



Mustaches for Kids Omaha

2018 Charity Partner Application

Instructions:

- ~ Fill out this form.
- ~ Submit it electronically (preferred) to stache@m4komaha.com or deliver to 6526 S. 172 Ave., Omaha NE 68135 **NO LATER** than March 2nd, 2018.
- ~ Include a copy of your 501(c)(3) status letter.

ORGANIZATION NAME: _____

CONTACT PERSON: _____ PHONE: _____ E-MAIL: _____

1. **Tell Us About You.** Please provide a narrative that describes your organization, its structure, a list of your board members, your vision and mission, and how you are helping children in Omaha.

2. **Get Poetic.** Tweet a haiku to @M4Komaha when you turn in your application and create a hashtag for your potential campaign with us.

3. **Tell Us About Your Funding.** Please provide a brief description of your annual budget, your major funding sources, any major fundraising events in May or June, and what you would do with all these mustache dollars.

4. **Solve a Mystery.** Whatever happened to the Harlem Shake? (points will be deducted if you actually submit a video of the Harlem Shake)

5. **Name a Brew.** Let's say we knew somebody at a local brewery and let's say that brewery wanted to do a special run of a beer just for this year's mustache campaign. What should we call that beer and why?

6. **Wow us.** (Don't go overboard, odds are we're not picking you)

Please direct any questions about this application to stache@m4komaha.com. The M4K Omaha Board may request additional information and will select our 2018 Charity Partner by April-ish.

Timeline of Events

March 2nd Application Deadline

Early April 2018 Charity Partner is notified.

May 3rd Clean Shave “Cinco de Mustache”. This official kickoff party starts the sexiest 30 days of the year.

May 10th Checkpoint 1 - Trivia Night

May 17th Checkpoint 2 - Magnum P.I. & picture night. This checkpoint has been known to have an impromptu shortest shorts contest and enchilada auction. Who knows what will happen this year.

May 24th Checkpoint 3 - Family Night

June 2nd STACHE BASH. You just have to be there.

Miscellany

MARKETING FEE: We put in a fancy new website and donor platform and our increase in growth has led to a commensurate increase in expenses (apparently beautiful ain't free). We request that our Charity Partner pay a marketing fee to M4K Omaha equal to 3% of the collected donations after the campaign has concluded.

All applications are kept confidential by the M4K Board.

A representative from the Charity will be expected to attend all checkpoints so any cash/check donations turned in by Growers can be immediately handed over to the charity.

