



## MAMA'S KITCHEN FUNDRAISING AND EVENT GUIDELINES

Mama's Kitchen (MK) is extremely grateful for the efforts of all who coordinate fundraising events to benefit the Mama's Kitchen and/or Mama's Pantry. Your commitment makes an invaluable difference to San Diego men, women and children who are affected by AIDS or cancer.

Mama's Kitchen will assist you by providing materials and answering any questions you may have. In order to protect both your interests and those of Mama's Kitchen, please abide by the guidelines outlined below. Mama's Kitchen will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity arising out of or in connection with your event.

### EVENT PUBLICITY AND SPONSORSHIP

*To obtain written permission or authorization for any of the below guidelines, please <mailto:maurya@mamaskitchen.org>*

1. All event publicity materials, including but not limited to: press releases, pitch letters, printed or electronic advertisements, invitations, brochures, and any other form of event collateral must be submitted to Mama's Kitchen for approval before they are made public. Please allow 2-3 weeks for an initial response regarding approval from Mama's Kitchen staff and understand that extra time may be needed for additional review after edits have been made.
2. All event materials must make clear that the event is hosted by the Mama's Kitchen supporter as an individual. Materials may not state or imply that the event is being hosted by Mama's Kitchen. The advertising/publicity must contain wording that it is a third party fundraiser.
3. Mama's Kitchen prohibits the use of its name and logo in event materials without the express written permission of an authorized agent of Mama's Kitchen.
4. MK supporters may not use the copyrighted information, trademarks or service marks of Mama's Kitchen without the express written consent of an authorized agent of Mama's Kitchen.
5. If MK supporters choose to take out formal advertising, they are responsible for the costs. All proposed advertising must be submitted to Mama's Kitchen for approval before it is made public.
6. Mama's Kitchen must be informed in advance of any corporations or businesses that the MK supporter plans to approach for sponsorships, event underwriting/contributions, or in-kind donations, so as not to overlap with existing Mama's Kitchen fundraising activities.

### OUTREACH

1. It is understood that Mama's Kitchen will not provide any mailing lists, sponsors or speakers. Although we will consider requests for appearance/attendance by Mama's Kitchen staff, MK supporters should understand that schedules do not permit attendance at most fundraising events.

### LEGALITY AND CONTROVERSY

1. All monies raised for Mama's Kitchen must be obtained through legal means.
2. If a MK fundraiser sells an item to benefit Mama's Kitchen, the item must be noncontroversial and sold in a non-controversial nature. Determinations of what is deemed "controversial" will be made at the sole discretion of authorized agents of Mama's Kitchen.
3. The public must be told the specific dollar amount or percentage from the sale of each item that comes to Mama's Kitchen. All printed materials and promotions must clearly state the amount that is being donated to Mama's Kitchen. (Example: "90% of your donation will go to Mama's

*Kitchen.*”) **Please note**, there is an important distinction between “90% of your donation,” versus “90% of the proceeds of the event.”

4. The event fundraiser will not profit from any in-kind donated items (i.e. food, alcohol, raffle items). Violators will be subject to the law.

### **EVENT BEST PRACTICES**

1. A responsible percentage of the gross revenues from fundraising events should be directed to Mama’s Kitchen. We recommend that total expenses/overhead not exceed 25% of gross revenues.

2. All donation checks should be made payable to Mama’s Kitchen. Mama’s Kitchen fundraisers may not take fees, commissions or salary. Mama’s Kitchen requests that event check(s) be submitted within two weeks of completion of the event or project. No bank accounts or holding accounts may be established under Mama’s Kitchen’s name.

3. A minimum of \$100 donation to Mama’s Kitchen is required for any fundraiser using Mama’s Kitchen’s name or images.

4. Mama’s Kitchen will only secure liquor licenses for events where 100% of the event proceeds are donated to Mama’s Kitchen.

6. The fundraiser agrees to comply with all federal, state and local charitable solicitation statutes, regulations and ordinances that affect or apply to the fundraising activities authorized hereunder.

7. The fundraiser agrees that any tax credit accrues to the original donor and not to you as a third party conveyer of the donation.

### **MAMA’S KITCHEN FUNDRAISERS’ EVENT RESPONSIBILITIES**

1. Mama’s Kitchen will not be responsible for selling tickets for any Mama’s Kitchen fundraiser.

2. Mama’s Kitchen will not be responsible for providing volunteers or filling staffing needs.

3. Event fundraisers are responsible for filing any necessary event permits and providing insurance coverage, if required, for their event. MK fundraisers accept all liabilities incurred from their individual event.

4. Mama’s Kitchen will not compensate any non-Mama’s Kitchen employee in conjunction with a community fundraiser. The total cost to produce a Mama’s Kitchen fundraising event should be 100% underwritten by the MK supporter or a solicited sponsor.

5. Mama’s Kitchen retains the right to withdraw its approval and participation in a Mama’s Kitchen fundraising event if the above guidelines are not strictly adhered to. In the event that either party terminates this Agreement, all funds collected must be remitted as specified above.

We thank you for your commitment to collect donations to support Mama’s Kitchen.

*I have read, understand, and will adhere to the above-mentioned fundraising principles and guidelines of Mama’s Kitchen.*

Print Name: \_\_\_\_\_

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please return to: Mama’s Kitchen, 3960 Home Avenue, San Diego CA 92105  
Phone 619-233-6262; Fax 619-233-6283