

LEGACY FUND

INFORMATIONAL PACKET

Thank you for your interest in our organization. Your participation will be administered by GiveSendGo Charities, a 501(c)(3) public charity.

Please review the following form and proceed to our online application.



This packet contains: Overview Welcome Letter
 Guidelines & Policies
 Forms & Recommendations

Dear Friend,

Thank you for considering setting up a Legacy Fund with GiveSendGo Charities to honor your loved one's memory. We understand the profound emotions of losing someone special and offer our heartfelt condolences to you and your family. In this packet, we provide the necessary details, policies, and guidelines to assist you in creating a lasting tribute that embodies your loved one's philanthropic spirit.

GiveSendGo Charities fosters compassion and supports philanthropic endeavors in our communities. We believe in preserving every individual's legacy, leaving an enduring imprint of kindness and generosity. Our Legacy Funds program enables you to establish a fund that allows family, friends, and the wider community to contribute towards causes or nonprofits that reflect your loved one's values and passions.

Transparency, trust, and honoring your loved one's wishes are paramount to us. Our policies and guidelines ensure that the funds raised are utilized according to your intentions. We maintain the highest accountability standards, stewarding these funds with care and integrity.

This packet contains comprehensive details about our Legacy Funds program, including operational policies and guidelines. We aim to make the process seamless, offering guidance and support at every step. Additionally, we provide tips and suggestions to help you create a compelling campaign, making it easier for family and friends to contribute and honor your loved one's memory. We want you to know you are not alone during this personal grief journey. GiveSendGo Charities stands beside you, offering support, understanding, and assistance. Together, let us embark on this meaningful journey, transforming loss into a powerful force for good.

Thank you for choosing GiveSendGo Charities as the platform to preserve and extend your loved one's legacy. Please review the enclosed information carefully, and if you have any questions or need further assistance, do not hesitate to contact us. We are here to help and support you in every possible way.

With sincere empathy and gratitude,

Hudson T. Wells
Executive Director
GiveSendGo Charities

Part 1: Mission Statement:

Our mission is to use the power of crowdfunding to empower individuals and families to create lasting legacies that honor the memory of their loved ones and encourage cultural generosity. Through our Legacy Fund program, we provide a platform for crowdfunding and philanthropy, enabling communities to come together in grief and transform it into a powerful force for positive change. We strive to preserve and extend the legacies of those who have passed away by supporting causes and organizations that embody their values, passions, and desire to make a difference in the world.

Part 2: Vision Statement:

Our vision is to create a world where the impact of individuals lives long after they are gone, allowing impactful lives to continue to inspire our culture. We envision a society where Legacy Funds serve as a beacon of hope and inspiration, reminding us of the generosity and love that can endure beyond death. By fostering a culture of giving and philanthropy, we aim to empower families to create meaningful and enduring legacies that touch the lives of others and make a lasting difference in their communities. Together, we can transform loss into a legacy of compassion, kindness, and positive change.

Donations to Legacy Funds:

GiveSendGo Charities is a 501(c)(3) public charity, and all donations to a Legacy Fund are tax-deductible to the law's full extent. Donors will promptly receive a tax receipt attached to a thank you email upon donating. A follow-up Impact Report will be issued to every donor with all information regarding how much was raised and how it was used. All donations to Legacy Funds are NON-REFUNDABLE. If, for any reason, the donation is no longer necessary, it will be designated to one of our GiverArmy Charitable Causes in relation to the current campaign's nature.

Offline Donations:

Any received offline donations or donations made through a payment processor other than GiveSendGo.com are subject to a potential 3% administration fee. This includes all donations made from Donor Advised Funds.

Direct Funding:

Direct Funding is for those interested in donating through a Donor Advised Fund. The DAF Advisor must ensure their institution has accepted our organization and indicate which campaigns on GiveSendGo.org they would like their donation to be directed to.

Guidelines for Establishing a Legacy Fund:

Part 3: Guidelines

Eligibility and Application:

1. To apply for a Legacy Fund, you must have experienced the recent loss of a loved one and have the authority to establish the fund.
2. We require "common testimony" (a general good nature and public view) of the passed loved one to ensure the Legacy Fund aligns with our values.
3. Applicants must choose one of our 12 GiverArmy Causes or a 501(c)(3) organization to benefit from the donations.
4. Official 501(c)(3) nonprofit organizations or churches can be considered organizational recipients of the funds, or the funds can be designated fully to one of our GiverArmy Causes. However, a backup GiverArmy Cause is selected as a contingency for a small portion of the funds.
 1. A 5% fund fee will be designated to the GiverArmy Cause of your choice. If a fund is canceled or the selected nonprofit recipient is no longer eligible, all collected funds will be designated toward the GiverArmy Cause chosen during the application process.
 2. We will strive to ensure that the charitable wishes of each Legacy Fund are met, and adjustments will be made only on rare occasions. Communication with the applicant will surround any changes to ensure the best possible outcome.

Fund Administration:

1. GiveSendGo Charities will be the sole administrator of the Legacy Fund. Our board of directors and advisors governs all Funds. Funds are held within the campaign or a separate account until the fund is complete.
2. An approved application will confirm the intended GiverArmy Cause or receiving nonprofit for the funds.
3. The fund must either be time-limited or open-ended, subject to conditions such as fund inactivity. Please indicate in your application the desired time frame for raising funds.
 1. **BEST PRACTICES:** Be sure to know which timeframe you plan to use.
 1. **Time-Limited:** These funds tend to revolve around ceremonies and memorials of the loved one. It is common for a Legacy Fund's activity to slow down after six months.
 2. **Open-Ended:** These funds are usually set up to accomplish a specific goal or to meet a donation requirement for another nonprofit organization.

4. Legacy Funds cannot benefit any person related to the deceased.

Campaign Creation and Marketing:

5. GiveSendGo Charities will create a campaign on GiveSendGo.com using the provided write-up and graphics upon application approval.
6. **BEST PRACTICES:** Remember that the reason donors give will be related to their relationship with the deceased loved one. It is best to provide stories that large audiences can engage with while highlighting the person's unique characteristics or personality.

APPLICATION PREPARATION: Please have the following ready before applying:

- A medium write-up that conveys the story of your loved one and the intended purpose of the fund.
- A graphic (450 x 800pxls) as a visual header for the campaign. Some may choose to use a video of a ceremony in its place. For the video, please send us a link from Youtube or Rumble. Please request help with this if necessary.
- A personal Thank-You note. This thank-you note can have personalized names by indicating "[First Name]" in the message. These notes will also include a tax receipt for donors and will be promptly sent out when a donation is made.
- Upon establishing the campaign, the applicant will receive the URL and QR code for marketing purposes.
- Suggestions for marketing strategies include creating printable graphics and sharing them on social media. We understand that each person is uniquely different and suggest marketing in their style.
- Marketing efforts primarily rely on the family and loved ones, with GiveSendGo Charities supporting the process. Donations are collected by GiveSendGo Charities, and tax receipts are provided for each contribution.

Applicants will be informed within two days of their application approval.

Allocation and Disbursement of Funds:

1. Funds will be dispersed either upon completion of the fund or after a period of six months of inactivity. The applicant will be notified after three months of inactivity. Funds will be designated in the name of the loved one.
2. In the event of an issue with the chosen nonprofit or its unavailability, funds will be allocated to the selected backup GiverArmy Cause.
3. **Communication and Updates:**

1. Applicants may provide updates and new information for their Fund as it grows. All updates can be sent to info@GiveSendGo.org with the title of the Legacy Fund in the Subject.

Part 4: Policies for Legacy Fund:

Termination of Funds:

1. In the event of fund termination, no refunds will be issued, and the funds will be designated to the GiverArmy Cause selected during the application.
2. Terminations may occur if the applicant becomes belligerent, cannot collaborate with GiveSendGo Charities, or the chosen nonprofit is no longer eligible for funds.

Completion of Fund:

1. Upon completing the Fund, the applicant will be notified with a list of all donors who didn't choose to be anonymous. The funds will then be delivered to the selected nonprofit or moved into the selected GiverArmy Cause fund.
2. All donations from the fund will be made in the fund's name.

Reviews and Adjustments:

1. Periodic reviews of the Legacy Fund guidelines ensure their relevance and alignment with GiveSendGo Charities' mission.
2. Adjustments and improvements may be made based on feedback and changing circumstances.
3. Please note that these guidelines and policies are subject to review and modification by GiveSendGo Charities to ensure the best possible experience for fund creators, donors, and beneficiaries.

Part 5: GiverArmy Causes

Our GiverArmy Causes are charitable funds designated to provide grants to campaigns on GiveSendGo.com. These causes serve as a basis for our charitable work. Each Cause listed below indicates how the funds are dispersed. Be sure to review them to select the cause most associated with the charitable endeavors of the Legacy Fund.

1. **Pro-Life:**

- Use of Funds: Supporting single parents and families in need, including financial relief, resources for adoption and foster care, and promoting a healthy family unit.

2. **Earth Care:**

- Use of Funds: Funding activities and projects that enhance the environment, such as community service projects, community gardens, and educational initiatives on sustainable living.
3. **Essentials for Life:**
 - Use of Funds: Assisting with necessities, including food, water, transportation, utilities, and bills, ensuring individuals have access to essential resources for daily living.
 4. **Arts & Education:**
 - Use of Funds: Supporting art and educational programs, privately funded schools, international academic endeavors, and initiatives that promote and sustain the arts.
 5. **Crisis Response:**
 - Use of Funds: Providing aid and support to individuals and communities affected by natural or man-made disasters, focusing on rebuilding and recovery efforts.
 6. **Rescue & Rehabilitation:**
 - Use of Funds: Granting support to rescue people caught in human trafficking and assisting individuals in recovery from addiction through rehabilitation programs.
 7. **Faith-Based:**
 - Use of Funds: Supporting mission-oriented work based on the Christian faith, including funding missionary projects, aiding struggling ministries or churches, and assisting ministers in need.
 8. **Animal Rescue & Care:**
 - Use of Funds: Promoting animal welfare, including supporting animal shelters, veterinary care, spaying/neutering programs, adoption services, and advocating for responsible pet ownership.
 9. **Medical Relief (Including Mental Health Awareness):**
 - Use of Funds: Financial assistance for medical debt, including medical bills and medication costs. This includes support for mental health issues and focuses on unavoidable circumstances.
 10. **Justice for All:**
 - Use of Funds: Ensuring access to justice for individuals unable to afford proper legal representation, regardless of community or background, supporting marginalized individuals who need legal assistance.
 11. **Current Emergencies:**
 - Use of Funds: Providing immediate aid and support during ongoing crises highlighted in the news cycle, primarily directed towards our Care & Relief campaigns.
 12. **Barnabas Fund:**

- Use of Funds: Empowering other causes and Care & Relief campaigns by boosting their visibility through marketing and advertising efforts, ensuring that critical issues and initiatives reach a larger audience. The fund supports the growth and promotion of other causes.

IMPORTANT LINKS:

OUR WEBSITE:
[GIVESENDGO.ORG](https://www.GiveSendGo.org)

LEGACY FUND APPLICATION
[HTTPS://FORMS.OFFICE.COM/R/EZCYLEYEE1](https://forms.office.com/r/EZCYLEYEE1)