



## Fundraising Overview

Yogurt Beach is a local, family-owned and operated business that is very interested in supporting local schools, sports leagues and charitable organizations. We offer two types of fundraising opportunities that are both very easy to plan, organize and execute.

**Option #1** - Yogurt Beach will host a fundraiser at one of our stores and contribute a fixed percentage of the sales (typically 20-30%) resulting from all fundraiser participants' purchases at our store during the day of the fundraising event. This option simply requires lots of word-of-mouth marketing as well as the handing out and posting of fundraising flyers by the fundraising partners. The success of this type of fundraising event is directly proportional to the number of participants that a fundraising partner is able to attract to the fundraising event at our store and so 100+ invitations to participants is suggested to achieve success in your fundraising goal.

**Option #2** – Yogurt Beach's fundraising partners market and pre-sell Yogurt Beach gift cards to community supporters in lieu of candy bars, coupon books, movie tickets or other traditional fundraising merchandise. Under this option, Yogurt Beach then contributes 25% of the total gift card sales proceeds back to its fundraising partners for their fundraising purpose.

**Yogurt Beach's Fundraising Goals & Limitations** - It is Yogurt Beach's goal to provide support for a large number of fundraising beneficiaries from local schools, sports leagues and charitable organizations without the appearance of bias towards any one particular group. Therefore, we are not able to provide in-store fundraising opportunities for individuals seeking fundraising support for charitable endeavors, nor can we offer fundraising support for individual teams, clubs or religious organizations simply due to the sheer number of these groups that might seek our support in the Reno/Sparks area. We greatly appreciate your understanding with regard to these fundraising goals and limitations.

If you are interested in discussing a fundraising opportunity with us, please fill out the application on the next page and e-mail it back to us at [fundraising@yogurtbeach.com](mailto:fundraising@yogurtbeach.com) and we will respond to your inquiry in a timely manner. We receive many requests on a weekly basis so we truly appreciate your patience and we greatly appreciate your interest in fundraising with Yogurt Beach!



## Fundraising Application

Date:	
Fundraising partner name Mailing address City, State Zip Code <i>(The check will be mailed to this address)</i>	
Fundraising partner contact person:	
Phone number:	
E-mail:	
Fundraiser beneficiary: <i>(to whom the donation should be written)</i>	
Employer Identification Number (EIN) or Tax ID Number of fundraiser beneficiary:	
Requested store location: (Mayberry, Sparks or South Meadows)	
Requested date for fundraiser: <i>(Monday thru Thursday only)</i> (Provide alternate dates, if possible)	
Estimated # of fundraiser participants <i>(those helping to market your fundraiser):</i>	

I have read and understand the Fundraising Rules & Responsibilities included with this application and hereby confirm that I and anyone assisting me with this fundraising event will do our best to abide by these Rules and complete the Sponsor Responsibilities to the best of abilities.

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

PLEASE RETURN THIS COMPLETED APPLICATION VIA E-MAIL TO: [fundraising@yogurtbeach.com](mailto:fundraising@yogurtbeach.com)



## Fundraising Rules & Responsibilities

### **Fundraising Rules:**

- 1) The Fundraising Sponsor should refrain from on-site solicitation of existing Yogurt Beach customers outside our stores & on the premises of the shopping centers where our stores are located. We have a zero tolerance policy for on-site solicitation of our existing customer base.
- 2) The Fundraising Sponsor should obtain prior approval for any on-site signage, posters, balloons, etc. that you wish to utilize during your fundraising event. (We control the inside of our stores, our landlord has approval rights over exterior signage, etc.)

### **Fundraising Sponsor responsibilities:**

- 1) Draft & submit marketing flyer for approval by Yogurt Beach
- 2) Widely market your fundraising event through marketing flyers, word-of-mouth, web-site postings, e-mail, etc.
- 3) Make sure your participants know they must either present the marketing flyer **or** mention their support for the fundraising beneficiary when paying in order to have their sale included in the fundraising event.

### **Yogurt Beach fundraising responsibilities:**

- 1) YB will post pre-approved fundraising announcements on its community boards one week in advance of your fundraising event, if requested.
- 2) YB will post a fundraising announcement on the day of the event to identify the name of the fundraising beneficiary and the hours of the fundraising event.
- 3) YB will collect all receipts from fundraiser participants and provide the beneficiary contact with a written summary of the results of the fundraiser.
- 4) The fundraiser proceeds check will be made out to the name and address of the fundraising beneficiary stated on the fundraising application and mailed within a week of the date of the fundraiser.