



Third Party Event Guidelines

Thank you for choosing to run an event in support of the Airdrie Food Bank (AFB). We couldn't do what we do without the help of our community and we so appreciate your support. The following guidelines are intended to clarify and support you in your efforts.

Definition: Third party events are fundraisers and/or food drives that benefit the AFB and are planned, coordinated and implemented by a third party (i.e. individual, business or organization in the community).

Notification & Registration

- It is important to notify the AFB of your event while in the initial planning stages so that we can best support you. Depending on the time of year and the number of concurrent events, there could be limited availability of AFB staff, volunteers and other resources.
- To request AFB support, the Event Registration Form should be completed and returned to the AFB four (4) weeks prior to your event.

Representation & Professionalism

- All third party events representing the AFB must:
 - be legal, ethical, moral;
 - be in the best interest of AFB and consistent with our standards, mission, vision and core values;
 - not have a conflict of interest with AFB;
 - have a clear charitable intent;
 - demonstrate credibility of event organizers;
 - advance the cause of the AFB while also recognizing the interests of the third party;
 - be practical and needed by the AFB;
 - clearly state the intent of proceeds to be donated to AFB in advance of the event date;
 - Clearly state the event is sponsored by you/your organization with proceeds going to AFB. (The name "Airdrie Food Bank" cannot be used as an event title in third party events but can be identified as the beneficiary of the event. For example, an event may not be referred to as "*Airdrie Food Bank Bake Sale*" but instead should be promoted as "*XYZ Bake Sale to benefit the Airdrie Food Bank.*")
- The AFB has the right to refuse a third party event that does not enhance, promote and further the purpose of the organization.
- The AFB will not endorse the policies or views of its funders or donors; nor promote corporate products without prior approval by our Executive Director.

Responsibility of Third Party Organizer(s)

- While the AFB can provide support (based on availability), the responsibility of third party events lies solely with the Third Party Event Organizers. The AFB does not assume liability for third party events.
- Third Party Organizer(s) responsibilities include but not limited to:
 - event planning and set up;
 - recruitment and management of volunteers;
 - ticket sales;
 - preparing for and running of silent/live auctions, raffles and draws;
 - collections of funds/food;
 - obtaining all required permits, licences and insurance certificates (e.g. food, liquor, raffle, liability, etc.);
 - supplying and preparation of food and refreshments;
 - event take down;
 - promotion of event (e.g. contacting media, press release, ads, social media, print materials, etc.).
- Purchases, printing costs and any other incurred expenses are the responsibility of the Third Party Event Organizer(s). Under special circumstances, the AFB may incur some expenses but these must be discussed and pre-approved prior to ordering, booking and/or purchasing of item/event.

Support from Airdrie Food Bank

- Resources allocated by the AFB will be determined based on the resources available, the scope of the event and the potential benefit to the AFB.
- The Airdrie Food Bank may:
 - provide AFB promotional materials (e.g. logo, brochures, banners, food drive signs, donation boxes, what's needed list, etc.);
 - promote your event on AFB's social media, eNewsletter, posters at our location, etc.;
 - provide volunteers and/or staff at your event, depending on availability;
 - obtain raffle and/or 50/50 licence(s) at the discretion of AFB. In all cases, AGLC guidelines must be followed for any event holding raffles or 50/50 draws;
 - provide use of the AFB Community Kitchen;
 - provide food support. Please discuss with AFB representative to determine options and availability;
 - provide tax receipts, if applicable and requested.
- Please contact us at least four (4) weeks prior to your event to ensure we can support you in a timely manner.

Food Drives

- Large organized community food drives conducted in the name of AFB must have approval by the AFB at least four (4) weeks in advance of the food drive.
- Food collected must be non-perishable in nature unless prior approval is received from AFB.
- Food collected must be properly stored for food safety (i.e. in extremely hot/cold conditions) prior to delivery to the AFB. The AFB can provide you with Safe Food Guidelines, if required.
- Arrangements for food delivery or pick up must be made prior to the event.
- Food drive organizers are encouraged to print an up-to-date "What's Needed" list from our website: www.airdriefoodbank.com/whatsneeded.html.

Fundraising

- AFB agrees to advise the Third Party about Canada Revenue Agency regulations relating to the issuing of charitable tax receipts. Only eligible donations will be receipted. Fundraisers requiring a tax receipt must direct their contributions directly to the AFB, providing all necessary information (e.g. name, address, phone number, amount donated, etc.).
- Proceeds must be provided to the AFB within 30 days of the event.

Thank you for supporting the Airdrie Food Bank. The proceeds and food collected at your event will provide hope and assistance to individuals and families in Airdrie, and the surrounding communities. With your help, we are building a stronger community where neighbours help neighbours.

Any further questions or to submit a request for support, please contact Quinn Donaldson at 403-948-0063 or events@airdriefoodbank.com.

Airdrie Food Bank

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events@airdriefoodbank.com

www.airdriefoodbank.com
www.facebook.com/airdriefoodbank
www.twitter.com/airdriefoodbank
www.instagram.com/airdrie.food.bank

Office Hours:

Monday - Friday 8:30 a.m. to 4:00 p.m.
Wednesday 8:30 a.m. to 8:00 p.m.