



# SECOND HARVEST FOOD BANK OF ORANGE COUNTY

## COMMUNITY EVENTS & PROMOTIONS APPLICATION & GUIDELINES

At Second Harvest Food Bank, we envision an Orange County with food and nutritional security for all. In collaboration with our partners, we provide dignified, equitable and consistent access to nutritious food, creating a foundation for community health. Our partner network includes houses of worship, schools, after-school programs, colleges and universities, senior centers, shelters for the unhoused, soup kitchens and transitional housing facilities, with sites at over 300 locations throughout the county.

[feedoc.org](http://feedoc.org)  
8014 Marine Way Irvine, CA 92618  
Ph: 949.653.2900 Fax: 949.653.0700

## Application Information

If you are interested doing a promotion or holding an event to benefit Second Harvest Food Bank, please complete the application and submit 30 - 60 days prior to your proposed launch or event day. Second Harvest staff will review your application and respond within one week of receipt of this completed application. Please email to your contact at Second Harvest.

If you have any questions, please call 949-653-2900.

## Community Event Guidelines

Since 1983, Second Harvest Food Bank has built a strong name in the community as a nonprofit that's committed to ending hunger in Orange County. When you fundraise on our behalf we ask that you respect our mission, brand and reputation by adhering to the following guidelines.

### Promotion or Event Approval

- Any fundraising activity for the benefit of Second Harvest must be approved in advance by Second Harvest's Marketing and PR department. A community event and promotions application should be completed and submitted no less than 60 days prior to the proposed event date.

- All fundraising activities should promote Second Harvest's mission of ending hunger in Orange County. If donations are derived from the promotion of products, the product must be non-controversial. Second Harvest will not engage in any activities related to or promoting weight loss, tobacco, cannabis, or self-help improvement. All determinations of appropriateness under these guidelines are to be made by Second Harvest, in its sole discretion.

- Second Harvest does not endorse any product or company. Promotion of your fundraiser must not state or imply any such endorsement. You may only state that you are raising funds to help support Second Harvest in its mission to end hunger in Orange County.

- All promotional language should follow Unrelated Business Income Guidelines (UBIT) guidelines as defined by Feeding America. See Appendix A.

### Fundraising Tournaments (Sports or Other)

- Second Harvest does not collect payments towards event activities. All expenses must be paid by third party from third party's own bank account and will not be charged or invoiced to Second Harvest.

- Second Harvest staff will not attend ongoing event planning meetings or serve as the event manager/planner. Attendance is limited to one planning meeting.

- Any prizes, auction items or related materials will be solicited solely by the sponsoring party; Second Harvest will not be responsible for securing items. The use of Second Harvest's name, logo, or any identifying marks must be pre-approved as stated in this guide. In the case of raffles or lotteries, all applicable state laws must be observed.

- All promotional materials will list Second Harvest as the beneficiary only and will not be promoted as a Second Harvest event. Further details are outlined below in this guide under "Use and Name of Logo".

Use and Name of Logo

- A minimum gift of food or funds must be guaranteed to Second Harvest for the use of Second Harvest's logo with any event or promotion, minimums to be discussed with interested party and Second Harvest staff.

- The Second Harvest logo may not be altered in typeface, color, configuration, and/or position. Where needed the appropriate logo and logo standards will be provided. Second Harvest must approve all uses of the Second Harvest name and logo prior to use. Second Harvest stationary and letterhead are not available for use by third party organizations. In naming a fundraising event, Second Harvest should not be used in the title, but instead Second Harvest should be listed as the beneficiary. For example, the event should not be referred to as the "Second Harvest Food Bank Bowling Tournament." Instead, it should be promoted as "Bowling Tournament to benefit Second Harvest Food Bank."

### Financial and Legal Information

- You may not state or imply that you are an agent, subsidiary, partner of, or hold any other business relationship with Second Harvest Food Bank.

- Second Harvest does not release its proprietary mailing lists to any outside individuals or organizations. Upon approval, Second Harvest may choose to educate or inform select constituencies of fundraising events on a case-by-case basis. All communication to such individuals must originate from Second Harvest.

- All community events must comply with all federal, state and local laws governing charitable fundraising, gift reporting and special events. The event organizer(s) is responsible for obtaining any necessary permits, licenses, and clearances required by the government. The organizer(s) must also obtain appropriate insurance coverage, if necessary.

- If the organization plans to solicit contributions, sponsorship, or in-kind gifts from businesses (local or national), the list of potential business sponsorships must be submitted and approved by Second Harvest before being approached in any way. Please remember that many local organizations have longstanding relationships with Second Harvest.

- The value of donations for tax deductions will be decided on a case-by-case basis. It is generally based on the value of the amount donated less the value of the service or product received by the donor. Contact Second Harvest for more information.

- The sponsoring organization or group must submit fundraising proceeds within 30 days of the scheduled event or promotion. Only the net amount will be processed by Second Harvest.

- Proceeds checks should be made payable to Second Harvest Food Bank and mailed to our office at 8014 Marine Way, Irvine, CA 92618 to the attention of the Development Department.
- Second Harvest Food Bank is authorized to have complete access to all fundraising activities and is authorized to audit such records. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event or promotion.
- When beneficiary status of an event or promotion is to be shared between Second Harvest and other organizations, Second Harvest must have the opportunity to approve beneficiary status. All benefits of an event or promotion should be listed on invitations and in publicity and promotional materials.
- The event or promotion organizer(s) must seek approval from Second Harvest Food Bank to repeat the promotion or event in each succeeding year.

## Second Harvest Food Bank Community Events Application

Thank you for your interest in supporting Second Harvest Food Bank of Orange County. Before you hold or publicize your promotion or event, you must submit this application to your Second Harvest Food Bank contact for approval. Please allow 4-6 days for a response.

Name of Group/Organization/Individual Planning Promotion or Event:

Briefly describe your organization and its relationship to Second Harvest Food Bank:

Is the organization:  Nonprofit  For Profit

Contact Name and Title:

Contact Mailing Address:

Email Address:

Phone Primary:

Alternate:

Name of Proposed Promotion or Event:

Event Location:

Date(s) and Time of Promotion/Event:

Is the Event:  Open to the Public  By Invitation Only

Ticket Price (if applicable):

Projected Attendance Totals:

Has this event taken place before  Yes  No

If yes, which organization(s)?

Briefly describe your event and how funds will be raised (ticket sales, pledges, sponsorships etc):

Projected Revenue for Second Harvest:

Will expenses/costs come out of:  Proceeds  To be paid by event organizer

Please indicate the date funds will be received by Second Harvest Food Bank:

**\*\*Funds must be received within 30 days of the conclusion of the event\*\***

**How will the event be publicized?**

***Please Note: All promotions and materials must be submitted to Second Harvest for approval prior to distribution. Allow at least 10 working days for approvals.***

TV/Radio  Print  Press Release  Flyers/Mailers  Website  Social Media

Private Invitation  Other:

The organization sponsoring the event assumes all risks and liabilities associated with the event and hereby releases and holds harmless Second Harvest Food Bank and its directors, officers, employees, agents and successors and assigns from and against any and all claims damages, liabilities, costs and expenses including reasonable attorney's fees arising out of or including without limitation, any personal injuries or damage to property which may occur in conjunction with the event. Second Harvest Food Bank's participation as a beneficiary in no way implies a business agreement with any sponsors or committee members.

I agree on behalf of the organization that I represent that Second Harvest Food Bank will receive all revenue from the event within 30 days of the event or within alternative terms mutually agreed upon. I agree that all printed materials and publicity for the event must be approved by Second Harvest Food Bank prior to being released, printed, etc. and that I will abide by the Community Promotions & Events Policies and Guidelines provided to my organization by Second Harvest Food Bank.

Signature:

\_\_\_\_\_ Date: \_\_\_\_\_

Printed Name:

\_\_\_\_\_

## TIPS TO PLANNING A SUCCESSFUL FUNDRAISER

1. Choose a planning team – Plan to involve enough volunteers to share the workload.
2. Set a goal – Work with the end result in mind. Identify all possible sources of revenue and any anticipated expenses.
3. Choose the right event or promotion – Be sure that your event or promotion compliments Second Harvest Food Bank's mission to end hunger in Orange County.
4. Who's your audience? – Think about who you are talking to and reach out in a compelling and memorable way. If it is an event you're planning, select a date and time that is appropriate and convenient for those that you want to attend.
5. Promote /publicize your promotion or event – Use all appropriate vehicles to spread the word. Make good use of Social Media! If you are using your website, please contact Second Harvest for additional guidelines.
6. Make your donation – Please turn in all proceeds to Second Harvest Food Bank within 30 days of your event. All checks should be made payable to Second Harvest Food Bank of Orange County.
7. Say THANK YOU! – Acknowledge everyone who participated in or supported your event.

### How we can help...

We want your efforts to be successful and will do what we can to help you, including:

- Offer advice on event planning
- Provide and approve the use of Second Harvest Food Bank's name and/or logo (all name and logo usage must be approved by Second Harvest Food Bank Marketing department)
- Attend events and/or check presentations, as schedules allow
- Post your event on Second Harvest Food Bank's Facebook page prior to the event at our discretion.
- Share your event on social media, if you tag us @SHFBOC, at our discretion.

### How you can help...

Second Harvest Food Bank is grateful to be the beneficiary of your community fundraising efforts. With limited staff and resources, we cannot provide support for all fundraising activities and appreciate your gifts of time and talent to help augment our efforts. Unfortunately, we cannot:

- Provide our mailing list of donors, sponsors, vendors, past supporters, staff, volunteers or other affiliated constituencies, or send out any communications about your event to our mailing list
- Solicit sponsorship revenue, auction items or prizes on behalf of your fundraising event
- Provide Second Harvest Food Bank's tax exemption number, unless agreed upon beforehand
- Provide insurance for your event
- Assume responsibility for promoting, publicizing or selling tickets to your event
- Offer funding or reimbursement for expenses
- Provide Second Harvest Food Bank stationary, letterhead or envelopes
- Guarantee staff, volunteer or neighbor attendance at your event
- Allow you to host a raffle under Second Harvest Food Bank's name