain businesses not be approached for event donations when those approaches conflict with Milestone’s other development activities.

5. Percent-of-Sale promotions
   Due to the volume of requests we receive for percent-of-sale promotions, Milestone is unable to provide website or social media promotion for these events. While we greatly appreciate this form of support, in order to keep our communication channels mission-focused, we have firm limitations on this kind of promotion.

6. Publicity and Advertising
Except as outlined in Milestone’s “Community Fundraising Event Organizer’s Handbook,” event promotion or advertising is the sole responsibility of the event organizer. The name “Milestone Recovery” should not be included in the event title as in “Milestone Recovery Benefit Concert” but may be appended as a beneficiary, as in “Johnson School Concert to benefit Milestone Recovery.”

The event organizer will make use of the Milestone logo only as outlined in the “Guidelines for using Milestone’s name and logo” section of the “Community Fundraising Event Policy” document.

7. Availability of Staff and Volunteers

The availability of Milestone staff members, board members, and volunteers to attend community fundraisers is limited, and cannot be guaranteed. When possible, we will make every effort to attend. The more advance notice we have of an event, the more likely we can attend.

8. Alcohol

Due to the particular nature of Milestone’s work and mission, the sale or use of alcohol at any Milestone event or community fundraiser to benefit Milestone is strictly prohibited. This includes restaurant benefit nights. If you have concerns about this requirement, please contact Milestone staff sooner rather than later.

9. Liability Insurance

Community events held in person should have in place general liability and property insurance limits of liability appropriate to the size, location, and nature of the event. Insurance is the sole responsibility of the event organizer.

10. Indemnity

Where appropriate, the organizer of the community event agrees to hold harmless Milestone Recovery.

11. Legal Requirements

Any responsibilities not outlined in this agreement are the responsibility of the Community Event Organizer. While Milestone staff members are happy to provide guidance, information, and advice, the ultimate responsibility for meeting the obligations outlined herein are the Community Event Organizer’s.

Signature:

_________________________________________________ ___________________
Community Fundraising Event Organizer Date

_________________________________________________ ___________________
Milestone Representative Date
7. Resources

Budget Template
To help you make the most of your event, we’ve designed a budget template to help you plan your expenses and revenues. As a reminder, the IRS recommends that event expenses be no more than 25% of gross proceeds. We encourage you to strive to reach this benchmark.

Once the Milestone development office has received your initial information form and had an introductory phone conversation, we will email you a copy of the budget template in Microsoft Excel format so you can develop your financial projections.
How to promote your event – Press Releases

1. Create a media list. Research local news outlets, starting small and working up to larger outlets. (Smaller news outlets are more likely to promote local events.)

2. When possible, try to locate an email address for an individual reporter, but if you cannot locate it, most news outlets will have a generic address such as “newsdesk@mediaoutlet.com” or “events@mediaoutlet.com”

3. Develop a brief, to-the-point press release. The sample press release on the next page provides a quick and easy guide to writing your press release. Try to keep the entire press release to one page or less.

4. Email your release to each of the contacts on your media list.
   a. Avoid sending bulk emails to multiple recipients with the recipient email addresses visible. When possible, it is best to send individual emails in order to avoid being marked as spam or junk mail. If it is necessary to send to all recipients at once, address the email to yourself and include other recipients on the BCC line.
   b. In general, it is best to copy and paste your release into the body of the email rather than sending it as an attachment. Emails with attachments are often screened out by automatic junk mail filters.
   c. Your subject line should include the words “Media Alert” and the name, purpose, and date of the event. For example, “Media Alert: XYZ Club Skee-Ball Tournament to Benefit Milestone Recovery, February 10”
   d. Be sure to include your contact information in the body of the email, generally after the signature line
How to Promote Your Event – Sample Press Release
[Include your company or event logo here]

FOR IMMEDIATE RELEASE
[Date]
Contact: [Your Name]
[Your Phone Number]
[Your Email Address]

[TITLE OF PRESS RELEASE IN ALL CAPS]
[Subtitle If Appropriate]

First paragraph (2-3 sentences): The body of your press release starts here. Get to the point immediately: what is the event?

Second paragraph (3-4 sentences): Now that they’re interested, give them more information, such as the date, time, location, and cost.

Third paragraph (3-5 sentences): What is important about this event? How or why is this event special? How has the beneficiary organization touched you, your family, or the community? Try to include a direct quote from the organizer or the owner of the host business or organization.

About [Your Organization] (3-4 sentences): Insert a mini-biography of your business or organization. How long have you been in operation, what is your place in the community, etc. The last line should be: to learn more, visit [your website] or call [your phone number].

###
[Three pound signs is the universal symbol for the end of a press release]
How to Promote Your Event - How to Create a Facebook Event

1. Log in to your Facebook account
2. On the left-hand side of your screen, click “Events”
3. Click the “Create Event” button that appears on the left-hand side of the screen
4. Choose either a Public Event or a Private Event. Public events can be seen by anyone on Facebook. Private events can only be seen by people you invite and people they invite.
5. Fill in the event details and post.
6. Once the event is posted, use the “Share” button to select friends to invite, share on your page, or both.
7. As the event gets closer, continue to post in the event, or share on your page so that friends and invitees will continue to see it in their news feeds.
Sample Letters - Sample Carry Letter

A carry letter is a letter intended to make it easier for you or your volunteers to solicit in-kind donations to help with your event. Below is an example of a carry letter. Feel free to use this template or draft your own. If drafting your own letter, please be mindful of the Name and Logo Use Guidelines on page 5 of this document. It should always be clear that your request is coming from you or your company to benefit Milestone, not from Milestone directly.

[Date]

Thank you for your consideration in supporting our fundraising event to benefit Milestone Recovery. Maine’s leading organization in the fight against addiction and homelessness in Maine, Milestone has been supporting our friends and neighbors to achieve recovery since 1967.

In the midst of the ongoing opioid epidemic, Maine is one of the most impacted states in the country. To address this devastating crisis, Milestone offers critical outreach, intervention, support, and treatment services. Their detoxification program, emergency shelter, residential treatment program, Housing Navigator, and HOME Team outreach program serve more than 3,000 of our most vulnerable neighbors every year.

Here’s how you can help us end addiction and homelessness in Maine:

We will be hosting [Name of Event] on [Date of Event] and the proceeds we raise will benefit Milestone Recovery. In order to raise as much money as possible for this important work, we hope you can help us by [details of what you’re asking them to do].

With any questions, please contact [Event Organizer Name] at [Phone Number and Email Address].

Sincerely,

[Your name]
Sample Letters - Sample Thank You Letter
A thank you letter from event organizers to event donors. As with carry letters, if drafting your own letter, please be mindful of the Name and Logo Use Guidelines on page 5 of this document. It should always be clear that the letter is coming from you or your company, not from Milestone directly.

[Your Company or Event Logo, or Your Event Name]

[Date]

Dear [First Name],

Thank you for attending the recent [Name of Event] hosted by [Your Name of Organization] and making a donation of [Cash amount or donated item] to benefit Milestone Recovery.

With your support, Milestone’s network of client-centered services help our community's most vulnerable members live healthier lives. As the only agency of its kind in Maine, Milestone serves 3,000 people a year through emergency shelter, medically-managed detoxification, counseling services, residential treatment, transitional housing, and housing placement assistance.

To learn more about Milestone Recovery, please visit milestone-recovery.org.

Thank you again for your generous support.

Sincerely,

[Name of Event Organizer]