

FOOD BANK OF THE ROCKIES' FUNDRAISING EVENT GUIDELINES

Thank you for your interest in supporting Food Bank of the Rockies (FBR) by helping raise funds to feed those in need. FBR frequently receives many heartfelt requests from individuals and organizations to host fundraising events and contribute a portion of the revenues less out of pocket expenses (“percentage of net proceeds”) to us. Because of the volume of these requests, we are unable to participate in every event that is proposed. FBR utilizes this fundraising strategy to ethically and effectively generate resources for our agencies and the people they serve. We retain the right to refuse any event or appeal. We welcome all requests and have drafted the following requirements to protect both the organizations/individuals hosting the event and FBR. In order for the event to be considered, the following procedures must be followed.

BACKGROUND:

Fundraising events implemented by outside organizations for the benefit of FBR should be done with **minimal or no assistance** from FBR staff or volunteers.

The sponsoring company/group must be respected in the community and one whose reputation will enhance FBR’s public image. Care should be taken to ensure the sponsoring organization is not using FBR’s name to offset bad publicity or to improve an otherwise unfavorable public image.

PLEASE NOTE:

1. Per IRS guidelines, FBR cannot “endorse” the sponsor’s brand/product or provide a “call to action” that causes financial benefit to the sponsor.
2. FBR’s participation is based on our “Giving Criteria Chart” and discussion by our Development and Marketing Departments. FBR welcomes all donation amounts. Due to limited resources FBR’s participation, including providing staff, is made on a case by case basis.
3. FBR does not provide staff and/or volunteers to run external events.
4. Staff and/or volunteers presence at an event is never guaranteed and is determined on a case by case basis and is usually related to revenue and exposure levels.
5. Presence on FBR’s website and/or media assistance is never guaranteed, decided on a case by case basis and is usually related to revenue levels.
6. All social media requests must be reciprocal, FBR should be “tagged” in Facebook and/or Twitter posts.
7. FBR cannot guarantee Facebook posts during a campaign. Posts are determined on a case by case basis.
8. FBR does not share or sell its internal list of donors or supporters.
9. FBR logoed banners may be checked out for a \$50 deposit, returned upon delivery of the banner.
10. FBR reserves the right to audit the sponsoring organization’s books and records, related to the event (especially if event expenses exceed 50% of gross proceeds).

Criteria To Use When Entering into External Fundraising Event Relationships:

In order to insure the success and mutual satisfaction of such events/promotions, the following criteria will apply to ***all*** external events conducted on behalf of FBR:

1. Food Bank of the Rockies assumes no responsibility for promoting the fundraising event.
2. Per IRS guidelines FBR will not advertise, promote, market any product or service provided by the sponsoring company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor.
3. Any use of FBR's name/likeness is prohibited unless FBR licenses the third party to use the mark. All print and collateral materials must be approved by FBR and comply with existing guidelines regarding the use of FBR name/likeness.
4. All publicity released to the media referencing FBR's involvement requires advance approval from FBR.
5. Fundraising event organizers/group must complete and submit an application for review at least 30 days prior to the fundraising event or appeal's start date.
6. FBR will not supply any funding to finance a third party event/programs and will not be responsible for any debts incurred.
7. The organizers/group is responsible for all sales, marketing and promotion of the event.
8. Food Bank of the Rockies assumes no responsibility for promoting the fundraising event or appeal.
9. Events that contradict our mission or that are hazardous will not be considered.
10. The fundraising event/promotion/appeal must have no conflict with government regulations or licensing. It is the organizer's responsibility to ensure the event or appeal is legal under federal, state and local laws.
11. Events involving alcohol and/or tobacco require special consideration by FBR. Certificates of Insurance that include "Liquor Liability" are required.
12. The fundraising event organizer/sponsor agrees to obtain/facilitate all required permits and licenses.
13. Events that cross FBR's geographic boundaries must have the approval of all the Feeding America food banks involved, with the exception of nationally approved promotions.
14. The fundraising event or appeal must not contain commercialism that would reflect poorly on Food Bank of the Rockies.
15. FBR and its Partner Agencies must always be painted in a positive light by the sponsoring organization.
16. The fundraising event must not exploit children or families who use FBRs' services, including but not limited to photographs of children.
17. If a separate bank account is being established by the organizer/group for the event, it must be opened in their name, not FBR; FBR's policies do not permit anyone to establish a bank account in the name of FBR.

18. All checks from participants of events must be made out to the sponsoring organization, unless otherwise approved by FBR.
19. Use of FBR's tax identification number requires FBR's prior approval.
20. The sponsoring organization should provide FBR with a list of targeted corporate sponsors. FBR reserves the right to exclude solicitation of specific sponsors.
21. If only a portion of the proceeds will go directly to FBR, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to FBR.
22. The organizer/group will tender the percentage of net proceeds from the event due FBR within forty-five (45) days of the event.

Fundraising Events should also meet the following additional criteria:

1. A license and indemnification agreement should be signed by both parties and accompanied by a detailed project description, event objectives, and a projected minimum of monies to be provided to FBR. Please note, the license and indemnification agreement will include mutual hold harmless language and insurance requirements.
2. If requested, the sponsoring organization/group shall provide FBR with a summary of results relevant to the event/program (number of tickets/sponsorship, etc. sold for the event, the revenues generated from the event, and a list of expenses associated with the event).The organization/group will maintain complete and accurate records containing all information required for computation and verification of the amounts due to FBR, should FBR determine that an actual review is necessary.
3. FBR does not carry a raffle license. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines. A raffle is defined as a scheme for the distribution of prizes by chance among persons who have paid money for paper tickets that provide the opportunity to win these prizes. In light of the state and federal laws and regulations governing these events, FBR must pre-approve the terms and conditions of all raffles.
4. FBR requires verification that the sponsoring organization has adequate insurance coverage, and must receive a certificate of insurance that names FBR as Additional Insured no later than 15 days prior to the scheduled event. The organization/group must, in its sole discretion, determine the extent of required insurance for the event in order to protect itself from claims, which may arise out of the event.
5. The fundraising event organizer/sponsor/organization agrees to indemnify, refund and hold Food Bank of the Rockies harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by FBR which arise, result from or relate to the fundraising event or appeal, the organizer/sponsor/organization's performance of its agreement as specified in these guidelines and the Fundraising Event/Promotion Application Form.

Next Steps

Please fill out the following form and email or fax it to Kristina Thomas: kthomas@foodbankrockies.org or 303-375-5877.

Please allow 5-7 business days for review.

Once your application has been reviewed you will be contacted via email with an outline of FBR's level of involvement.

All fundraising event opportunities will have access to the following materials:

- FBR logo (color and black & white)
- Downloadable poster
- Fact sheets
- Ideas for social media updates
- Newsletter copy
- Email signature template
- Banner deposit form

Thank you again for your interest in Food Bank of the Rockies and best of luck on your fundraiser!

FOOD BANK OF THE ROCKIES FUNDRAISING EVENT APPLICATION

Contact Information:

Event Coordinators Name: _____

Group/Organization Name: _____

Group/Organization Address: _____

City _____ State _____ Zip _____

Phone: _____ Cell _____ E-mail: _____

Event Overview:

Name of event: _____

Name of event host: _____

Location of event: _____

Date(s) of event: _____ Hours of event: _____

Type of event (grand opening, product launch, etc.) _____

Event overview & activity description: _____

Will food and beverages be served? Yes _____ No _____

Will alcohol be served? Yes _____ No _____

If yes, what safety precautions are in place? _____

If yes, will FBR be required to pull a Special Event Liquor Permit? Yes _____ No _____

If no, does the event venue have an existing liquor permit? Yes _____ No _____

Has this event been done before? Yes _____ No _____

If yes, when and with what result? _____

Projected audience (who will attend or support the promotion): _____

Projected Attendance (or sales): _____

List sponsor(s): _____

Are vendors required to provide a Certificate of Insurance? Yes _____ No _____

Financials:

What percent of proceeds will go to FBR: 100% _____ Other: _____%

Source of funds (ticket sales, day of donations, etc): _____

Projected donation: Minimum \$ _____ Maximum \$ _____ or _____ % donated to FBR

Will other organizations receive portions of the income? Yes _____ No _____

If yes, please indicate the name _____ and \$ _____ or _____ % of income

Publicity:

FBR must review and approve all materials that include our name and/or logo.

Please check the types of promotional activities you may pursue:

Press Release: _____ Promotional Flyers: _____ PSA (TV/radio): _____ Social Media: _____

Posters: _____ Invitations: _____ Web Site: _____ Email: _____ Other (describe): _____

Would like to use the FBR logo? Yes _____ No _____

If yes, please indicate the color and format: _____ Color _____ Black & White _____ JPEG _____ EPS

Would you like this event publicized via FBR’s social media outlets (Twitter, Facebook, etc.): Yes ___ No ___

FBR must receive reciprocal mentions in the event’s social media efforts, through “tagging” or via mention. Because of the volume of requests, FBR cannot guarantee Facebook posts for any event or promotional campaign. Posts are determined on a case by case basis.

FBR’s social media handles:

www.facebook.com/foodbankrockies

Twitter: @FoodBankRockies

(Tagging on Facebook can be done by going onto our Facebook page and clicking “Like.” To include FBR in the post enter @Food Bank of the Rockies and our name should appear and can then be selected.

Mentioning on Twitter can be done by entering @FoodBankRockies in the post.)

Please provide us with your social media handles.

Facebook.com/_____

Twitter.com/_____

Please note: Per IRS guidelines FBR cannot “endorse” the sponsor’s brand/product or provide a “call to action” that causes financial benefit to the sponsor, advertise, promote, market any product or service provided by the sponsoring company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor. For more information on UBIT laws visit www.irs.gov/pub/irs-pdf/p598.pdf.

Thank you for your interest in working with FBR; we will contact you within 5-7 business days to let you know FBR’s level of involvement.

For Internal Use Only:
Application Date _____ Licensing Agreement Date _____ Social Media Sign Off Date _____