



The Mission of the Food Bank of Lincoln is to alleviate hunger in Southeast Nebraska.

Food Bank of Lincoln  
4840 Doris Bair Circle  
Lincoln, NE 68504

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### **THIRD-PARTY FUND-RAISING EVENT & PROMOTION GUIDELINES**

Thanks for your interest in supporting the Food Bank of Lincoln. With your help, we are able to provide millions of meals to our neighbors in 16 counties in Southeast Nebraska. The Food Bank requires a written agreement to authorize the use of our name and/or logo for fund-raising or food-raising purposes.

#### **MISSION and VALUES**

The Food Bank of Lincoln's Mission is to Alleviate Hunger in Southeast Nebraska. Our values are Compassion, Collaboration, Education, Responsibility, and Diversity.

#### **THIRD PARTY EVENTS**

A Third-Party Event occurs when an external individual or organization chooses to conduct an event where proceeds benefit the Food Bank of Lincoln. These guidelines ensure that all Third-Party Events are consistent with the values of the Food Bank, and enable the community to have a clear procedure to follow, thereby ensuring success. Please register your event or promotion by completing the attached proposal before proceeding.

#### **BACKGROUND:**

Third-Party events/promotions are implemented by outside organizations to benefit the people we serve with minimal or no assistance from the Food Bank. Recognizing that Third-Party Events are unique in nature, this procedure outlines the necessary steps for a successful event.

#### **How the Food Bank of Lincoln can help with your approved activity or event:**

1. List your event/promotion on the Food Bank's website via the upcoming events calendar.
2. Provide information and quotes for your press release.
3. Provide standard promotional materials.
4. Provide food collection totes or barrels a representative from your team may pick up at the Food Bank Monday through Friday from 8am to 4:30pm at 4840 Doris Bair Circle.

5. Provide acknowledgement letters for donors who make checks payable to: "Food Bank of Lincoln" or make cash donations (accompanied by list of names and addresses).

#### **Limitations:**

1. Due to the volume of events and promotions, we cannot guarantee that a Food Bank representative or volunteers will be available to attend your event or events associated with your promotion.
2. We will not supply any funding to finance a Third-Party event/promotion nor will we be responsible for any debts incurred.
3. Sponsoring organizations who donate food to the Food Bank will receive an in-kind contribution statement outlining the number of pounds collected/donated. Financial receipts with tax language and estimated values will not be provided for food donations.
4. The Food Bank does not share or sell its internal list of donors or supporters, nor does it solicit these contacts for Third-Party events/promotions (ticket sales) unless previously discussed.
5. Presence on the Food Bank's social media platforms and media assistance is decided on a case-by-case basis and is usually related to other events that may be taking place simultaneously.

#### **Criteria to Use When Entering Third-Party Relationships:**

The following criteria will apply to *all* Third-Party fund-raising events/promotions conducted on behalf of the Food Bank of Lincoln:

1. Sponsoring organization is responsible for all sales, marketing and primary promotion of the event.
2. All publicity and/or promotional materials released to the mass media referencing the Food Bank's involvement require advance approval from the Food Bank.
3. Hazardous events or events involving alcohol and/or tobacco require special consideration by the Food Bank.
4. The event/promotion must comply with applicable local, state and federal laws/regulations, as well as Food Bank policies and Association of Fundraising Professionals (AFP) guidelines.
5. If only a portion of the proceeds will go directly to the Food Bank, the sponsoring organization must clearly disclose to donors/participants the approximate amount or percent that will be donated.
6. The Third-Party will tender the percentage of net proceeds from the event due to the Food Bank of Lincoln within sixty (60) days of the event.
7. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines. In light of the state and federal laws and regulations governing these events, the Food Bank of Lincoln must pre-approve the terms and conditions of all raffles.

#### **ALLOWANCE FOR EXCEPTION:**

These general policies and procedures set forth the guidelines for the Food Bank's fundraising program. Exceptions to these policies may be granted, where appropriate, by the Development Director, and/or when necessary, the Executive Director of the Food Bank of Lincoln.

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### EVENT/PROMOTION INTEREST

Businesses, individuals, faith communities and civic or school groups interested in partnering with the Food Bank of Lincoln for any Third Party events are asked to submit this registration document for approval. Please read through the Third Party guidelines prior to submitting your application. Once your application has been approved, we will contact you and send you our logo and usage guide as needed.

**Registration Deadlines:** We ask that completed registration forms are submitted at least 30 days prior to your event/promotion date.

**Notification:** Proposals will be reviewed and a response will be made within 10 business days of your submission.

**Submission Process:** Please submit your information at <http://www.lincolnfoodbank.org/host/>

Any questions? Please call Corrine Gernhart, at 402-466-8170, Extension 121.