



Harvest of Hope Foundation

P.O. BOX 358025
Gainesville, FL 32635

Phil Kellerman
352.372.1312
kellerhope@cox.net

Web:
www.harvestofhope.net

Date: 01/20/2010

Harvest of Hope Foundation Student Service Learning Project & Fundraising Guidelines Revised 01/20/2009

General Guidelines

All fundraisers must be vetted and approved by the Harvest of Hope Foundation officers before any agreements or contracts can be entered into. No group or individual may represent the Harvest of Hope Foundation or conduct an event without prior approval.

A fundraising group must be registered with the HoH and include the names, addresses, and emails of all participants. All groups must fill out the required applications with date, time, location, and protocol for the event.

- In general, events at established restaurants, cafes, and theatres are easier to coordinate but involve working with administrators and support staff. We encourage collaborations but require that groups submit a list of principals from the location.

Statements of Confidentiality and Media Relations

All participants must read and initial the HoH media kit. The media kit contains the only official statements permitted for public comments and all radio, print, TV, letters to the editor, or other media interviews must be directed to HoH officers.

- All internal communications, memoranda, and financial information are proprietary and may not be discussed publicly. Individual cases for assistance and scholarship must be held in strict confidence
- All participants must agree not to discuss proprietary information about the HoH Foundation's finances, fundraising, business operations, personnel, or administrative matters. Group leaders must sign this form indicating acceptance on behalf of their group.

Fundraising Goals

For fundraisers involving portions of proceeds raised at the event, the HoH Foundation will not approve of less than a 20% portion unless significant costs are offset by the host. No costs will be born by the Foundation without prior written approval.



Harvest of Hope Foundation

P.O. BOX 358025
Gainesville, FL 32635

Phil Kellerman
352.372.1312
kellerhope@cox.net

Web:
www.harvestofhope.net

Date: 01/20/2010

HARVEST OF HOPE FOUNDATION

2010 Media Kit – Revised 01/20/2010

BRAND IDENTITY:

Welcome to the Harvest of Hope Foundation Brand Standards guidelines. This explains how to use our Harvest of Hope Foundation logo, and includes links to downloadable, print-quality jpgs.

The Harvest of Hope Foundation owns rights in the Harvest of Hope Foundation logo icon. The Harvest of Hope Foundation brand is symbolic of our commitment to serving the migrant farmworking communities of the United States. Our custom logo was designed by Guardfrog Design and maintains special qualities that distinguish ourselves and our services from other migrant farmworker assistance providers. Our organizational brand is a unique composite logo that consists of text and a graphic image that is used to communicate our organizational identity and mission. Because the Harvest of Hope Foundation logo and brand identity is a valuable marketing tool that assists in communicating the philosophy of the Foundation, we would like to ask that the Harvest of Foundation logo is not edited or changed from its original form.

Please remember that the Harvest of Hope Foundation logo should be used correctly--it is one of our most valuable assets. It is an image that stands as a symbol to the Foundation's mission to making a difference in the lives of migrant farmworkers and their families.

APPROPRIATE USE OF BUSINESS NAME:

Correct: Harvest of Hope Foundation
Wrong: Harvest of Hope

APPROPRIATE USE OF TAG LINES:

Correct: Migrant Farmworkers Earn Our Support!

The Harvest of Hope Foundation logo icon is available for promotional purposes that directly support the Harvest of Hope Foundation. In addition, the Harvest of Hope Foundation would like to specify that our logo icon should never be skewed, altered, manipulated, or edited without prior approval from the foundation.

DOWNLOAD OUR LOGO:

This is the downloadable resource section of our web site. From here you can download a wide variety of marketing material including applications, brochures, antique promotional flyers and the Harvest of Hope logo.

2010 Harvest of Hope Logo (Color - High Resolution JPEG) - [Download Logo Here!](#)

For more information about the use of our logo, please contact Tom Romero: webmaster@harvestofhope.net



Harvest of Hope Foundation

P.O. BOX 358025
Gainesville, FL 32635

Phil Kellerman
352.372.1312
kellerhope@cox.net

Web:
www.harvestofhope.net

Date: 01/20/2010

Harvest of Hope Foundation Promotional Talking Points – Revised 01/20/2009

Located in Gainesville, Florida, The **Harvest of Hope Foundation** is a unique non-profit 501(c)3 organization that has been providing emergency and educational financial assistance to migrant farmworkers and their families since 1997.

California is #1, Texas is #2, and Florida is #3 for migrant farmworker populations.

Foundation assistance averages \$300 per case for car and truck breakdowns while traveling for field work, rent, utility payments (especially if there are children in the home), medical expenses, food, clothing, bus tickets and costs for funerals. College scholarship aid is provided to children of migrant farmworkers who despite attending many schools in different states work hard enough to enroll in higher education.

Many of our cases come from a nationally funded telephone hotline that migrant farmworkers and families call for help. Migrant teachers, advocates and social workers also call the Foundation directly for help with their migrant clients especially when local or community resources are exhausted or not available at all. The Harvest of Hope Foundation lends a hand, not a hand-out. Every migrant farmworker or family needing Foundation help is asked to chip in to help resolve their problem. We also have begun issuing small grants to organizations that help migrants.

The Foundation started in 1997 with some inheritance money from Phil and Ed Kellerman's grandmother, Dr. Helen Zand, a longtime social worker, university professor and advocate for immigrants. Phil is president of the Foundation and Ed is communications director.

The Harvest of Hope Foundation is a direct service organization and 80 cents of every dollar donated goes to direct financial aid. Since 1997, the Foundation has distributed more than \$778,000 all over the United States. Because of our direct service mission, we don't get many grants. Because we advocate for a largely invisible group of workers who are misunderstood by many Americans, we get very little corporate support. We are a small family foundation and we do what we do to help fill in the gaps in service to this deserving yet needy group of workers who bring to our tables our daily bounty of fruits, vegetables and other foods.

Migrant farmworkers earn our support because they work incredibly long hours for low pay, with virtually no benefits. Housing if available is often terrible. Exposure to dangerous chemicals and

conditions is a reality. Most migrants pay taxes (sales, payroll) but many never see tax refunds. However they do the field work many of us won't or can't do. To help their families, some migrant children work in the fields. The Harvest of Hope Foundation coordinates with agencies assisting migrant families and their children with education, immunizations and medical needs, and social services.

The Foundation cuts through a lot of bureaucracy. Instead of dealing with a state agency, filling out numerous forms and waiting weeks, the Foundation can provide immediate and direct financial aid. Also, the Foundation is in the process of setting up funds for each state and many geographic regions so if you want to donate to your area, you can. Ex: The Willie Harvey Fund for St. Johns County, Florida. You donate to that fund, and migrants in St. Augustine, Duval County, Hastings, Elkton, and that area are helped.

Don't forget the second annual Harvest of Hope Fest March 12-14 at the St. Johns County Fairgrounds in Saint Augustine, Florida. Last year brought 141 bands on 4 stages, 17,000 music lovers over three days, 3500 campers, 300 volunteers and dozens of vendors, suppliers, and sponsors. A great time for a great cause..

SAMPLE FUND-RAISERS FOR THE HARVEST OF HOPE FOUNDATION AND ITS FUNDS

The Harvest of Hope has been fortunate to have many individuals and groups of students and others who have conducted a variety of fund-raising activities as follows. The Foundation will be glad to assist with the provision of items, a banner, buttons and other information as well as publicizing any fund-raising events on its web-site and through other Internet means such as the foundation's Facebook account and via Twitter. For more information on volunteering to fund-raise please visit www.harvestofhope.net and click on the link on the left under "Volunteer."

- ✓ Band concerts
- ✓ Restaurant fund-raisers in which the restaurant donates a percentage of sales in exchange for bringing in customers
- ✓ Spaghetti dinners or pancake breakfasts.
- ✓ Bake sales
- ✓ Garage Sales
- ✓ Raffles
- ✓ Ice Cream Sales
- ✓ Car Washes
- ✓ Sales of foundation tee-shirts
- ✓ Sales of Sweetwater Organic/Fair Trade Coffee which the foundation will provide. The foundation has sold thousands of packages for 10.00 each and half of the proceeds can go to your fund.
- ✓ Sales of the new CD by the Mike Bernos Band entitled "With These Hands" which has two tribute songs to migrant farmworkers.
- ✓ Sales of the double CD from the 2009 Harvest of Hope Fest.
- ✓ Donations of antiques, memorabilia and other collectibles which are sold at the A Antique Mall south of Gainesville, Florida. Half of the proceeds will go to the fund.
- ✓ Donations of stock and other investments.
- ✓ Donations of cars and other transportation to sell to raise funds.
- ✓ Invitations for the foundation president to speak to churches and other civic organization to promote your fund and the foundation.
- ✓ Donations of jewelry, dolls and other items to sell on the foundation's eBay site.