Save Time & Money by Donating to Charity at the Fancy Food Show

Fancy Food Show exhibitors have a unique opportunity on the last day of the Show – the chance to donate any remaining product to Specialty Food Foundation. In turn, Specialty Food Foundation works with a partner charity, Food Recovery Network, to aid in collection and distribution of the food to Bay Area hunger relief charity, SF Marin Food Bank. While exhibitors should work towards proper estimating of the amount of product to ship to the Show, there may be an overage. We want to work with Association members and exhibitors to minimize wasted food by donating it to feed hungry people in the vicinity of the Fancy Food Show.

A pre-populated form will be dropped at your booth on Tuesday, January 23. When you pack up your leftover un-opened product for donation and add the donation stickers (provided by your floor manager), please note the following:

• Total # of units being donated
• Average weight per unit
• Average wholesale price per unit

While this information may be difficult to calculate, please provide an estimate as it helps us better understand the donations received as well as to provide with an accurate receipt and thank you letter.

What’s In It for You?

The last day can be a whirlwind. However, we do need a little help to account for your donation to Specialty Food Foundation appropriately:

• Donation Receipt: Specialty Food Foundation will send a donation receipt to the main contact on record for the exhibit space – but this receipt is only as accurate as the information YOU fill out on the form. And opting NOT to fill out a form at all means your company is not recognized as a donor. Use this donation acknowledgment in consultation with your tax advisor to determine deductibility. Keep in mind that the passage of the PATH ACT in December 2015 may have increased the deductibility since the last Winter Show to your advantage.

• Save Money: Exhibitors may see additional financial benefit from donating product because it effectively reduces the weight of the shipment home. (Remember, if shipping via Freeman and your shipment at the end of the show is lighter than the shipment to the Show, notify them to adjust it accordingly to reduce drayage charges.)

• Lend a Helping Hand: While donating your remaining product is financially advantageous, it also gives those who struggle to find food a chance to enjoy the finest products around.

The food donated by Fancy Food Show exhibitors plays a critical role in the Specialty Food Foundation mission to develop and support tangible and lasting solutions to hunger and food recovery, amplifying the innovation and passion of the specialty food industry. Last year, Specialty Food Foundation received over 155,000 pounds of specialty food from generous Fancy Food Show exhibitors. And we hope to collect even more in 2018. Your one of a kind product can make a one of a kind difference to someone in need.

Thank you for your generosity. Please contact us with any questions, Ron Tanner rtanner@specialtyfood.com