



Guidelines for Community Fundraising Activities

Thank you for your interest in supporting Community Food Share by helping raise funds to feed those in need. Our food bank frequently receives requests from individuals, businesses, and organizations interested in contributing a portion of funds. Because of the volume of these requests, we are unable to actively participate in every proposed partnership. Community Food Share utilizes this fundraising strategy to generate resources ethically and effectively for our direct services as well as our partners and the people they serve. We retain the right to refuse any proposed partnership. We welcome all requests and have outlined the following guidelines and requirements to protect both entities. For the partnership to be considered, the following procedures must be followed.

Background:

Fundraising events and promotions (cause marketing opportunities) are implemented by outside organizations for the benefit of Community Food Share, with **minimal or no assistance** from Community Food Share staff or volunteers.

The sponsoring organization (“organizer”) must be respected in the community and one whose reputation will enhance Community Food Share’s public image. Care should be taken to ensure the partner is not using Community Food Share’s name to offset bad publicity or to improve an otherwise unfavorable public image.

Please Note:

1. Per IRS guidelines, Community Food Share cannot “endorse” the sponsor’s brand/product or provide a “call to action” that causes financial benefit to the sponsor.
2. Community Food Share participation is based on our “Giving Chart” and discussion by our Development and Marketing Departments. Community Food Share welcomes all donation amounts. Due to limited resources, Community Food Share participation, including providing staff, is made on a case-by-case basis and is usually related to revenue and exposure levels.
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3. Community Food Share does not provide staff and/or volunteers to run promotions or external events.
4. Staff and/or volunteer presence/participation is never guaranteed and is determined on a case-by-case basis and is usually related to revenue and exposure levels.
5. Presence on Community Food Share’s website and/or media assistance is never guaranteed and is decided on a case-by-case basis and is usually in direct correlation with revenue and frequency of giving and media exposure.
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6. Community Food Share cannot guarantee social media posts (Facebook, Instagram, LinkedIn, or Twitter) during a campaign. Posts are determined on a case-by-case basis and is usually in direct correlation with revenue and social media exposure.
7. Any use of Community Food Share’s name, logo, or photographs is prohibited unless Community Food Share authorizes the partner to use the mark(s). When used, all print and collateral materials must be approved by Community Food Share and comply with Community Food Share’s existing brand guidelines.
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8. Community Food Share does not share or sell donor information.

To ensure the success and mutual satisfaction of such partnerships, the following criteria will apply to *all* partnerships conducted on behalf of Community Food Share:

1. Community Food Share assumes no responsibility for promoting the fundraising event or appeal.
2. Per IRS guidelines Community Food Share will not advertise, promote, or market any product or service provided by the partnering company, state comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use the products or services of the sponsor.
3. All publicity released to the media referencing Community Food Share's involvement requires advance approval from Community Food Share.
4. The Organizer must complete and apply for review at least 15 days prior to the promotion start date and 30 days prior to the event start date.
5. The Organizer is responsible for all sales, marketing, and promotion of the partnership.
6. Partnerships that contradict our mission or that are hazardous will not be considered.
7. The event/promotion must not contain commercialism that would reflect poorly on Community Food Share.
8. Community Food Share, its programs and Partner Agencies must always be painted in a positive light by the sponsoring organization.
9. The fundraising event or appeal must not exploit or "tokenize" children or families who use Community Food Share's services, including but not limited to photographs of participants.
10. The fundraising events/promotions must have no conflict with government regulations or licensing. It is the organizer's responsibility to ensure the event or appeal is legal under federal, state, and local laws.
11. Partnerships involving alcohol and/or tobacco require special consideration by Community Food Share and are subject to additional policies set forth by Community Food Share and the statutes set forth by the State of Colorado Liquor Enforcement Division.
12. Partnerships that cross Community Food Share's geographic boundaries must have the approval of all the Feeding America food banks involved, except for nationally approved campaigns.
13. Community Food Share will not supply any funding to finance and will not be responsible for any debts incurred.
14. If a separate bank account is being established by the business for the event, it must be opened in the Organizer's name, not Community Food Share; Community Food Share's policies do not permit outside groups to establish a bank account in the name of Community Food Share or their programs.
15. If only a portion of the proceeds will go directly to Community Food Share, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to Community Food Share.
16. All checks from activity participants must be made out to the sponsoring organization, unless otherwise approved by Community Food Share.
17. The Organizer will tender the percentage of net proceeds from the campaign due Community Food Share within forty-five (45) days of the end of the activity.

18. Use of Community Food Share's tax identification number requires Community Food Share's prior approval.

Fundraising Events should also meet the following additional criteria:

1. A license and indemnification agreement should be signed by both parties and accompanied by a detailed project description, promotional objectives, and an estimate of funds to be donated to Community Food Share. Please note, the license and indemnification agreement will include mutual hold harmless language and insurance requirements.
2. Community Food Share does not carry a raffle license. If conducting a raffle, the Organizer must adhere to all legal raffle guidelines as defined by the state of Colorado. A raffle is defined as a scheme for the distribution of prizes by chance among persons who have paid money for paper tickets that provide the opportunity to win these prizes. Considering the state and federal laws and regulations governing these events, Community Food Share must pre-approve the terms and conditions of all raffles.
3. The Organizer and its subsidiaries agree to indemnify, refund and hold Community Food Share harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities damages, recoveries and deficiencies, including interests, penalties and reasonable attorney's fees that shall be incurred or suffered by Community Food Share which arise, result from or relate to the fundraising appeal, the organization's performance of its agreement as specified in these guidelines and the Fundraising Application Form.

Next Steps:

1. Submit your application using this link: <https://bit.ly/30ZhXII>.
2. Please allow 5-7 business days for review.
3. Once your application has been reviewed you will be contacted via email with an outline of Community Food Share's level of involvement.
4. **All** Partnership opportunities will have access to Community Food Share's logo (color and black & white, .eps or .jpeg).

Thank you again for your interest in Community Food Share and best of luck on your fundraiser!