



## West Suburban Center

273 Dearborn Court  
Geneva, IL 60134

## Questions?

Hanah Papp  
630.443.6910 x159 phone  
630.443.6916 fax  
[hpapp@northernillfoodbank.org](mailto:hpapp@northernillfoodbank.org)

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## THIRD-PARTY EVENT & PROMOTION GUIDELINES

Thank you for your interest in supporting Northern Illinois Food Bank. Because of your philanthropic efforts, we are able to help hungry neighbors living in northern Illinois. The Food Bank requires a written agreement to authorize the use of Northern Illinois Food Bank's name/logo for fundraising purposes.

### MISSION & PURPOSE:

Northern Illinois Food Bank's mission is to lead the northern Illinois community in solving hunger by providing nutritious meals to those in need through innovative programs and partnerships. Northern Illinois Food Bank works with 800 feeding programs in 13 counties, providing food assistance to more than 71,000 hungry neighbors each week.

A Third-Party Event occurs when an external individual or organization chooses to conduct an event where proceeds benefit the Food Bank. These guidelines will ensure that all Third-Party Events are consistent with the values set by the Food Bank. This will enable the community to have a clear procedure to follow, thereby ensuring success. The Food Bank seeks to support our hungry neighbors by providing information that will encourage the community to act philanthropically on behalf of Northern Illinois Food Bank.

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 Northern Illinois Food Bank, 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.

The Food Bank's ability to address its mission depends on the active support and voluntary contributions of individuals, corporations, foundations, and other organizations. Positive relationships among these parties are essential to our mission, especially from the standpoint of financial stability.

### How the Food Bank can help with your approved promotional 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 boxes a representative from your team may pick up at one of our three centers located in Geneva, Loves Park, Park City.
5. Provide acknowledgement letters for donors who make checks payable to: "Northern Illinois Food Bank" 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 representative 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. The Food Bank does not provide volunteers to run Third-Party events unless discussed and agreed upon when event/promotion proposal is approved.
6. 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 revenue levels.

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

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

1. Sponsoring organization is responsible for all sales, marketing and 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 will not be considered.
4. Events involving alcohol and/or tobacco require special consideration by the Food Bank.
5. With the exception of nationally approved activities, events/promotions that cross the Food Bank's geographic boundaries must have the approval of all food bank components involved.
6. 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.
7. 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 go to it.
8. Agencies of Northern Illinois Food Bank must always be painted in a positive light by the sponsoring organization.
9. Any use of the Food Bank's name and/or logo is prohibited unless the Food Bank licenses the Third-Party to use them. All marketing materials must be approved by the Food Bank and comply with existing style guidelines regarding the use of the Food Bank's logo and/or name.
10. Checks from participants of Third-Party events must be made out to sponsoring organization, unless otherwise approved by the Food Bank. Use of the Food Bank's tax ID number is strictly prohibited.
11. Sponsoring organization should provide the Food Bank with a list of targeted corporate sponsors. The Food Bank reserves the right to exclude solicitation of specific sponsors.
12. The Food Bank policies do not permit a Third-Party to establish a bank account in the name of the Food Bank. If a bank account is being established, it must be opened in the Third-Party's name.
13. The Third-Party will tender the percentage of net proceeds from the event due to Northern Illinois Food Bank within forty-five (45) days of the event.
14. 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, Northern Illinois Food Bank must pre-approve the terms and conditions of all raffles.

### **AUTHORITY & RESPONSIBILITIES:**

Under the Director of Special Events, this department is responsible to the VP of Development for day-to-day planning and management of all fundraising activities.

Professional and support staff will provide leadership, management, and direct support to all fundraising activities; acknowledgement of all gifts and maintenance of donor records and recognition; deposit and accounting for all gifts received; supervision of the annual budget; and direction of all related employees, consultants and vendors hired.

### **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 Director of Special Events, and when necessary, the President/CEO.