



Guidelines for External Promotions

Thanks to the generosity of the communities we serve Second Harvest Community Food Bank is provided with the resources to nourish our neighbors. Because we are the only food bank serving Northwest Missouri and Northeast Kansas, it is vital to maintain the independence and integrity of Second Harvest Community Food Bank.

Due to the frequency of requests for external promotions and to maintain cost efficiencies, the following guidelines have been put into place.

- 1) External promotions are defined as food drives, fund drives, cause-marketing campaigns, co-branding campaigns, events and other promotions.
- 2) A proposed external promotion must meet the following Second Harvest Community Food Bank objectives:
 - Raise financial and/or food resources
 - Garner positive exposure
 - Promote Second Harvest Community Food Bank and hunger relief
 - Maintain the independence and integrity of Second Harvest Community Food Bank as well as public good will and trust
- 3) Second Harvest Community Food Bank will assist you in determining what category best suits your external promotion, which are as follows:
 - a. Harvest Helpers – external promotions of \$250 | 250 lbs or less
 - b. Harvest Humanitarians – external promotions of \$250 | 250 or more
- 4) Due to the legal restrictions of the Internal Revenue Code's Unrelated Business Taxable Income (UBTI) law, Second Harvest Community Food Bank may not act as an agent or perform services on behalf of a sponsor. This includes lending mailing lists for the purpose of developing sales leads, assisting in selling products or services, or recruiting promotion partners. The organization cannot use Second Harvest Community Food Bank Tax ID number when purchasing products for the event. Second Harvest Community Food Bank also will not incur any cost associated with the event. Second Harvest Community Food Bank reserves the right to deny any promotion at any time.

For additional information, please contact: Gayle Stowers / gstowers@ourcommunityfoodbank.org or 816.364.3663 x208.