

Community Fundraising Events & Promotions

Guidelines & Proposal Form



Thank you for your interest in supporting Second Harvest Food Bank through a community fundraising event or promotion. Your support helps us provide dignified, equitable and consistent access to nutritious food to Orange County children, families and seniors in need.

Please review the guidelines below and complete and submit the Proposal Form on the second page (ideally a minimum of 30 days in advance) to give@feedoc.org. Upon review and approval of your proposal, Second Harvest will provide via email a Logo License Agreement and an electronic version of our logo for your use in marketing materials. For questions, please contact us at give@feedoc.org or (949) 653-2900.

Guidelines

1. To provide consistent messaging of the Food Bank's mission and work, all promotional materials related to an event benefiting Second Harvest must be reviewed and approved by the Food Bank's Development and Marketing departments prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
2. Community fundraising events and promotions may not be represented as being sponsored by or endorsed by Second Harvest. Second Harvest should be noted as a beneficiary.
3. The public must be informed how the Food Bank will benefit from the event or promotion. If the Food Bank will receive a portion of the sale proceeds, this should be clearly stated.
4. Expenses incurred for conducting the event or promotion are the responsibility of the event organizer, not Second Harvest.
5. Proceeds of community fundraising events or promotions must be received by Second Harvest within 60 days of the completion of the event or promotion. A proceeds check should be made payable to Second Harvest Food Bank of Orange County and mailed to:

Second Harvest Food Bank
8014 Marine Way, Irvine CA 92618
Attn: Development Dept.
6. The Food Bank cannot support or approve events or promotions that:
 - Require any financing from the Food Bank;
 - Require Food Bank endorsement, marketing or participation in the direct sale of a product or service;
 - Fail to comply with any municipal, county, state and/or federal law;
 - Involve the promotion of a political party or candidate or the endorsement of political issues.
7. Second Harvest is unable to provide the following:
 - Donor mailing lists
 - Client lists
 - Design and/or printing of promotional materials
 - The collection of payments towards the event or promotion
 - Funding or reimbursement of expenses
 - Insurance coverage and permits
 - Assistance in soliciting donations, handling mailings, attending committee meetings, and recruiting attendees.
 - Guaranteed attendance by Food Bank executives, Board Members, staff or volunteers.

Community Fundraising Events & Promotions

Guidelines & Proposal Form



Proposal Form

Submission of this form does not constitute approval. Second Harvest will contact you within 10 business days of receipt to discuss your event or promotion. Thank you for consideration of the Food Bank as the beneficiary of your fundraising efforts!

Point of Contact: _____ Title: _____

Email: _____ Phone: _____

Name of Business/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Website: _____

Briefly describe your business or focus:

Name of Event: _____

Event/Promotion Start Date: _____ End Date: _____

Will this be an annual event?: ☐ Yes ☐ No

Location of Event: _____

Description of Event (include how funds will be raised):

How will the event be promoted?

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

☐ Private Invitation ☐ Other: _____

What is the estimated goal of funds raised during the event? _____