

Third-Party Fundraising

Thank you for considering the York County Food Bank as a beneficiary of your fundraising activities. York County Food Bank appreciates your efforts to help us support our mission of creating a Hunger Free York.

This packet contains the following information:

1. A copy of York County Food Bank's Policies and Procedures for third-party fundraising activities. Please review these policies and procedures carefully. Upon approval of your event application, the Policies and Procedures become part of your agreement with York County Food Bank, and you will be responsible for complying with them.
2. A Third-Party Fundraiser Application. This form should be completed, signed by an authorized representative of your organization and returned to York County Food Bank as soon as possible.

The money raised will go towards York County Food Bank's general operating costs and support our ability to provide food to those in need in York County and to our partner agencies.

If you would like the funds raised to be allocated for a more specific purpose, please let us know.

As a final note, although York County Food Bank actively encourages third-party fundraising events, we must approve all events in advance. This is an important safeguard in preserving the integrity of the name and reputation of York County Food Bank, as well as our commitment to donors.

We appreciate your interest in fundraising for the York County Food Bank, and we look forward to working with you!

Please contact our Communications and Development Coordinator, Elizabeth Amoriello, at 717-846-8435 ext. 206 or elizabetha@yorkfoodbank.org with any questions.

Sincerely,



Jennifer Brillhart
President & CEO



Policies & Procedures

1. For purposes of these Policies and Procedures, “you” means the organization, group or individual sponsoring or holding the event. “YCFB,” “we,” or “our” means York County Food Bank.
2. Events should complement the mission and image of YCFB. Companies that conflict with the mission or values of YCFB may not be sponsors. We discourage sponsorship by tobacco and firearms companies or other companies with products that do not support the health and well-being of children.
3. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with YCFB.
4. You may not use the YCFB name or logo or otherwise indicate to the public that an event is being held for the benefit of YCFB without the prior express written consent of an authorized representative of YCFB. You may not make public announcements or promote the event until you receive written approval from YCFB of your third-party fundraiser application.
5. Publicity for your event may not imply that the event is sponsored or co-sponsored by YCFB or that YCFB is involved as anything but the beneficiary. YCFB may only be identified as the beneficiary of the event. For example, you should not call an event "The YCFB Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit YCFB."
6. You may not use the logos of YCFB without our written approval. The official logo of YCFB should be appropriately used for your event and may not be altered in any way. Any use of the logo must adhere to established graphic standards which we will provide.
7. YCFB must review and approve in writing all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution. Proposed materials should be submitted to the Communications and Development Coordinator via email at elizabetha@yorkfoodbank.org.

Event Approval

8. Applications must be completed and submitted to YCFB no less than four weeks prior to the proposed fundraising event. Approval for the event is specific to dates listed on your event application. If you would like to repeat the event, you must submit a new application.
9. YCFB must be notified in writing if there are any significant changes to the event once it has been approved. If circumstances warrant, YCFB may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release YCFB, and its officers, directors and employees from any and all liability in connection with any such action.
10. We have made a commitment to our staff and donors that we do not sell or provide others with our donor and staff mailing lists.

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11. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses already support YCFB and may not wish to make additional donations.

12. YCFB is happy to provide brochures, pamphlets and other informational materials, promoting and explaining YCFB's goals and accomplishments. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.

13. We reserve the right to observe your event.

Financial and Legal Information

14. In order to provide your donors with important information concerning their contribution, we ask that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit YCFB.

15. You should limit expenses to 50% of the total raised by the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. YCFB will not provide funding or reimbursement of expenses.

16. You may not keep any portion of the proceeds as profit or compensation for organizing the event.

17. Because YCFB is not sponsoring your event, we cannot have event revenues and expenses flow through YCFB's books. Only the net amount (final net proceeds from event) should be processed by YCFB. Similarly, you cannot set up a temporary bank account in YCFB's name. Proceeds should be sent to YCFB no later than 14 days following the event and should be mailed to York County Food Bank, 254 W. Princess St., York, PA 17401.

18. YCFB should receive a complete accounting of all funds collected and expensed related to the event within three weeks following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event's proceeds.

19. YCFB may receive funds from other similar promotions. Our acceptance of your application creates no exclusive rights for you.

20. You are responsible for obtaining all permits and licenses – especially those for raffles or games of chance. Because state and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and activities, you must acquire the proper permit/license from your state or local government office and abide by all rules and regulations pertaining to such gaming activity. YCFB will not take out liquor licenses for third-party events.

21. You agree that you will comply with all state and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event.

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22. Events must comply with all federal, state and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before YCFB approval is given. YCFB may only issue tax receipts for checks made out to "York County Food Bank". If your donors send their contributions directly to YCFB, you must inform YCFB of the value of any goods or services the donor received in return for the contribution. YCFB will issue tax receipts for in-kind donations or event sponsorship agreements if you provide complete information for all applicable donors.

23. You agree that you will not use YCFB's tax exemption in any manner or as part of the promotion of your event, nor will you represent to the public that you enjoy any tax exempt rights or privileges as a result of your role in the event (unless you have separate tax-exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.

24. You must obtain your own liability insurance to cover the event. YCFB will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. YCFB will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event. YCFB and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

Application

Application Instructions: Please fill out and send the completed form to elizabetha@yorkfoodbank.org or fax to (717) 843-3379. Please allow 5-7 business days for a response.

1. Event Organizer Information:

Name of Contact: _____

Today's Date: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Name of Organization: _____

Is your organization a non-profit (501c3)? Yes No

2. Event Information:

Name of Event: _____

Projected attendance: _____

Is the event: Open to the public By Invitation Ticket Price (if applicable): \$_____

Is this, or will this be an annual event benefiting YCFB? Yes No TBD

Description of Event:

Location Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Event Date: _____ Start Time: _____ End Time: _____

Are there other beneficiaries of this event? Yes No

If yes, name of other organizations:

Percentage to be given to YCFB: _____

Application

3. Financial Overview: (see budget section for specifics)

Budget estimate (Organization/Individual not liable for amount listed):

Food / Beverage \$ _____

Venue \$ _____

Entertainment \$ _____

Permit / Insurance fees \$ _____

Printing \$ _____

Supplies \$ _____

Other \$ _____

ANTICIPATED EXPENSES \$ _____

ANTICIPATED GROSS REVENUE \$ _____

ANTICIPATED NET REVENUE \$ _____ (Amount submitted to YCFB)
(To get the net revenue, subtract gross revenue minus expenses)

I plan to submit the funds by: Mail Personal Delivery Other (please specify):

Please indicate the date the funds can be expected by YCFB:

(Funds must be received within 14 days of the event)

Program you would like your funds to be designated to (if applicable):

4. I specifically agree to all the terms and conditions contained in the “Policies and Procedures for Third-Party Fundraisers” attached to and made a part of this application. I understand that my event is not considered an approved event until written approval of my application is received from YCFB. No amendment, modification or waiver of any of the terms and conditions contained in this document and the “Policies and Procedures for Third-Party Fundraisers” shall be valid unless in writing.

Application

At no time will YCFB, or any representative of YCFB, be responsible for the cost, planning, or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event. I agree to indemnify and hold harmless YCFB and their employees, agents and representatives, from any and every claim, demand, suit and payment related to or caused by my event.

Event Organizer's Signature: _____

Date: _____

Return Completed Application to: elizabetha@yorkfoodbank.org or YCFB 254 W. Princess St., York, PA 17401 Fax: (717) 843-3379

Once I apply, how long do I have to wait to find out if my event is approved?

Upon submission of your application, please allow 5 - 7 business days for a response.

For YCFB use only: Sp. Events Coordinator : Approved Not Approved

Comments:

Auth. Signature/Date:

CDO: Approved Not Approved

Comments:

Auth. Signature/Date:

Frequently Asked Questions

Please be as specific as possible on the application to help expedite the review process.

Can I use YCFB name?

When using YCFB name for your event, you must put "... benefiting YCFB," i.e., "Walk-a-Thon benefiting YCFB."

Can I use YCFB's logo?

Upon approval, you may use the YCFB logo on any collateral (website, flyer, banner, etc.) that you create for your event. Once your event is approved, you will be sent the official logo. Logo use will be established on a case-by-case basis and will not be allowed for any corporate event.

Will someone from the YCFB be present at my event?

If you request, a YCFB representative can be present at the event if a representative is available.

Can I use the YCFB's tax identification number?

Although we can not provide you with our tax identification number, we are happy to send your donors a tax receipt if they make their checks payable to York County Food Bank.

How do I ensure all of my donors will receive a tax receipt or participation thank you letter?

All individual checks made payable to "York County Food Bank" will receive a tax receipt in accordance with the IRS standards and a participation thank you letter. If checks are not made payable to "York County Food Bank," you can submit the Participant Tracking Spreadsheet for your donors to receive a participation thank you letter rather than a tax receipt.

Do I need to be a non-profit (501c3) organization to host an event?

No, anyone can host a fundraising event! If you are currently with an organization that claims 501(c)3 status and people make checks out to your organization, we can not give them tax receipts. We are happy to send participant thank you letters specific to your event.

Will the YCFB reimburse me for expenses?

YCFB does not fund or financially support third-party events. We ask that you keep costs to 50% to ensure your donor's money will go back to YCFB.

Thank you for all of your hard work! Please complete and return this form to elizabetha@yorkfoodbank.org.

Name of Event Organizer: _____ Date: _____

Name of Event: _____ Number of participants (#): _____

Post Event Wrap-Up

Please indicate all revenues and expenses that apply to your fundraiser.

REVENUE: EXPENSES:

Ticket Sale \$ _____	Advertising/Printing \$ _____
Sponsorship \$ _____	Food/Beverage \$ _____
Raffle \$ _____	Entertainment \$ _____
Auction \$ _____	Awards/Prizes \$ _____
Direct Donation \$ (to YCFB) _____	Venue \$ _____
Security \$ _____	Other \$ _____
Other \$ _____	Other \$ _____
Other \$ _____	

TOTAL REVENUE \$ _____ TOTAL EXPENSES \$ _____

NET PROCEEDS (total revenue minus total expenses): \$ _____

Other beneficiaries besides YCFB:

Percentage of Net Proceeds to benefit YCFB: _____%

Final total proceeds to YCFB: \$ _____

Please list the names of all companies who sponsored your fundraiser (use Sponsor Tracking Spreadsheet)

Funds designated to (if applicable):

YCFB Feedback: 1. Was the application/approval process for your event easy to understand?

Yes No *If no, please explain why:

2. Do you feel YCFB assisted you with all of the questions you may have had?

Yes No *If no, please explain why:

3. Did your event meet your expectations?

Yes No *If no, please explain why:

4. Were there any media broadcasts or articles about your event?

Yes No If so, where was your event mentioned?

If possible, include a copy. We would love to see it!

5. Do you plan to organize this event again?

Yes No *If no, please explain why: