

Third Party Event Guidelines

The 3 P's: Purpose, Procedure & Policy

PURPOSE

A Third Party Event occurs when an external individual or organization chooses to conduct an event where all proceeds benefit Daily Bread Food Bank (DBFB).

These guidelines will ensure that all Third Party Events are consistent with DBFB values. This will enable fundraisers working in support of DBFB to have a clear procedure to follow, thereby ensuring success. DBFB seeks to support the community by providing information that will encourage the community to act philanthropically on our behalf.

PROCEDURE

Recognizing that Third Party Events are unique in nature, this procedure outlines the necessary steps for a successful event.

- All Third Party Events should be channelled through DBFB's Special Events Coordinator.
- Parties interested in holding an event are advised to prepare an information plan for DBFB's knowledge. This plan should contain the following information:
 - Intended date and location of event
 - Event concept
 - Projected attendance
 - Anticipated funds generated
 - Projected costs associated and methods of funding
 - Volunteer requirements
 - General requirements from DBFB
- Volunteer requirements must be discussed in advance of the event. The Special Events Coordinator will evaluate availability requirements individually with decisions being made depending on the size and complexity of the event.
- All print materials requiring DBFB's logo must be approved by DBFB prior to production and distribution.
- DBFB's involvement must be clearly established and agreed upon in advance of the event.
- Those who have already started planning are encouraged to discuss intentions with the Special Events Coordinator.
- DBFB is only required to pick up donations that weigh over 500lbs. In addition to this, weekend food pick ups will only take place if the weight of the food collected is over 1000lbs. For financial reasons, food drop offs at DBFB are encouraged whenever it is possible.

Please note: It is your responsibility to store the food adequately, and ensure it is suitable for consumption at a later date.

- After an event takes place and the donation has been received, the Special Events Coordinator (DBFB) will send a thank you letter to the event organizer. This letter can be duplicated and sent to all donors.
- Although all Third Party Events are appreciated and extremely beneficial to DBFB, only events that raise larger amounts of food or money will be provided with an Ambassador to speak or for a cheque presentation. DBFB has limited resources and therefore cannot fulfill all requests.
- DBFB does not endorse any companies, religious organizations or service groups and must not be portrayed as doing so.

POLICY

This section sets the objective of clarifying DBFB's policies regarding Third Party Fundraising Events. The intended effects are to establish equal conditions for all Third Party Event Organizers.

- Tax receipts are not issued to event sponsors as they are receiving a service for the funds such as marketing, promotion or advertising.
- DBFB is unable to guarantee media exposure at any Third Party Events. DBFB only has a certain allocation of media exposure to utilize. This is determined at DBFB's discretion.
- DBFB is able to provide food barrels for events.
- DBFB cannot provide t-shirts, other paraphernalia, prizes or banners due to the number of requests. Larger, more complex Third Party Events may discuss alternative needs with the Special Events Coordinator.
- As DBFB is a charitable organization, donations for events cannot be exchanged for event costs.
 - Event organizers seeking sponsorship should not have payments made to DBFB.
 - All donations and event profit should be made payable to DBFB.
- Event organizers are responsible for seeking corporate sponsor support and mass mail outs.
- Event organizers are also responsible for all outstanding event expenses such as promotional material, booking fees, mailing and posters.

Contact Information:

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