



CENTER FOR ARAB
AMERICAN PHILANTHROPY
Give Smart. Give Together.



100

ARAB AMERICANS WHO CARE

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ABOUT

CAAP is a national community foundation. A program of ACCESS, CAAP's objective is to unite and empower the Arab American community by demonstrating the impact of giving together. CAAP improves communities by making grants to nonprofit organizations; serves donors by providing them with smart tools and resources to carry out their philanthropic giving; and builds leaders by educating and inspiring Arab Americans, including youth, to realize their potential for change. Most of all, CAAP shapes perceptions about Arab Americans by highlighting their generous heritage and exceptional contributions to society. Visit www.centeraap.org to learn more.



100 ARAB AMERICANS WHO CARE

CONCEPT

Launched by the Center for Arab American Philanthropy (CAAP) in 2014, 100 Arab Americans Who Care brings together socially conscious Arab Americans in a fun and informal setting to pool their resources and make a large grant to a local cause. Through 100 Arab Americans Who Care events, attendees participate in an immersive experience that allows them to give smart and give together. Additionally, 100 Arab Americans Who Care events open up new constituencies for CAAP, and allow us to further our mission of empowering the Arab American community through philanthropy.

OBJECTIVE

The event concept is very simple. Tickets cost \$100 each and with a ticket purchase, each attendee gets to vote for a charity of their choice to win the combined pot of money. At the event, three charity names will be drawn at random. The attendees that voted on these three charities will make their pitch in front of the crowd and try to convince everyone to vote for their charity. Attendees will cast their votes for one of these three charities, and whichever charity garners the most votes from the crowd wins the combined proceeds from the event.

THE POWER OF GIVING TOGETHER

100 Arab Americans Who Care is just one of the many ways that CAAP unites and empowers the Arab American community through the power of giving back.

THE PARTICULARS

CAAP will retain up to 20% of proceeds for administrative costs. CAAP and host will strive to keep event costs low, and obtain donations whenever possible so that tickets are fully tax-deductible. All charities nominated must be 501(c)3 registered nonprofit organizations, and they should serve constituencies local to where the event takes place.

RESPONSIBILITIES

HOST

The event host will be responsible for the following:



Serve as the primary contact for all event related business



Locate a venue



Form a sub-committee that will outreach to prospective guests and help plan the event



Provide contact information (name, address, email, phone) for all prospective guests



Determine format of the event (brunch vs. coffee & dessert, etc.)



Assist with PR for the event by providing photos, quotes and a connection at the grantee organization



Help conduct outreach to attendees following the event

CAAP

CAAP staff will be responsible for the following:



Assist in finding a location for the event, and negotiating the price if needed



Handle mass communications for the event, including designing materials, crafting emails and hard copy materials, and as well as sending social media updates



Track event reservations, and provide registration support if needed



Attend the event, and assist with program planning and talking points



Conduct due diligence to ensure winning charity is a registered 501(c)3 organization



Send thank you materials with tax deduction



Assist host with outreach to attendees post event



Process grant and related materials to winning charity



Conduct PR outreach related to the event



Send a survey to both attendees and event sub-committee

SAMPLE PROGRAM

11:00 A.M.

Guests arrive and mingle, enjoy food and beverages

12:00 P.M.

Attendees make pitches for their charities

- Host explains the voting process
- Votes are collected in a bowl

12:30 P.M.

Attendees mingle and trickle out

11:45 A.M.

Program starts, host introduces themselves and greets everyone, thanks attendees and sponsors

- CAAP representative says a few words about CAAP
- Host draws three charity names out of a bowl

12:15 P.M.

Winning charity is announced

- Host thanks everyone again
- Pictures are taken with host and attendee whose charity won

1:00 P.M.

End of program

SAMPLE TIMELINE

6 MONTHS PRIOR

- Venue options are discussed
- Event date options are discussed

5 MONTHS PRIOR

- Host reaches out to possible venues
- List of possible sponsors is developed
- List of possible attendees is developed

4 MONTHS PRIOR

- Event date is finalized
- Save the date communication is sent
- Finalize event format /venue

3 MONTHS PRIOR

- Event pages are created on CAAP website and Facebook page
- Committee begins personal outreach

2 MONTHS PRIOR

- Invite is sent to guests
- Determine what materials/supplies are needed
- Committee conducts personal outreach
- CAAP sends regular communications

1 MONTHS PRIOR

- Committee conducts personal outreach
- Sponsors / donations are finalized
- CAAP sends regular communications

0 MONTH OF EVENT

- Guest registrations are finalized
- Amazing event takes place!

-1 FOLLOWING

- CAAP processes grant to charity
- CAAP thanks and follows-up with attendees