



Associate Event Guidelines/Requirements

Congratulations and thank you for considering holding an event to benefit Univera Serve First (“Serve First”) and its associated charity partners. Serve First is generally happy to approve a match for donations received at your event where possible and appropriate, but please note the following guidelines and requirements which must be followed to ensure a smooth experience and the appropriate approvals prior to your event.

BEFORE YOUR EVENT:

1. If you have an idea for a Univera Serve First event, please contact Madison Cox at mc Cox@univera.com. She is the designated Univera Corporate contact for Serve First events; please do not contact Corporate Marketing or Events personnel. Please provide the following information to Madison:
 - a. The nature of the event (what you will be doing).
 - b. The proposed date.
 - c. The local charity your event will be benefitting (if not solely Univera Serve First), along with its contact information and website address. See #2, below, for more information.**Please allow at least 2-3 weeks for review and approval of your event/charity beneficiary.**
2. Please remember Serve First’s mission statement as you look for local charities with which to partner. *Univera Serve First is dedicated to addressing the nutritional needs of at-risk children worldwide.* Therefore, if you are planning to benefit a local charity as part of your efforts, it must be a charity that focuses on a similar mission to Serve First, and that has a verifiable record of appropriate charitable spending, in Serve First’s judgment. Please contact us for further clarifications. **Your event is not approved unless you receive an official confirmation from Serve First.**
3. Have your advertising approved by Serve First after you have received an approval from Serve First and before you publicize your event. Any such advertising should be professional in nature and reflect well on Serve First.

THINGS TO REMEMBER:

1. If approved, Serve First will match some or all individual donations made at your event to Serve First, at Serve First’s own discretion. Serve First is unable to match donations made by commercial organizations, however.

2. Please do not represent yourself as an officer or agent of Univera Serve First in your event planning. Associates are not authorized to make decisions on behalf of the charity. Contact Serve First with additional needs, but remember Serve First has limited resources.
3. Do not involve any form of gambling in your event plans. Raffles and lotteries are required to be registered with the state gambling commission, and Serve First does not have the resources nor the appropriate registrations in place to support such activities.
4. Please do not mix your Serve First event with any Univera business event. The fundraiser should be entirely separate from any business you conduct according to IRS rules. Serve First's 501(c)(3) registration could be jeopardized in such an event.
5. It is easier for Serve First processing if all donations received at your event are submitted to Serve First in a single check unless all checks are made out to Serve First. Please note one charity receipt will not be issued to the event host for a single consolidated check; if your guests wish to receive separate receipts, please document names, addresses, and donation amounts and submit that to Serve First with your check and allow 4-6 weeks for your guests to receive their receipts.
6. Approval of your event does not mean Serve First will be able to provide volunteers or officers to speak at your event. You are responsible for all aspects of the event's production, including the costs and resources required to get any necessary permits, insurance binders, or any other needed items.
7. **Not following these guidelines could result in the loss of any future approvals for any event you hold, as well as invalidate any preapproved match from Serve First in some instances. Please pay attention to these requirements.**

GOOD LUCK AT YOUR EVENT!!