



The Central Pennsylvania Food Bank, under the umbrella of Feeding America and Feeding Pennsylvania, has been dedicated to ending hunger for more than 30 years. Our two locations in Harrisburg and Williamsport, serve more than 1,000 partner agencies and programs in 27 central Pennsylvania counties. Our programs serve more than 155,000 individuals struggling with hunger every month.



Third Party Guidelines

Thank you

for your interest in hosting an event to benefit the Central Pennsylvania Food Bank (CPFEB).

Please use these guidelines to provide a framework for how to plan your event. Also, please be sure to complete a Third-Party Registration Form, which can be found on the last page of this packet or on our website www.centralpafoodbank.org under "Resources."

These guidelines are set-forth as a basis for all third-party events. However, if there are any extenuating circumstances that suggest additional support, please contact CPFEB and we will do our best to provide assistance. Additionally, if you would like to host a Food Drive or a Virtual Food Drive with your promotion, please refer to the Food Drive portion of our website.

WE ARE HAPPY TO HELP, WE CAN PROVIDE....

- A letter of authorization to validate the authenticity of your fundraising event.
- Limited number of informational brochures or fact sheets about CPFEB's programs and services.
- CPFEB's logo upon review and approval of event materials.
- Written tax acknowledgement for donations made payable directly to the CPFEB.

WHILE WE WISH WE COULD, WE CAN'T HELP WITH....

- Events that require financing or reimbursement from CPFEB.
- Events that require CPFEB's direct sale of a product or service.
- Events that compete or conflict with an already established or scheduled event to benefit CPFEB.
- Events that require CPFEB to release donor, volunteer, employee or board member information.
- Events that require CPFEB to solicit sponsorship revenue or in-kind support.
- Event marketing material that requires CPFEB to create ads, posters, or contribute to printing of materials.
- Events that require CPFEB to provide volunteers.

At the completion of the event, all checks should be made payable to CPFEB and mailed to:

Central Pennsylvania Food Bank
Attn: Development/ Events
3908 Corey Road
Harrisburg, PA 17109

*please note the name and date of your event in the memo line

The Central Pennsylvania Food Bank must approve any fundraising event before contributions can be solicited in the name of the CPFEB. Before beginning your event, please email the Third Party Registration Form to events@centralpafoodbank.org.

The following pages will outline several guidelines to help make your event a success. **All promotional CPF B assets can be obtained by emailing the Communications and Marketing Department at info@centralpafoodbank.org.**

LOGO GUIDELINES

- If CPF B's logo is desired for promotional purposes, a high-resolution copy must be obtained from the marketing and communications department.
- Our logo is subject to change, please ensure that for each event you contact the marketing and communications department to ensure you are using the accurate logo.
- Any promotional materials bearing the CPF B logo must be reviewed before being introduced to the public by the marketing and communications department.
- When a logo is sent, the CPF B will also include detailed usage guidelines that must be followed.

PUBLICITY GUIDELINES

- Event publicity is the responsibility of the event organizers; however, event publicity in the form of flyer's, press release, public service announcements, or other materials must be reviewed by the CPF B marketing and communications department prior to going public.
- Previously established annual events, raising significant funds or attracting broad viewership may warrant press releases directly from the CPF B marketing and communications department.
- The manner in which to describe CPF B's involvement is to list the event name followed by "benefiting the Central Pennsylvania Food Bank" or "to benefit the Central Pennsylvania Food Bank."
- All social media publicity is the sole responsibility of the event organizers. The Central Pennsylvania Food Bank should be tagged in the post or event (facebook.com/CentralPAFoodBank or Twitter, @centralpafb) and will be shared at the discretion of the Food Bank.

LEGAL GUIDELINES

- The CPF B is not liable for any injuries sustained by event volunteers or participants related to a third-party fundraising event benefiting the CPF B. The CPF B cannot assume any type of liability at such events.
- The event planners are responsible for obtaining any necessary permits, licenses and insurances required, including those for raffles, drawings, and other games of chance.

FINANCIAL GUIDELINES

- Event organizers are responsible for payment of all event expenses.
- If the CPF B is designated or portrayed to the public as the sole beneficiary of the event, 100% of the net proceeds goes to CPF B. If the CPF B is only receiving a portion of the proceeds, this must be clearly disclosed to the ticket purchasers and/or participants at the event
- Bank accounts in the name of CPF B are not permitted.
- Internal Revenue Service regulations must be followed. Tax laws do not allow third-party event coordinators to use our tax-exemption status for purchases.
- For events that occur annually, all proceeds from the previous year's event must be received by CPF B before approval will be given for future events.
- The CPF B can issue gift receipts to donations only if they are made directly to the Food Bank. To provide a tax deduction acknowledgment the following information will need to be provided for each donor: name, complete mailing address, donation amount, value of goods or services the donor received in return of contribution.

THIRD-PARTY REGISTRATION FORM

Group/ Organization: _____ Contact Person: _____

Mailing Address: _____

Phone: _____ Email: _____

Name of Event: _____ Location: _____

Venue: _____ Date: _____ Time: _____

Event Descriptions: _____

Is this or will this be an annual event: Yes No

Is the event: Open to the public By invitation

How will funds be raised: Sponsorship Ticket Sales Auction Raffle Donations

If your event has sponsors (corporate or media), please list: _____

Are there any other beneficiaries: Yes No If yes, name of other organization: _____ Percentage given to CPF: _____

Anticipated event attendance: _____ Estimated proceeds: _____

Anything else you would like us to know: _____

I agree that at no time will the Central Pennsylvania Food Bank, or any representative of the Central Pennsylvania Food bank, be responsible for the cost, planning, or staffing of my event, nor will they be liable for personal injuries or damages to property which may occur during my event. I agree to indemnify and hold harmless the Central Pennsylvania Food Bank and their employees, agents, and representative from any and every claim, demand, suit, and payment related to or cause by my event.

Signature: _____ **Date:** _____

The completed form can be emailed to ecamerer@centralpafoodbank.org