

3rd Party Fundraiser Guidelines

We are incredibly grateful for your interest in supporting Bean's Cafe and The Children's Lunchbox by raising funds to help feed and serve those in need in our community! These guidelines are here to ensure both you and Bean's Cafe/The Children's Lunchbox are supported effectively and professionally.

All questions and inquiries can be directed to our Development Director, Diana Arthur, darthur@beanscafe.org, or (907) 433-8603.

(Note: Bean's Cafe, Inc. includes both Bean's Cafe and The Children's Lunchbox.)

The use of Bean's Cafe's and/or The Children's Lunchbox's name, logo, or mission may not be used in any way prior to the written approval from the Bean's Cafe, Inc. Executive Director.

General

1. All fundraising events and/or promotions must be approved at least 30 days before the date of the event. Please complete the 3rd Party Fundraiser Agreement (at the end of the document), and submit it to our Development Director for approval. We will respond within three (3) business days.
2. All fundraisers must reflect positively on Bean's Cafe, Inc. and its mission; any events that are in conflict with our mission will be rejected. Any events meant to promote or endorse a political party, candidate, or political action, will be rejected.
3. All fundraisers must adhere to the following guidelines, or approval may be rescinded, and you will be asked to remove anything associated with Bean's Cafe, Inc. with your event.
4. The event organizer is responsible for all event permits, licenses, and insurance certificates. Gaming permits for games of chance are regulated by the State of Alaska Department of Revenue Gaming Section, if you wish to operate a game of chance (i.e. a raffle), you are responsible for contacting them for further information and requirements. Bean's Cafe, Inc. is not financially or legally responsible for any activities of the event organizer.
5. The event organizer is responsible for abiding by all federal, state, and municipal laws applicable to both events and fundraising.

Communications, Marketing, and Logo Usage

1. All event promotions, including print, web, radio, television, and social media; all marketing materials, including (but not limited to) flyers, direct mail pieces, emails, press releases, TV/Radio ads, social media ads, etc. must be approved by the Development Director before use.
2. Bean's Cafe, Inc. will provide a digital format of either the Bean's Cafe or Children's Lunchbox logo when requested. Once approval has been given, the logo may be used in all promotional materials, but should not be altered from the format provided. Do not stretch, recolor, or otherwise revise the logo in any way.
3. All promotional materials must indicate that either a) all proceeds (i.e. net proceeds) will benefit Bean's Cafe, Inc., or b) that a portion of the proceeds will benefit Bean's Cafe, Inc. In no way should the event be promoted as being sponsored, hosted, or endorsed by Bean's Cafe, Inc.

4. Bean's Cafe, Inc. is unable to provide any donor or volunteer information, press contacts, or access to formal advertising channels. Social media and emails to donors may be sent by Bean's Cafe, Inc. if staff time and resources allow.
5. The event organizer or its affiliates may not represent itself as acting in an official capacity for or of Bean's Cafe, Inc. Do not state that you are acting on 'behalf' of Bean's Cafe, Inc.

Financial

1. Bean's Cafe, Inc. is not responsible for any third party event expenses, including marketing, permits/licenses/insurance, etc. Nor will gross revenues be processed by Bean's Cafe, Inc. Only the net proceeds, a portion of the proceeds, and individual donations to Bean's Cafe, Inc. will be accepted.
2. All financial transactions are the responsibility of the event organizer. A bank account or payment method may not be created in the name of Bean's Cafe, Inc. (incl. Bean's Cafe or The Children's Lunchbox).
3. All expenses, sponsorships, and additional expendables (e.g. auction items, venue and rental fees, food, decorations, etc.) are the responsibility of the event organizer.
4. For all fundraisers in which the net proceeds are going to Bean's Cafe, Inc. no more than 25% of the event's gross revenue may be used for expenses. 75% of the event's gross revenue must go to Bean's Cafe, Inc. If an event is donating a portion of the proceeds, then that portion should be clear and present in all at-event materials (such as programs, banners, and communications at the event).
5. All proceeds must be provided to Bean's Cafe, Inc. within 30 days of the event (special circumstances must be agreed upon with the Executive Director at the time of approval of this agreement).
6. Any money spent or given at the event by guests is not considered a donation to Bean's Cafe, Inc. unless it is by check, whereby the check is addressed to Bean's Cafe, Inc. (incl. Bean's Cafe or The Children's Lunchbox). Only gifts given directly to Bean's Cafe, Inc. may be considered tax deductible, but the donor should consult a tax adviser for final approval. Bean's Cafe, Inc. will only provide a tax-deductible receipt for donations received directly from donors addressed to our organization. In order to receive the acknowledgement, the donor must provide their name, address, and phone number. Gifts are only tax-deductible if there is no exchange of goods or services for the gift.
7. Funds given to the event organizer are not considered tax-deductible unless the organizer is a registered charitable organization with the IRS, and then the organizer is responsible for providing acknowledgement and determination of whether guests' funds may be eligible for a tax-deduction.

Bean's Cafe, Inc. agrees, upon approval of your fundraiser, to support you as staff time and resources allow. We agree to respond in a timely manner to inquiries and requests for approval, so as to ensure you have a successful event. By signing below, you agree that you have read and will abide by the guidelines provided above.

Signature _____ Date _____

Name _____

(Please complete the event form on the following pages)

3rd Party Fundraising Event Application

Event Name _____

Event Date & Time _____ Event Location _____

Event Loc. Address _____

Event Organizer (Business Name or Individual) _____

Event Contact _____ Phone _____

Email _____

Program Supported by event Bean's Cafe The Children's Lunchbox

Estimated attendees _____

Budget Estimates

Estimated Gross Revenue _____ Estimated Expenses _____

Estimated Net Revenue _____ Estimated Proceeds to Bean's Cafe, Inc. _____

Tell us about your event!

What type of event are you hosting? What is the purpose of the event?

Please list any current or expected affiliates for this event (including sponsors, organizers, and donors):

How will you promote the event, and to whom?

Why have you chosen to support Bean's Cafe, Inc. with your event?

What is the preferred format you wish to receive our logo?

.JPEG .AI .PDF .PNG _____ Other (please specify)

Would you like to receive additional materials to display or provide at your event?

Brochures Flyers Donation Envelopes Tablecloth Banner

Additional Comments: (Please use this space to specify any additional requests, or special circumstances, such as whether you will be hosting a "portion of the proceeds" type event, or if you require additional assistance other than what is specified in the agreement above.)

Please complete this form and send it along with the signed guidelines agreement to our

Development Director, Diana Arthur:

1020 E. 4th Avenue, Anchorage, AK 99510

darthur@beanscafe.org

fax: (907) 433-8651

Diana can also be reached by phone to answer questions at (907) 433-8603.

We will respond to your request to host an event within three business days. Your event must be approved by our Executive Director, Lisa Sauder. Upon approval, you will receive a signed copy of your request and may proceed with your event. If your application is rejected we will be in touch regarding the reasons. Thank you for support Bean's Cafe and The Children's Lunchbox – it's people like you who make our community a great place to live for everyone!

I, Lisa Sauder, Executive Director, of Bean's Cafe, Inc. approve this request to host a 3rd Party Fundraiser to benefit Bean's Cafe, Inc.

Signature _____

Date _____