



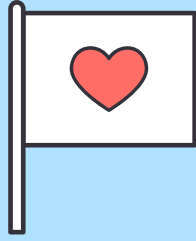
CASA

Court Appointed Special Advocates
FOR CHILDREN

CASA OF LOS ANGELES



Fundraising 101: A Toolkit for Streamers



OUR MISSION

We mobilize community volunteers to do intensive one-on-one advocacy for children in the Los Angeles County child welfare system who have experienced abuse and neglect.

We envision a Los Angeles in which every child in the child welfare system has an advocate and an opportunity to thrive.



OUR IMPACT

1,238 youth supported with one-on-one advocacy

1,012 total CASA volunteers

Over 20,000 hours spent with CASA children



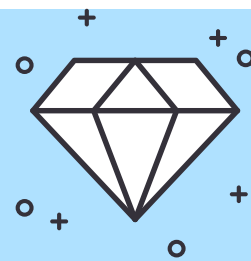
HOW TO START A FUNDRAISER

Create a Tiltify account [here](#)

Click on "Create New Campaign" on top left corner of home page

Publish your new campaign using our [CASA donation link](#)

More info and helpful tips [here!](#)



FUNDRAISING IDEAS

Got a birthday coming up? Encourage viewers to donate through a birthday fundraiser.

Perform an action every time total donation benchmarks are met (Think: a pie to the face, truth or dare, a house tour - the sky's the limit!)

Create a poll/game where viewers can donate to make a decision (ex: what game to play next, who to prank call off your phone)



MORE WAYS YOU CAN HELP

[Become a CASA Volunteer](#)

[Follow us on social media](#)

[IG @casa.la](#) | [Twitter @CASAofLA](#) | [Facebook @CASAofLA](#)

[Support an upcoming special event!](#)

For more information about CASA of Los Angeles visit our website at casala.org

Questions? Please email Kelly Lozo at klozo@casala.org



Branding Guidelines for Streamers



We rely on our brand to make a positive impression on both new and old supporters. Because of this, we ask that you kindly review and uphold the following guidelines in order to preserve and protect CASA/LA's mission.

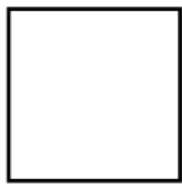
- The CASA/LA logo must appear prominently on all promotional materials.
- The CASA/LA logo cannot be altered in any way (aspect ratio, colors, etc.) and must be used in whole.
- The clear space around CASA/LA's logo should be equal to the space that the C and the A occupy in the acronym CASA. Do not place anything closer than this distance to the logo, as illustrated below. Only use grayscale logos when necessary, such as when printing handouts in black and white.
- Please consult the specific HEX and RGB codes below if you wish to promote using CASA/LA's colors.



Bright Red
R 138 G 49 B 36
#ee3124
PMS: 485 U



Dark Blue
R 0 G 68 B 124
#00447c
PMS: 295 U



White
R 225 G 225 B 225
#FFFFFF



Black
R 0 G 0 B 0
#000000



**Download our logos here:
In portrait & landscape**

For more information please contact Kelly Lozo, Development Associate at klozo@casala.org or call (323) 859-2888 x6353

www.casala.org