

PHILABUNDANCE

Third-Party Event Guidelines

July 2011

INTRODUCTION

Thank you for your interest in hosting an event or promotion to benefit Philabundance.

As the largest hunger relief organization in the Delaware Valley, we are able to provide food to over 65,000 people each week thanks to support from our community partners like you. We are deeply grateful for your generous support.

Please use these guidelines to provide background information on how to plan your event. And be sure to complete a Third-Party Registration Form on our website at <http://www.philabundance.org/eventregistrationform/>.

You will be contacted within 10 days of the date your application is received. We look forward to learning more about your proposed event. In the interim, if you have any questions, please contact Shira Rosenwald, Marketing Manager, at srosenwald@philabundance.org / 215-339-0900 x223.

LET PHILABUNDANCE HELP MAKE YOUR EVENT A SUCCESS!

These guidelines are set-forth as a basis for all events. However, if there are any extenuating circumstances which suggest additional support, please contact us and we will do our best to provide assistance.

THINGS TO REMEMBER

- The Marketing Department must approve any fundraising event before contributions can be solicited in the name of Philabundance.
- Philabundance's ability to offer services for Third Party Fundraising Events is limited by staff size and our organization's ongoing internal obligations.

PHILABUNDANCE CAN PROVIDE...

- A letter of authorization to validate the authenticity of the fundraising event.
- Informational brochures or fact sheets about Philabundance's programs and services.
- Event appearance by a member of Philabundance's staff to receive proceeds or thank the group, based on availability. Such appearances must be scheduled in advance.
- Use of Philabundance's logo and name upon review and approval of event and materials.
- Written tax receipts to donors who make checks payable to Philabundance.
 - When tax receipts are requested for cash donations, the third-party event organizer is responsible for collecting the names, addresses and contact information of the donors.
 - If pre-established, the Marketing Department can provide a listing of income/donations to event organizers of donations coming directly to Philabundance (i.e. event tickets).
- Promotional listings as available
 - Possible listing locations, if space allows, include website, social media & newsletter

WHILE WE WISH WE COULD, WE CAN'T HELP WITH...

- Events that require financing from Philabundance.
- Events that require Philabundance's direct sale of a product or service.
- Events that compete or conflict with an already established or scheduled event to benefit Philabundance.
- Events that require Philabundance to release donor, volunteer, employee or board member information.
- Events that require Philabundance to solicit sponsorship revenue

FINANCIAL GUIDELINES

- Event organizers are responsible for payment of all event expenses.
- If Philabundance is designated or portrayed to the public as the sole beneficiary of the event, Philabundance should receive 100% of the net proceeds.
- Bank accounts in the name of Philabundance are not permitted.
- Internal Revenue Service regulations must be followed.
- For events that occur annually, all proceeds from the previous year's event must be received by Philabundance before approval will be given for future events.
- At the completion of the event, all checks should be made payable to **Philabundance** and mailed to:

Philabundance
Attn: Marketing Event
3616 S. Galloway Street
Philadelphia, PA 19148

*please note the name and date of your event in the "memo" line

GUIDELINES FOR USE OF PHILABUNDANCE'S LOGO

- If Philabundance's logo is desired for promotional purposes, a high-resolution copy must be obtained from the Marketing Department.
 - Please do not copy the logo from our website as it is not intended for printing purposes
 - Since the logo is subject to change, please ensure that for each event you contact Philabundance to ensure you are using the accurate logo.
- Any promotional materials bearing the Philabundance logo must be reviewed by the Marketing Department before being introduced to the public.
- The sponsoring organization's name and/or logo should appear in a prominent location in all advertising and promotional materials.
- Philabundance's logo may only be reproduced in its original colors or black and white.

PUBLICITY GUIDELINES

- Event publicity is the responsibility of the event organizers. However, event publicity in the form of flyers, press releases, public service announcements, etc. must be reviewed by the Philabundance Communications Department.
- Previously established annual events, raising significant funds or attracting broad viewership may warrant press releases directly from the Philabundance Communications Department.
- The suggested manner to describe Philabundance's involvement is to list the event name followed by "benefiting Philabundance" or "to benefit Philabundance" and to clearly state how Philabundance is to benefit, i.e., "net proceeds" or "a percentage of sales."

LEGAL POLICIES

- Philabundance is not liable for any injuries sustained by event volunteers or participants related to a third-party fundraising event benefiting Philabundance and Philabundance cannot assume any type of liability at said event.
- The event planners are responsible for obtaining any necessary permits, licenses and insurance required.

QUESTIONS OR COMMENTS?

Please contact Shira Rosenwald, Marketing Manager
215.339.0900 x223 / srosenwald@philabundance.org