Supporting UNIFIED - HIV Health and Beyond

A Guide To Donating and Fundraising
Use this guide to learn about the different ways you can donate to UNIFIED or set up fundraisers to support our efforts.

“Giving is the master key to success, in all applications of human life.”

Thank you for considering UNIFIED - HIV Health and Beyond in your fundraising or giving efforts. This toolkit will provide you with simple yet impactful ways you can support our mission.

Monetary donations are accepted year-round at UNIFIED - HIV Health and Beyond. Your generosity supports access to healthcare, prevention, outreach and advocacy that take place throughout our 10-county service area every day.

Donate now online.

Donations may be tax-deductible.

For more information about donating to or fundraising for UNIFIED - HIV Health and Beyond please contact Lindsay Karas at lkaras@miunified.org or 313-446-9800.
Content

004 Support While You Shop
005 Support Using The Web
006 Support With Services
007 Support With Items
008 Foundations, Matching, Rewards
009 Bequests, Stock, Cryptocurrency
Support While You Shop

Shopping with Amazon or Kroger are two easy and quick ways to start supporting UNIFIED.

**Amazon Smile**

The AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice. Sign in to smile.amazon.com to get started or locate the “Supporting” drop down menu and make sure you are supporting UNIFIED - HIV Health and Beyond!

You can also follow this link to support UNIFIED - smile.amazon.com/ch/38-2464851

**Kroger Community Rewards**

Kroger Community Rewards makes fundraising easy by donating to local organizations based on the shopping you do everyday. Once you link your card to an organization, all you have to do is shop at Kroger and swipe your Plus Card! Once logged into your Kroger account find community rewards, search for UNIFIED - HIV Health and Beyond either by name or AC076 and then click Enroll. Learn more at www.kroger.com/i/community/community-rewards

For more information about donating to or fundraising for UNIFIED - HIV Health and Beyond please contact Lindsay Karas at lkaras@miunified.org or 313-446-9800.
Support Using The Web

Online fundraising allows you to create the campaign and encourage others to join you in supporting UNIFIED. From Facebook fundraisers to crowdsourcing, the power to raise important funds is in your hands.

Facebook Fundraisers
You can create fundraisers for nonprofits and personal causes on Facebook. Quickly set up a fundraiser for UNIFIED by following this link: www.facebook.com/fund/miunified

Fundly
Crowdfunding to support UNIFIED! Fundly is fast, easy, and has no raise requirements or start up fees. Get started at fundly.com

GoFundMe
Fundraising for the people and causes you care about. Through GoFundMe, people and organizations have the tools they need to share their cause far and wide and harness the power of generosity. Get started at www.gofundme.com
Support With Services

An in-kind donation is a non-cash gift made to a nonprofit organization, including goods, services, time, and expertise. The donation of in-kind gifts and services play a large role in allowing us to accomplish our work and fulfill the needs of our clients. The possibilities are endless.

**Automotive Maintenance/Repairs**

Our mobile units bring services to the people we serve in the Detroit and Ypsilanti areas. For those with transportation issues this program is critical for obtaining optimal health. The costs associated with upkeep and repair on our mobile units can often serve as a burden on our efforts to provide this service. Are you or an organization you work for able to provide maintenance or repairs at a low or reduced cost? Contact us at 313-446-9800

**Photography/Videography**

Support UNIFIED at events or by creating promotional items for our services. Your photography or videography skills will not only help promote healthy living in your community but will make sure UNIFIED reaches everyone who needs our services or wants to support local efforts. Interested in putting your skills to work for a good cause? Contact us at 313-446-9800

**Printing Services**

Some of the biggest costs associated with events and promoting services is printing. Are you or an organization you work for able to provide printing services for free or low-cost? Contact us at 313-446-9800.

Do you have a service or expertise that you want to provide to UNIFIED? Contact us today!

[WWW.MIUNIFIED.ORG](http://WWW.MIUNIFIED.ORG)
Support With Items
From food for the Conover Food Pantry to donations in support of special events to office supplies, we appreciate each and every donation.

Auction/Raffle Donations
UNIFIED fundraising events are known for the amazing silent auction and raffle prizes. Businesses and individuals can donate items throughout the year to support these events.

Contact us at 313-446-9800 for more information.

Clothing Closet Donations
Support Exchanging Hands Clothing Closet at our Detroit location by donating clothes, dress attire or undergarments.

Contact us at 313-446-9800 to arrange a donation.

Food Pantry Donations
Support our Conover Food Pantry at our Ypsilanti location. Serving individuals living with HIV and accessing services at UNIFIED, the pantry plays a key role in clients obtaining optimal health outcomes.

Contact us at 734-572-9355 to arrange a donation.

Start supporting UNIFIED and your community today!
WWW.MIUNIFIED.ORG
Support With Foundations, Matching Gifts, Credit Card Rewards
There’s no shortage of ways to support UNIFIED. From foundations to matching gifts, you can bolster our efforts in the community.

**Foundations**
Part of a foundation that would like to support UNIFIED? Contact us today to discuss how we can work together to improve community health.

**Matching Gifts**
Corporate matching gifts are a type of philanthropy in which companies financially match donations that their employees make to nonprofit organizations. When an employee makes a donation, they’ll request the matching gift from their employer, who then makes their own donation. Check with your employer.

**Credit Card Rewards**
Check with your credit card provider to see if you can donate your points to UNIFIED! Turn your credit card spending into a force for social good.

For more information about donating to or fundraising for UNIFIED - HIV Health and Beyond please contact Lindsay Karas at lkaras@miunified.org or 313-446-9800.
Support With Bonds, Crypto or Bequests
In the markets or want to leave a last legacy? You have options.

**Bequests**
Bequests can be made to nonprofits like UNIFIED. Leave a lasting legacy by supporting our mission through a will or trust.

**Bonds and Stock**
A gift of appreciated securities like stocks, bonds and mutual funds can be a great way to support our mission.

**Cryptocurrency**
Donating cryptocurrency is a non-taxable event, meaning you do not owe capital gains tax on the appreciated amount and can deduct it on your taxes. This makes Bitcoin and other cryptocurrency donations one of the most tax efficient ways to support UNIFIED.

Speak with your broker or advisor about supporting UNIFIED!
Donate Now Online

Serving Ten SE Michigan Counties
Jackson
Lapeer
Lenawee
Livingston
Macomb
Monroe
Oakland
St. Clair
Washtenaw
Wayne

Need more information about how you can donate to UNIFIED - HIV Health and Beyond?

Contact us at 313-446-9800
WWW.MIUNIFIED.ORG