



UNICEF Fundraiser + Event Program: UNICEF NextGen Micro Grant

Updated on August 28, 2018

About UNICEF Fundraiser + Event Program

The UNICEF Fundraiser + Event program was created to support individuals or groups interested in organizing fundraisers and/or awareness driven events on behalf of UNICEF. It is defined as a fundraiser or awareness driven activity that is hosted by an individual or group and is financed by the host (*not UNICEF USA*), where UNICEF USA is the beneficiary of their efforts. The current program is managed through our UNICEF USA Fundraiser + Event Application: unicefusa.org/fundraiser.

About UNICEF Next Generation

UNICEF Next Generation (NextGen) is a group of young leaders, entrepreneurs, and innovators who commit their resources, resolve and enthusiasm toward supporting UNICEF's lifesaving work. NextGen membership starts with a monthly pledge to put #childrenfirst. This monthly donation binds an incredible network of passionate individuals who mobilize their peers and inspire their generation to take action on behalf of the world's most vulnerable children.

NextGen members study issues that affect children around the globe and select UNICEF projects to support. Leveraging their influence and their voices, they educate those around them, advocate with their elected officials, skill share, consult remotely and last but not least—they donate and raise necessary funds that support sustainable change. Through their activities and commitment NextGen has raised over \$12 million in support of 19 UNICEF programs. To learn more visit unicefusa.org/nextgen.

Objective of UNICEF NextGen Micro Grant

Starting in July 2016, UNICEF USA launched a pilot micro grant program amongst the NextGen community. The purpose of this grant is to recognize NextGen's interest and expertise in hosting large-scale fundraisers on behalf of UNICEF by providing seed funding in support of their approved applications.

Things to Know About the UNICEF NextGen Micro Grant

1. Examples of what is eligible to be covered by the UNICEF NextGen Micro Grant include venue rental fee; food & non alcoholic beverages for the guests; materials for UNICEF USA branded materials to be present at the fundraiser/event.
2. If a Micro Grant is allocated to a fundraiser/event then the host is mandated to only use UNICEF USA platforms including and not limited to UNICEF Fundraiser + Event Ticketing platform, Clover Credit Card Device, UNICEF USA online donation form and OneCause [formerly known as BidPal].
3. Additional funding or in-kind support is allowed to go towards the fundraiser/event however, the net profit must still meet the 7 times return [Please see below for additional details on this.] and can be secured in the following ways:
 - A.) Secure monetary or in-kind underwriting by an individual or company that can offset expenses, however, is identified in advance by the donor to go to expenses and not UNICEF USA. *Individuals and companies must be vetted and preapproved prior to outreach utilizing the **Template_Company Supporter List for UNICEF USA Vetting**.
 - B.) UNICEF Fundraiser + Event Ticketing platform can allocate a kick back to the host up to 25% of each ticket sold to support expenses related to the fundraiser/event. The percentage must be agreed upon by both the host and UNICEF USA prior to going live.
4. If a Micro Grant is allocated to a fundraiser/event then no additional Steering Committee budget may be used to support the expenses.

UNICEF NextGen Micro Grant: Step by Step

Step 1: The host of the fundraiser/event completes the *UNICEF Fundraiser + Event Application* located at unicefusa.org/fundraiser.

Step 2: UNICEF USA sends the host the **Template_Projected Budget+Revenue.Secured Revenue.Give Get AND Template_Company Supporter List for UNICEF USA Vetting** AND sets up a conference call with host, fundraiser/event committee members and UNICEF USA Staff. **Projected Budget+Revenue tab should be completed by the host prior to conference call.*

Step 3: UNICEF USA Staff and host review projected budget and revenue for the fundraiser/event to ensure it adheres to the 7:1 ROI policy. Additionally, they go through all aspects of the **UNICEF Fundraiser + Event Program: UNICEF NextGen Micro Grant**.

Step 4: The host is sent the **UNICEF Fundraiser + Event Program: UNICEF NextGen Micro Grant** via Docusign for final review and signature.

Step 5: The Fundraiser + Event Application is officially approved and based off the conference call and *Projected Budget+Revenue tab* Casey Rotter & Kirsten Sheldon will determine which tier the host is applicable to receive to ensure the 7:1 ROI is met. The 3 grant levels are:

- \$2,500 UNICEF NextGen Micro Grant must generate \$17,500+
- \$5,000 UNICEF NextGen Micro Grant must generate \$35,000+
- \$7,500 UNICEF NextGen Micro Grant must generate \$52,500+

Step 6: Prior to the host or fundraiser/event committee members confirming any expense that will be covered by the Micro Grant, it must first be approved by the UNICEF USA Staff assigned as point person for the fundraiser/event.

After the UNICEF Fundraiser + Event

In order for the host or committee members to access their Micro Grant reimbursement, they must first pay the vendor directly and submit the paid invoice/receipt and completed **Reimbursement Form** [*within 30 days post the fundraiser/event date*] to Samir Patel [spatel@unicefusa.org]. Please note, that the committee is responsible for tracking all expenses related to the fundraiser/event.

UNICEF USA will set up a post fundraiser/event conference call with the host, fundraiser/event committee members and UNICEF USA Staff to debrief the Micro Grant process and UNICEF Fundraiser + Event.