



SECOND HELPINGS THIRD-PARTY GUIDELINES & APPLICATION

For application to be considered, please review guidelines carefully before completing

Our Mission

Second Helpings, Inc. accepts donated perishable and overstocked food to prepare nutritious meals for thousands of hungry children and adults every day and distributes them free of charge through local social service agencies in Greater Indianapolis. Second Helpings also trains unemployed and underemployed adults for meaningful careers in the culinary industry. By partnering with Second Helpings, you are helping to provide food to the 1 in 6 Central Indiana residents that are not sure where their next meal is coming from.

Guidelines

Second Helpings appreciates your interest in hosting a third-party fundraising event and understands the hard work and effort it takes. We appreciate your concern with the mission and ask you to follow these guidelines to protect the Second Helpings mission and name.

- **Events should be approved in advance. Please complete the Third-Party Event Application and return it to Jen Tornatta at jentornatta@secondhelpings.org for approval.** It's important to the organizations' staff, board of directors, volunteers and donors to understand when and how Second Helpings benefits from a third-party event. It helps staff and directors answer questions from the public about the event. It also helps determine how to allocate resources like staff, volunteers, and social media.
- Third party hosts are responsible for the location, logistics, promotion, ticket sales, food and beverage, insurance, sponsorship solicitation, and onsite execution of the event.
- Third party organizers agree to use Second Helpings approved logos and organization information. **It is also agreed that promotions including press releases will clearly state how Second Helpings benefits (e.g. "all registration fees," "all net proceeds," 10% of gross proceeds," "\$10 of each ticket," or a flat amount).**
- Second Helpings may or may not include info in e-newsletters or on social media depending on the event and timing with Second Helpings own fundraising efforts.
- Due to donor privacy issues, Second Helpings is not able to share donor information for third party event organizers.
- Second Helpings will not incur or accept any financial liability for the event. Third party organizers assume all financial liability.
- Third party organizers agree to provide proceeds within 60 days of the event.

Thank you again for your interest in and consideration of Second Helpings' mission. We look forward to connecting with you. Please direct any questions to Jen Tornatta at jentornatta@secondhelpings.org or call (317) 632-2664 x123.



Second Helpings Third-Party Event Application

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SPONSOR INFORMATION

Name of Sponsoring Organization(s):

Address:

City:

State:

Zip:

Organization's Phone:

Website:

CONTACT INFORMATION

Name:

Organization (if different):

Title:

Phone:

Cell:

Email:

EVENT INFORMATION

Event Name:

Date / Time / Duration:

Event Address (if different):

Description (include any ticket cost):

Attendees (please include general target audience and number expected):

Required for Application to be Processed - Benefit Advertised in Promotions (dollar amount, % of gross, % of net, \$/ticket, or pounds if in kind) and/or estimated amount:

Would you like a Second Helpings' representative/table at the event (subject to availability)? Yes No

PROMOTIONAL INFORMATION

Will you use Second Helpings name in promos? Yes No

Do you need our logo? Yes No

ADDITIONAL INFORMATION – Attach Separate Sheet (as needed)

SIGNATURE - I have read and agree to the attached third-party guidelines

Signature:

Return Application to Jen Tornatta, jentornatta@secondhelpings.org, fax (317) 631-5655, or mail to Second Helpings, 1121 Southeastern Ave, Indianapolis, IN 46202

SH Staff Only: App Date _____ Entered