

SOUTHERN SMOKE FOUNDATION



Feed the Good.

SSF FUNDRAISING TOOLKIT

Thank you so much for your interest in supporting Southern Smoke Foundation as we take care of our own nationwide through emergency relief funding and no-cost mental health resources. Below you'll find helpful information and links to help you host a successful fundraiser or fundraising campaign.

If you have any additional fundraising questions, please reach out to caroline@southernsmoke.org

WHY FUNDRAISE?

By fundraising for SSF you are helping individuals stay in their homes, feed their families, and get the medical care they need. Because of successful fundraisers, we have been able to expand Behind You to more states across the US, deepen our giving during crises, and widen our network of supporters nationwide. If you or someone you know has been helped by SSF, you can make a real impact in your community by making sure others know how to access our resources, and ensuring we can support them by raising funds for our programs.

GETTING STARTED

With so many ways to raise funds, it can be hard to know where to start. Our menu of support makes it easy with ideas for individuals and businesses of all sizes. If your company has a charitable initiative, consider making SSF the beneficiary. We encourage you to get creative! Past fundraisers have included a concert series, a New York City-wide bake sale, and a gumbo cook-off. Other ideas include hosting an auction with proceeds going to SSF, hosting a benefit dinner, or running a special menu item to raise funds and awareness for SSF.

SPREAD THE WORD

Please feel free to use the following resources to promote your fundraiser.

SSF Media Kit

Click [here](#) to access our media kit that includes up-to-date logos, boilerplate language, and brand elements. If you have any questions about your usage of our branding, feel free to email your graphics to julia@southernsmoke.org for approval.

SSF FUNDRAISING TOOLKIT

SSF Mission Statement

Southern Smoke Foundation's mission is to create a healthier and more sustainable food and beverage (F+B) industry by providing emergency relief grants nationwide and access to mental health services to F+B workers.

Donate Page QR Code

Use this QR code to direct donors to our main donation page.



List Your Event

Use this [link](#) (password: **submityourevent**) to list your public event on our website to reach more potential donors. Please include as much information about the event as possible and a link to the event information on your website or social media. Once you submit your event, a member of our team will approve the listing.

Accounts to Tag



@southernSmokefoundation (on [Instagram](#))



/southernSmokefoundation (on [Facebook](#))

Helpful Links

[SSF Website](#)

[SSF Video Profile](#)

[Fundraise on Toast](#)

[Fundraise on Square](#)

How to Submit Donations

Online: <https://southernSmoke.givingpage.org/donation-form>

Wire Payments:

For details on sending a donation via ACH or a stock transfer, please email [Lindsey Brown](#), executive director, or [Cris Tang](#), CFO.

By mail:

Southern Smoke Foundation
1302 Waugh Drive #970
Houston, TX 77019

FAQS

What does the money I raise go toward?

All fundraisers support the costs of operating our Emergency Relief Fund and Behind You no-cost mental health program. Your support helps pay for essentials like groceries, clothing, and rent, as well as the cost of life-saving medications, natural disaster damages, lost wages, and more for F+B workers nationwide who need it most. Your support also allows us to continue to evolve and expand our mental health program to F+B workers.

Will SSF promote my fundraiser?

We will do our best to share your fundraiser on SSF's social media and other communication channels, working within internal content schedules. If you would like to send a collaboration request to @southernsmokefoundation on Instagram, please give a heads up to julia@southernsmoke.org. Please note we cannot accept all collaboration requests. You can also submit your event for our website events page here (password: submityourevent).

Can I fundraise on social media?

Absolutely! Click here for more information on starting a fundraiser on Instagram. To start a fundraiser on Facebook, click here. SSF is a registered nonprofit on both platforms, allowing you to collect donations for us on your page.

Can I restrict my donation?

Please reach out to lindsey@southernsmoke.org to discuss restricted donations.

FUNDRAISER SPOTLIGHT: BEHIND YOU CLASSIC

Hosted and organized by Sam Ratto and Matt Fern, the first annual Behind You Classic golf tournament raised over \$35,000 to support the expansion of our Behind You program in North Carolina through community participation, sponsorships, and a silent auction.



FUNDRAISER SPOTLIGHT: BENEFIT DINNERS

Hosting a dinner or dinner series to benefit SSF is a great way to raise funds while building community in your city.



The annual Feges BBQ Back to the Future Dinner has raised over \$32K in two years.



The Helene Relief Dinner at the Durham Hotel raised over \$100K in one night.



The Monteverde Harvest Dinner Raised \$17K in one night.



The A.BBQ Series at A.Kitchen & Bar D.C. raised \$10K for Southern Smoke.