Powell River Action Centre Society Food Bank
Public Engagement and Fundraising
Policy 2024

Cause-Related Marketing

It is the policy of the Powell River Action Centre Society Food Bank to disclose the following in all related materials it produces when entering into an agreement with a third-party fundraiser:

1. How both the PRAC Food Bank and the third party fundraiser stand to benefit from the sale of products or services
2. The minimum and maximum amounts payable under the agreement
3. If no minimum or maximum amount is payable, this will be disclosed

Cause-Related Marketing is described as follow:

"Cause-related marketing is a marketing method where businesses align themselves with social issues or beliefs that are important to them and execute a campaign accordingly. Companies use the tactic to bring awareness to a cause and show social responsibility."

As yet, the Powell River Action Centre Society has not entered into any agreements with any business where any products or services would be for sale.

Current and future boards may decide to investigate this type of marketing/fundraising.