

# LIGHT THE FUSE

NOVEMBER 8-14, 2021

## OUR MISSION

Light the Fuse is Fuse Project's annual fundraising campaign aimed at igniting the spark for innovation, funding, and implementation of projects benefiting children along Alabama's Gulf Coast through concentrated fundraising efforts. We seek to engage the community and raise awareness of our mission through a series of public and private events, a team fundraising challenge, and more.

## WHY IT'S IMPORTANT

We know that poverty, and the crushing lack of opportunity associated with it, is an intergenerational phenomenon impacting far too many Americans. We, in partnership with The Historic Avenue Foundation, are on a mission to close the opportunity gap. Light the Fuse is not simply a fundraising campaign. It is a lifesaving campaign. We are literally fighting for the lives of our children, but we cannot do it without you. Help fuel our efforts to break the cycle of poverty and close the opportunity gap with Light the Fuse, November 8-14.



For more information about The Historic Avenue Foundation, visit [fuseproject.org/the-historic-avenue-foundation](https://fuseproject.org/the-historic-avenue-foundation).

## GIFT IMPACT

We are working hand in hand with the Avenue community through a truly holistic approach, making investments in mixed-income housing, cradle-to-college education, and community health and wellness. Here is a look at how funds raised during this campaign will be utilized.



### **\$100 PROVIDES NUTRITION**

A gift of \$100 will provide more than 12 warm meals to a family in need



### **\$200 PROVIDES SUPPLIES**

A gift of \$200 will provide year-long school uniforms and school supplies for a child in our community



### **\$500+ PROVIDES EDUCATION**

A gift of \$500 or more will go towards providing equitable educational opportunities for children in our community with the development of The Historic Avenue Foundation's **Early Learning Academy**

## PARTICIPATION

### CROWDFUNDING

Crowdfund for your team through your own crowdfunding page:

- ★ To create your crowdfunding page, go to [lightthefuse.causevox.com](http://lightthefuse.causevox.com)
- ★ Click “join the campaign” to create your personal page
- ★ Then you can create a team or join an existing team (we recommend teams of 10)
- ★ Contact Fuse Project if you need assistance setting up your page

Share your crowdfunding page with friends, family, and coworkers via email, Facebook, and Instagram, and encourage them to contribute to your campaign - every dollar counts!

### HOST AN EVENT

You or your business could host a fundraising event during the week of November 8-14, in which proceeds go to Light the Fuse. Think outside the box! If you are hosting an event open to the public, fill out [this form](#) and we will help promote it as an official Light the Fuse event.

- ★ Host a workout class with entry fee being a donation to the campaign
- ★ Host a happy hour at your business in which profits from sales during a given period go to Light the Fuse
- ★ Host a “potluck” dinner party for friends and family in which you provide the meal and their contribution is a donation to Light the Fuse

### OTHER WAYS TO FUNDRAISE

#### CREATE A MATCHING GIFT PROGRAM

Encourage your employees to donate through a matching gift program (an employee benefit implemented by businesses in which the employer makes or matches employee contributions to a nonprofit organization by a predetermined ratio). This type of benefit is a win for all involved! Not only are you supporting Fuse Project, but research shows that 74% of people say that they are more fulfilled by their job when given an opportunity to positively impact social and environmental issues.

## FUSE PROJECT

FOR MORE INFORMATION:

[info@fuseproject.org](mailto:info@fuseproject.org)  
[fuseproject.org/light-the-fuse](http://fuseproject.org/light-the-fuse)  
251.265.3873

### MAIL-IN DONATIONS

Donations may also be made by check payable to Fuse Project and mailed to:

**P.O. Box 1134, Mobile, AL 36633**

Please have the donor note the campaign team they are supporting in the memo, if applicable, and Fuse Project staff will apply the donation manually to your fundraising page.

PRO TIP: Remind family and friends that donations made in someone’s name make an excellent holiday gift, and this is a great time to get holiday “shopping” done early.

***Most importantly, you won’t know unless you ask! It might surprise you how many people will be willing to contribute to your campaign.***

## 10K TEAM GOAL

Create or join a team for maximum impact! We think teams of about 10 people are ideal. Each person should set an easily attainable goal of raising \$1,000 for a team total of \$10,000!

## RESOURCES

Access a pre-scripted [email](#) or [snail mail](#) letter you can personalize and share with friends and family.

Access pre-scripted social media [posts](#) and [download images](#).

## PRIZE

The team or individual who raises the most money during the week of Monday, November 8 - Sunday, November 14, 2021, will win a special prize!

Trust us. You don’t want to miss out on this...

**IF IT’S NOT ‘WOW,’ IT’S NOT WORTH DOING.**