

MY **IMPACT** FUND

When Donors become Champions...

My Impact Fund was created to give individuals a philanthropic outlet for using their own brand identity without having to create their own charitable 501(c)(3) foundation.

Step 1

Become a Donor Champion

- **Create your My Impact Fund with us**
- **Make your first tax deductible donation**
Your money will stay in your fund and only be used for your projects.
- **Receive your own My Impact URL**
Your logo, your input



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Step 2

Become a Project Champion

- **Pick/Create a project** - Choose a project from one of our partners or be creative and create your own project benefitting children in need.
- **Get Excited** – Help us energize and excite your fans and partners to Make An Impact through donations and their time.
- **Promote it-** We will support all of your marketing efforts using media, social media, community outreach and create promotional material for and with you.
- **Have fun with it-** You and MAIF will be co-funding your project through partner outreach and events.



Step 3

Make An Impact

- **Your project is fully funded**
...once we have raised 15% over the total project cost.
- **Time to give and celebrate**
We will coordinate your unique celebration event (presenting the check to your recipient, volunteering with your partners, celebrating with the recipients and donors, etc.).
- **Kick off your next Impact Project**
Time to choose or create your next project.

How Will You
Make An Impact?