

PHILABUNDANCE

Fundraising Event Toolkit

February 2016

INTRODUCTION

Thank you for your interest in hosting a fundraising event to benefit Philabundance. As the largest hunger relief organization in the Delaware Valley, we are able to provide food to 75,000 people each week thanks to the support of community partners like you. We are grateful for your generous support.

What's next? Please read our step-by-step guide below to find out more information on how to have your fundraising event benefit Philabundance.

Step 1: Register Your Fundraising Event

Step 2: Read & Sign Event Agreement

Step 3: Spread the Word

Step 4: Hold Your Event

Step 5: Send in Your Donation

Step 6: Your Donation Helps Feed Those in Need

If you have any questions, please contact events@philabundance.org.



STEP 1: REGISTER YOUR FUNDRAISING EVENT

Once you have your date, time and location set please take a minute to fill out our online Fundraising Event registration form: <http://www.philabundance.org/eventregistrationform/>

***Note: If you are planning to collect nonperishable (a.k.a. shelf-stable) food donations, please fill out our FOOD DRIVE registration form instead:** <http://www.philabundance.org/fooddrives>

A Philabundance staff member will contact you within 5 days of receiving your registration form. Our ability to offer resources for Fundraising Events and Food Drives is limited by staff resources and our internal obligations to fulfil our mission.



STEP 2: READ & SIGN EVENT AGREEMENT

Once your event has been approved, we will provide guidelines about using our name and logo when promoting your event. Philabundance must approve any fundraising event before donations can be solicited in our name.

While we wish we could, we cannot help with fundraising events that require Philabundance to:

- Finance the event
- Sell a product or service
- Release donor, volunteer, employee or board member information
- Solicit sponsorship revenue

We have the right to decline being the beneficiary of any event that conflicts with or does not support our mission or withdraw involvement at any time.



STEP 3: SPREAD THE WORD

In order for your event to be a success we suggest letting everyone know about your fundraiser! Spread the word to your network – family, friends, business contacts, vendors, clients, neighboring businesses, etc.

Because the Philabundance name and logo have special meaning for people around the Delaware Valley, we require that you send us your promotional materials for **review and approval** prior to distributing and posting them. This includes flyers, signs, digital graphics, press releases, public service announcements, etc. We can provide more information about our organization and fact sheets, if needed.

What can Philabundance provide?

Donation Amount	Philabundance Name & Logo Usage	Event Agreement Required	Listing on Philabundance Website	Social Media Posts	Staff Presence at Event
Under \$1,000	X	x			
\$1,000 - \$9,999	X	x	X		
\$10,000+	X	X	X	X	X

How should you talk about your event?

- If Philabundance is designated or portrayed to the public as the sole beneficiary of the event, we should receive 100% of the proceeds.
- Please state how Philabundance will benefit, i.e. “all proceeds benefit Philabundance,” “_% of sales benefit Philabundance,” or “\$_ from every sale benefits Philabundance.”
- When describing Philabundance’s involvement with your event please list the event name or campaign followed by “benefiting Philabundance” or “to benefit Philabundance.” Please do not imply that Philabundance is the event sponsor or organizer.



STEP 4: HOLD YOUR EVENT

It’s event day...good luck!

Let guests know that you can accept cash or checks written out to Philabundance. In addition, guests can **text FOOD to 41010** to make a donation via mobile phone. For every \$1 donated, Philabundance can provide 2 meals to those in need throughout the Delaware Valley. So your support and the support of your guests will go a long way to help feed our neighbors in need.



STEP 5: SEND IN YOUR DONATION

After your fundraising event, all checks should be made payable to **Philabundance** and mailed to:

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

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

We ask that your donation be mailed within 30 days of the end date. You will receive an acknowledgment letter of your tax deductible charitable donation within 30 days of receiving your check.

A few things to note:

- Fundraising event organizers are responsible for payment of all event expenses.
- Internal Revenue Service (IRS) regulations must be followed.
- Bank accounts in the name of Philabundance are not permitted.
- 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.



STEP 6: YOUR DONATION HELPS FEED THOSE IN NEED!

Thank you! Thank you! Thank you!

With one million neighbors throughout the Delaware Valley unsure of where their next meal will come from, there is always more to do. Because of the commitment of supporters like you, we distributed 32 million pounds of food last year – that's **32 million meals!** We appreciate your generosity and support.

Together, we can make a difference in the lives of those struggling with hunger.

If you have any questions or would like to discuss the possibility of running a fundraising event, please contact events@philabundance.org or 215-339-0900.