



# COMMUNITY EVENTS

guidelines & application

Project Open Hand's mission is to nourish and engage our community by providing meals with love to the sick and elderly.

Every day, we prepare 2,500 nutritious meals and provide 200 bags of healthy groceries to help sustain our clients as they battle serious illness, isolation, or the health challenges of aging. We serve San Francisco and Alameda County, engaging more than 125 volunteers every day.



# 1. GUIDELINES

## Event Approval

A community event application must be completed and submitted to Project Open Hand no less than 60 days prior to the proposed event date.

Events should be in support of Project Open Hand's mission to nourish and engage our community by providing *meals with love* to the sick and elderly, and convey a positive image of Project Open Hand. Project Open Hand reserves the right to determine appropriateness of event, including activities, materials, and products.

## Use of Name and Logo

The official name of the event beneficiary is Project Open Hand -- not "POH" or "Open Hand". Event titles/names should specify that it is *benefiting* Project Open Hand, and not indicate in any way that the event was created or produced by Project Open Hand.

Project Open Hand's logo may not be altered in typeface, color, configuration, and/or position. Based upon desired use of logo, Project Open Hand will provide the logo and its use standards with event organizer. Project Open Hand must approve all uses of the name and/or logo in advance of its reproduction, printing, or distribution -- including both electronic and print advertisements of any kind.

## Financial and Legal Information

All community events must comply with all federal, state, and local laws governing charitable fundraising, raffles, gift reporting, and special events. The event organizer is responsible for obtaining any necessary permits, licenses, and clearances required by the government. The organizer must also obtain appropriate insurance coverage, if necessary.

If the organizer plans to solicit contributions, sponsorship, or in-kind gifts from businesses (local or national), the list of potential business sponsors must be submitted and approved by Project Open Hand before being approached in any way. Please keep in mind that many local organizations have a longstanding history of involvement with Project Open Hand.

All funds raised through third party/community events must be received by Project Open Hand within 30 days of the event date via check, credit card, or online. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.

All checks should be made payable to Project Open Hand. Proceeds can be mailed or delivered to:

Project Open Hand  
Attn: Special Events  
730 Polk Street  
San Francisco, CA 94109

# 2. TIPS

## **Making an Impact**

Identify what impact you want your event to have. Do you want to raise funds, or spread awareness about Project Open Hand's services and mission?

## **Fundraising Events**

If your goal is to raise funds, reach out to neighborhood bars, restaurants, and stores to ask to A) host an event in their space B) put out a tip jar, or C) donate a portion of their proceeds to your fundraiser. Double your impact by talking to your HR department at work and ask if they match charitable donations, and don't forget to ask your event guests to do the same.



## **Scheduling Your Event**

Schedule your event to take place at a time when it is most likely to succeed in both attendance and funds raised. Keep in mind what other events may be taking place during that time that could lower attendance at your event, and consider upcoming holidays that may limit the amount people are able to give.

## **Promoting Your Event**

To maximize your event impact, get the word out as early and often as possible. In the digital era of today, publicizing your event on social media, through email, and word of mouth is key, but don't forget the importance of making posters and flyers to post around work or in community spaces, too.

## **Saying Thank You**

We can't stress this enough: It's very important to thank everyone who participated in or supported your event. By sharing your appreciation, your guests and donors are more likely to attend or give again, or even get further involved with Project Open Hand. Project Open Hand will also add your participants and volunteers information to our records in order to communicate future opportunities to them.

HERE  
TO  
HELP

Our events team is ready to brainstorm with you. Email [events@openhand.org](mailto:events@openhand.org)

# 3.

## APPLICATION

Thank you for your interest in hosting a community fundraiser to benefit Project Open Hand. We appreciate your passion for helping us nourish and engage the community. **Please note:** all applications must be submitted at least 60 days prior to the event. We will contact you within one week of your application being received.

*If you have any questions in the interim, please call 415-447-2300.*

Please complete the form below and fax to: 415-447-2490, or email to [events@openhand.org](mailto:events@openhand.org), or mail to:

*Project Open Hand  
Attn: Special Events  
730 Polk St.  
San Francisco, CA 94109*

### Contact Information

Name:  
Phone:  
Email:  
Company Name:

### Event Information

Title:  
Description of Event (ticket sales, % of sales, donations, publicity, etc):  
Date:  
Time:  
Location:  
Expected Attendance:  
Fundraising Goal:  
Projected Revenue for Project Open Hand:

Are you looking for Project Open Hand staff to assist with your event?

Indicate how you plan to promote this event: