

# EXTERNAL FUNDRAISING EVENT POLICY

Thank you for your interest in supporting the Food Bank for Larimer County (FBLC) by hosting a fundraiser to benefit our organization. Each year, we are very grateful for the many requests from organizations and individuals who wish to hold a special event, promotion or sale to benefit their hungry neighbors. Because of the volume of these requests, our staff is unable to participate in every event/ promotion proposed.

*If you are simply looking for a staff member or volunteer to come to your place of business, organization or event and give a presentation (less than 15 minutes) about the Food Bank, please call 970-493-4477.*

**Approval Process:** Because keeping mission focused and maintaining the public trust is vital to the FBLC, we would like to know about your plans. Please complete the Fundraising [Event Promotion Form](#) and return it to the Food Bank. We will contact you within seven business days to let you know if we can approve your event's affiliation with the Food Bank.

## General event/ promotion criteria:

- Event proposals should be submitted 30 days in advance; 60 days in advance if they require staff or volunteer participation.
- The FBLC must approve any promotional materials displaying our name or logo. Event sponsors may not list the FBLC as a co-sponsor or beneficiary without advance permission.
- In consideration of our ongoing donor relationships and funding requests, we ask that you do not contact the following for funds for your event: Anheuser-Busch, Inc.; First National Bank; locally owned restaurants.
- If you plan to approach local businesses or faith communities for sponsorships, please provide us in with a prospect list for our review before you contact them. Our community is small and we want to avoid putting our donors in the unwanted position of receiving multiple funding requests in support of our organization.
- Each event/ promotional activity shall be in compliance with all state and federal laws and regulations.
- All promotions, agreements, contracts and permits required by City Ordinance or otherwise **will be the responsibility of the sponsor/ event organizer.**
- Events/ promotions must maintain the integrity of the FBLC brand. In addition, the event/ promotion must also maintain public good will and trust.
- The FBLC will not be liable for any costs associated with the event/ promotion (including rentals, printing, postage, security, licensing, permits, fees, taxes, etc).
- Sponsor/ organizer will handle media and publicity. Requests for media and publicity assistance will be handled on a case-by-case basis.
- In order to keep costs down, the FBLC does not typically purchase advertising to endorse events or promotions.

We sincerely appreciate your work on behalf of our disadvantaged Larimer County residents! Your kind support provides hope and encouragement for the single-parent families, teens in crisis, low-income seniors, disabled and homeless people we serve.

