This packet of information is for nonprofit organizations interested in participating in Challenge for Charities. The Lander Community Foundation is eager to support Lander’s nonprofit community and spotlight the tremendous work of our nonprofits. Our Lander nonprofit organizations reach all sectors of our community and make Lander the amazing community it is.

Don’t miss this opportunity to educate our community about your unique work. To be included in key printed promotional materials, you must apply by the application deadline. You must also complete the year’s prior grant report to be considered for participation.

Applications can be found at www.landercommunityfoundation.org. If you have questions or want to discuss your application, please contact us at 307-428-9247 or info@landercommunityfoundation.org.

Challenge for Charities is a 10-week community-wide fundraiser. The event peaks on July 4th, when up to 1,000 people come together for a celebration of community spirit and nonprofit support at the Lander half marathon, 5K, and 1-mile mad dash races. The real power of this fundraising model comes through the leadership provided by the Lander Community Foundation, the participating nonprofits, and the matching fund incentive provided by our Community Challengers.

How the event works

1. The Foundation solicits matching fund contributions that incentivize donors for Lander nonprofits and enhance the impact of every individual donation. These donors are called Community Challengers.

2. Nonprofits complete the application. Applications and grant reports must be submitted by the deadline.

3. The Foundation reviews all applications and determines eligibility.

4. The Foundation oversees event marketing and administration. The Foundation sends tax-deductible acknowledgment letters to all donors.
5. Qualified nonprofits receive up to 50 donor forms; nonprofits may print additional forms at their expense.

6. Nonprofits independently solicit donations from their donors from May 1st through July 10th.

7. All donors make donations directly to the Lander Community Foundation and designate funds to the participating nonprofit(s) of their choice. Nonprofits receive 100% of designated donations they raise PLUS the match amount from the matching pool.

8. Donations up to $10,000 are matched at a percentage* based on the money raised by the Foundation and Community Challengers. Donations in excess of the first $10,000 raised are passed directly back to the designated nonprofit without any match portion.

* The Foundation has set a target of 30-50% for the matching funds. This means for every dollar raised through this event, nonprofits will receive $.30-.50 more! In 2020 the match was 60%, in 2021 the match was also 60%. Historically it has been mostly between 35%-50%.

Marketing materials are designed to raise awareness of local nonprofit work and promote a philanthropic, engaged community. The Challenge for Charities’ impact is felt throughout the year as the participating nonprofits put these donations to work. Some nonprofits rely heavily on the money we raise through this community-wide fundraiser.

To be eligible to participate in the Challenge for Charities, organizations must provide programs or services to Lander area residents.

Organizations must also be one of the following:

- **A public nonprofit organization with an IRS 501(c)(3) determination.**
- **Fiscally sponsored nonprofit.** An organization or group that is not a 501(c)(3) may be fiscally sponsored by a qualifying organization. Written approval from the sponsoring organization must be submitted with the application.
- **Faith-based organization.** All funds raised—both donations and match—must be used entirely for non-religious public outreach programs such as emergency assistance, youth outreach, public health programs, or cultural programs. Funds cannot be used for any part of a physical building.
- **Service club.** All funds raised—both donations and match—must be used for charitable purposes such as public outreach in the form of emergency assistance, youth outreach, scholarships, public health
programs, or cultural programs. Funds cannot be used for any part of a physical building.

- **Government entity.** A town or county resolution authorizing participation in the event must be submitted with the nonprofit application.

- **Public school program.** Each program must have participation approval by the school board submitted with the nonprofit application. Each program must submit a separate nonprofit application. School programs are eligible for a single matching grant of up to $10,000. If more than one school program participates the $10,000 cap will apply to all the participating programs as a whole. Funds cannot be used for any part of a physical building.

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Organizations’ participation in the Challenge for Charities is contingent upon the following requirements:

1. Electronic submission of a completed nonprofit application by **March 15, 2022** for inclusion in printed marketing material.
2. Review and acceptance by the Foundation. Notification is emailed to the organization’s primary contact. Allow at least two weeks following submission of the application to receive a formal acceptance.
3. An active email account for the organization’s contact person. Email is how the Foundation communicates to the nonprofits.
4. An initial commitment of 10-15 volunteer hours toward the event organization. See Volunteer Opportunities later in this packet.
5. Compliance with all event Rules and Procedures listed below and found at landercommunityfoundation.org.
6. **A completed prior year grant report is required** for all organizations that received funds in the 2021 Challenge for Charities. Failure to complete a report will jeopardize the ability to participate in subsequent Challenge for Charities events. The grant report form is an additional Google Form, which is also found on our website and is **also due by March 15, 2022**.

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Organizations are responsible for soliciting donations on their own behalf.

**Donation Timeline**
Donations to the Challenge for Charities will be accepted from **May 1 through July 10, 2022**. Donations received before or after these dates will not be eligible for matching funds and will be passed directly back to the designated nonprofit.

**Eligible Donations**
• **Checks:** Must be made out to the **Lander Community Foundation**, ideally accompanied by a C4C donation form completed by the donor, and mailed to P.O. Box 1131, Lander, WY 82520.

• **Cash:** Please email us at [info@landercommunityfoundation.org](mailto:info@landercommunityfoundation.org) if this is your preferred method of giving.

• **Credit Card:** Online credit card donations are accepted through the Lander Community Foundation’s secure online donation system at [landercommunityfoundation.org](http://landercommunityfoundation.org).

• **Corporate Matching Gift Programs:** Matching portions must be received by July 10, 2020, to be eligible for the matching grant.

### Ineligible Donations

- **Event Proceeds:** Funds raised through raffles, collections, drawings, auctions, dinners, or other events and event sponsorships are **NOT** eligible.

- **Fees for services or tangible goods:** Donors **cannot** receive any tangible item for their donations such as thank you gifts or other non-tax-deductible fees.

- **Membership Dues; Tuition; Grant awards**

- **Pledge Payments:** donations in fulfillment of an existing pledge agreement to an organization

### Donation Reports

The Lander Community Foundation will provide donation reports to participating organizations at least once prior to the awards celebration in August.

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The Challenge for Charities matching grant structure ensures that all participating organizations benefit fairly.

### Matching Grant Cap

- Organizations receive **100%** of all donations specifically designated to their organization.
- Organizations receive a matching grant up to the first **$10,000** raised.
- Donations in excess of **$10,000** to any single nonprofit will be passed directly back to that designated nonprofit without a match portion.
- The match will be awarded at the awards celebration in August.

### Use of Matching Funds

- Matching funds are restricted to the guidelines in the Rules and Procedures presented in this packet.
- Matching funds are restricted for current use and may not be placed in an endowment account.
- Matching funds cannot be given to another participating organization.
Materials are available to promote a cohesive marketing approach for Challenge for Charities and to help donors link organizations with the Community Challenger matching grant opportunity. Upon request, the Foundation will provide participating organizations with up to 50 nonprofit donation forms.

**Challenge for Charities Logo Use**

The Challenge for Charities logo may be used in black and white or color. If used in color, the original colors must be preserved; no color substitutions are allowed. The logo may not be altered in any fashion and must always appear upright. The logo is available at landercommunityfoundation.org.

You are required to use the LCF and C4C logos on any solicitations you send/communicate to your donor/contact lists. These logos can also be used in a variety of applications, including, but not limited to:
- Newspaper and periodical advertisements; social media acknowledgments; TV advertisements; newsletters, postcards, and brochures

**Event Name Use**

Acceptable references to the Challenge for Charities include:
- Lander Community Foundation’s Challenge for Charities
- Lander Challenge for Charities
- Challenge for Charities
- Challenge for Charities Lander Half Marathon, 5K, and 1-Mile Mad Dash

**Unacceptable** references include, but are not limited to LHM, Fun Run, Lander Fun Run

**Platinum Sponsor Logo Use**

Logos for the Platinum Sponsors may also be used in conjunction with the Challenge for Charities logo in black and white or color. If used in color, the original colors must be preserved; no color substitutions are allowed. The logo may not be altered in any fashion and must always appear upright. The logos can be used in a variety of applications, including, but not limited to:
- VIP treatment at your fundraiser events (free tickets, personal invites, public recognition, displaying their logo at fundraiser events, etc.); social media acknowledgments; newspaper and periodical advertisements; TV advertisements; newsletters, postcards, brochures, and solicitation letters

Please be especially sensitive to the Platinum Sponsors and know that they have already generously donated to the community. We encourage all participating nonprofits to acknowledge our Challengers and respect that they may not want to be solicited again as nonprofit donors.
Challenge for Charities offers citizens an opportunity to get involved in a great cause that benefits a wide variety of Lander's nonprofits. This event relies on strong volunteer participation. Each participating nonprofit must commit 10-15 volunteer hours toward this event. Sign-up for C4C volunteer opportunities is managed through Lander Connected online platform.

Costs associated with marketing, event management, and administration of Challenge for Charities are significant for the Lander Community Foundation, notwithstanding the generous amount of volunteer time and in-kind donations. The good news is, by having one entity responsible for the overall administration of the event, everyone benefits from lower fundraising costs.

To offset program expenses, the Lander Community Foundation reserves the right to set aside 5% of the Community Challenger donations, which historically goes into the Competitive Grant Program.

All organizations that received matching funds from the prior year's C4C are required to complete a Grant Report by the current year's C4C application deadline. The report is used to confirm that organizations used the grant funds in accordance with the Rules and Procedures. The Grant Report is also used to demonstrate the community impact of the Challenge for Charities to the public, donors, and media. Organizations failing to submit a Grant Report are not eligible for the current year's Challenge for Charities.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Tuesday, March 1</td>
<td>Challenge for Charities virtual kick-off meeting</td>
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<tr>
<td>March 1-15</td>
<td>Nonprofit applications are live</td>
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<tr>
<td>End of March</td>
<td>Organizations notified of accepted participation</td>
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<tr>
<td>April</td>
<td>Nonprofit donor brochure available</td>
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<tr>
<td>May 1 – July 10</td>
<td>Nonprofit donation period</td>
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<tr>
<td>July 3</td>
<td>Race packet pick-up and late registration</td>
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<tr>
<td>July 4</td>
<td>Race Day! Centennial Park, 200 block Main Street</td>
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<tr>
<td></td>
<td>We will have confirmed starting times and race information soon</td>
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<tr>
<td>August 11</td>
<td>C4C Award Ceremony &amp; Celebration at Museum of the American West Livery Stable - mandatory</td>
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Important rules and procedures govern participation in this event. Rules make Challenge for Charities accessible and fair for participating nonprofits. Procedures guide nonprofits through the logistics of preparing for Challenge for Charities. Failure to follow any of the rules and procedures will result in penalties up to and including
disqualification from the event and may affect future participation. The Lander Community Foundation reserves the right to verify compliance with all rules and procedures.

**Rules**

1. A nonprofit organization wishing to participate in Challenge for Charities must attend the C4C kick-off meeting.
2. All organizations are to operate within the spirit of Challenge for Charities and to function ethically and honestly with mutual respect in order to promote community harmony. Furthermore, LCF appreciates the variety of organizations that help create the uniqueness of Lander. We hold the participants of C4C to a high moral, encouraging, and supportive standard. We will not tolerate behavior that imparts divisiveness and or contention among participating organizations. **Failure to abide by these standards could result in the loss of C4C funds.**
3. Faith-based organizations and service clubs may use donations and matching funds raised in Challenge for Charities only for non-religious, public outreach programming. Funds cannot be used for any part of a physical building.
4. Matching funds are restricted for current use and may not be placed in an endowment account. Matching funds cannot be given to another participating organization.
5. No event entry fees, event sponsorships, organizational or membership fees, tuitions, existing pledges, or other non-tax-deductible expenses may be channeled through Challenge for Charities.
6. Matching funds may not be used for religious activities, political activity or campaigns, tickets or benefits, or lobbying.
7. Organizations participating in Challenge for Charities must commit 10-15 volunteer hours toward the organization of the event. Some of these volunteer hours must be allocated on both July 3 and 4.
8. The Foundation will provide participating organizations with nonprofit donor forms to be used for soliciting donations. **Upon request, LCF will distribute up to 50 of these brochures per participating organization. If you choose to have more you can work directly with Western Printing.**

**Procedures**

1. All contributions received as part of Challenge for Charities are subject to the variance power of the Lander Community Foundation. Variance power: **The Lander Community Foundation Board of Directors shall have the power to modify or eliminate any restriction, condition, limitation, or trust imposed with respect to any funds or property the title to which has become vested in the Foundation if, in the sole judgment of the Board of Directors, such restriction, condition, limitation, or trust becomes unnecessary, incapable of fulfillment or inconsistent with the charitable needs of the community or area served.**
2. Accepted organizations **must not** provide a tax receipt for donations made through Challenge for Charities, because all donations are made to the Lander Community Foundation. The Foundation has the fiduciary responsibility to provide tax receipts to donors. Organizations are encouraged to acknowledge contributions made on
their behalf with thank-you acknowledgment letters upon receipt of the final C4C donation report (mid to late August).

3. Organizations must not provide any goods or services in exchange for donations made through Challenge for Charities.

4. Organizations must not collect contributions to be pooled and delivered or mailed to the Lander Community Foundation. Donors must mail donations directly to the Lander Community Foundation or have their donors contribute online at landercommunityfoundation.org.

5. Only original donor forms and/or entry forms are allowed. Organizations must not, in any way, reproduce entry forms or donor forms in solicitation letters, newsletters, etc.

6. Door-to-door solicitations, as well as “cold-calling” telephone solicitations, are prohibited.

7. Selling products, goods, or services at Challenge for Charities is prohibited.

8. To establish a connection with the event, nonprofits are being asked to use the Challenge for Charities logo and the Platinum sponsor logos in their advertising. You can find those on our website.

9. Participation does not guarantee that organizations will receive funds from the event. Organizations will receive 100% of funds donated on their behalf, plus the matching grant based on the match percentage.

10. The match percentage will be announced, and final award checks distributed in August. You will know your final amount only then.

11. All checks must be deposited within 90 days of the Awards Ceremony.
History of Challenge for Charities
The Lander Community Foundation is a local philanthropic foundation whose mission is to create a stronger community by promoting philanthropy, encouraging effective giving, and facilitating volunteerism while providing leadership on issues that are important to our community.

We support all charitable organizations, offer donors easy and effective ways to give and build resources to meet future charitable needs in our community.

We are a resource to donors in the community in a variety of ways. Donors may use their gifts to contribute to the Foundation’s unrestricted funds knowing their money will be available to meet the most pressing community needs, or they may choose to set up donor-advised funds, or they may contribute to our endowment fund, knowing that their donation will be available in perpetuity to promote the mission.

The Foundation strives to be a catalyst in the community. Our goal is to help strengthen nonprofit groups by helping them build capacity and by providing technical assistance. Our programs include nonprofit workshops on topics such as grant writing, marketing, resource development, and governance.

Lander Community Foundation staff and board members are available to answer your questions. Contact us at landercommunityfoundation.org.

Over the past 10 years, Challenge for Charities has raised $3 million for Lander nonprofits! In 2020, the Challenge for Charities raised over $502,000 for 41 participating nonprofits!

In order to achieve the Lander Community Foundation’s mission of promoting philanthropy and creating a stronger Lander community, the Foundation sponsors the annual Challenge for Charities, a community-wide fundraiser, that culminates in the Lander half marathon, 5K, and 1-mile mad dash.

In 2020, the Foundation raised $149,0000 for the matching pool to leverage the funds raised by local nonprofits. Fremont Therapy Group and Fremont Toyota were the first platinum-level sponsors for the event. Their leadership has encouraged other Community Challengers to donate to the matching pool fund.

The Lander Half Marathon has taken place every year since 1980! This volunteer-run event was founded and organized by Lander residents and avid runners Carolyn and Phil Gilbertson. The event has gained a reputation for community fun as well as a physical challenge. Originally, the event was sponsored by local running enthusiasts to raise funds for a few nonprofits supported by the
Gilbertson Family. The Lander Community Foundation continues the original spirit of the event with an even broader impact on our community. Registration fees help cover race event expenses—such as printing donation brochures, explaining the event to donors, and awarding “charity bucks” to race winners. Charity bucks represent donations that the top three finishers in each age category can designate to a nonprofit of their choice.

In the months leading up to the race, the Foundation recruits local nonprofits to participate in the Challenge for Charities fundraiser. These nonprofits then reach out to their donor base through mailings, emails, or personal contact and solicit donations to the Challenge for Charities with the enticement that their donation will be matched up to 50% by the Foundation.