



Driving hunger from our communities



Fundraising Event Toolkit

Thank you for your interest in hosting a fundraising event to benefit Philabundance! Because of community partners like you, we are able to serve 90,000 people each week who are at risk of hunger. But there is more work to do, and we look forward to partnering with you to drive hunger from our communities and end hunger forever.

Read this step-by-step guide to find more information on turning your skills, hobbies and passions into a successful fundraiser.

PLANNING

Celebrations & Parties: Whether it is selling tickets to enter the party, hosting an auction or raffle at the event, or asking for donations in lieu of presents, hosting a celebration or a party is a flexible way to fundraise money in various manners. Decide on a theme and plan the event according to your audience's interests!

Athletic Events: Want to walk, run or play for our mission? Host an athletic game, play in honor of our organization, or organize an athletic contest.

Restaurants & Catering: Host a food or drink tasting, organize a themed giving night, or coordinate a chef cooking contest to raise funds.

Auctions & Raffles: Live or silent, hosting an auction or a raffle can showcase what different organizations in Philadelphia have to offer, all while raising money for a cause.

Portion of Proceeds: Pick one evening a week, month, or year to donate a portion of proceeds. Decide on a percentage that your group is comfortable with, advertise the special day and share your passion to beat hunger with your customers.

Other: Have a creative idea that is not listed above? We would love to hear it!

REGISTER

Have a plan for your fundraiser? Register at <https://www.philabundance.org/get-involved/hunger-fundraisers/>. This ensures we have the information necessary to best support your event.

A Philabundance staff member will contact you within five business days of receiving your registration form. **Please note:** If you would like to collect nonperishable (shelf-stable) food donations, please detail your food drive goals in the registration form.

Note: We have the right to decline or withdraw involvement from being the beneficiary at any time if the event conflicts with or does not support our mission.

ADVERTISING

Once we receive your registration and approve the event, we will send you a jpeg version of our logo for your marketing materials. However, please remember that **Philabundance must approve any marketing materials** associated with our logo or name. Please email a copy of your promotional materials to events@philabundance.org for approval prior to distribution.

How do you advertise your event?

- Invite your network – family, friends, business contacts, vendors, clients, neighbors, etc.
- Post the event information on your social media accounts
- Print flyers or marketing materials and deliver to local contacts
- Send a friendly reminder about your event
- Advertise your event for free at:
<http://www.upcomingevents.com/philadelphia/submitevent/>

How should you talk about your event?

When describing Philabundance’s involvement with your event, please list the event name or campaign followed by “*benefitting Philabundance*” or “*to benefit Philabundance.*” For example, “Buy a ticket for The Souper Bowl Event to benefit Philabundance.”

Please state how Philabundance will benefit, i.e. “all proceeds benefit” or “50% of sales to benefit” Philabundance.

What can Philabundance provide?

- Philabundance name and logo usage
 - Any promotional material bearing the Philabundance logo **must be reviewed** before introduced to the public
 - The Philabundance logo may only be reproduced in its original colors or black and white
- Digital materials (flyers, program descriptions, etc.)
- Pending availability, a Philabundance representative present at the event
- Various giving channels, including: donation bins, a DipJar credit card machine, texting options, online donation pages, and more
- 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)
- Advertisement on our website event calendar
- Potential social media tags, shout-outs, or likes

Unfortunately, we are unable to:

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

HOSTING YOUR EVENT

Good luck! For every \$1 donated, Philabundance can provide two meals for those in need throughout the Delaware Valley. Your support will go a long way!

- Have your guests tag their social media photos with #Raise4Philabundance

YOUR DONATION & FEEDBACK

- All checks should be made payable to Philabundance and mailed to:

Philabundance
Attn: Gifts Processing – Events
3616 South Galloway Street
Philadelphia, PA 19148

Please **mail your donation within 30 days** of the event end date. You will receive an acknowledgement letter of your tax deductible charitable donation within 30 days of check delivery.

Please remember:

- 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

Legal Policies:

Philabundance is not liable for any injuries sustained by event volunteers or participants related to a third-party fundraising event benefitting 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.

THANK YOU!

Because of commitment from supporters like you, we distributed over **20 million pounds of food in 2017**. Through direct food distribution programs and approximately 350 member agencies, we serve 90,000 people weekly. This would not be possible without our generous community partners. We are so grateful for you!

CONTACT

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 x 1504.