

THE POWER OF PARTNERSHIP: WHEN NON-PROFIT MEETS FOR-PROFIT

**MEGHAN VARGAS
SENIOR MANAGER OF
FOUNDATION DEVELOPMENT**

MEGHAN VARGAS



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- Graduate Certificate in Non-Profit Management
- Certified Fundraising Professional (CFRE)

OVERVIEW

1. Firehouse Subs and Firehouse Subs Public Safety Foundation's partnership
2. Pros, cons and challenges of partnering with a for profit
3. Finding the perfect partner
4. Building the relationship



PARTNERSHIP OVERVIEW

**FIREHOUSE SUBS &
FIREHOUSE SUBS
PUBLIC SAFETY FOUNDATION**

ABOUT FIREHOUSE SUBS

THE FOR-PROFIT

FIREHOUSE SUBS



- In 1994 Chris Sorensen and Robin Sorensen founded Firehouse Subs in Jacksonville, FL.
- They took their passion for food, love for serving others and their family's history of firefighting and police service and created Firehouse Subs.



FIREHOUSE SUBS



- The entire concept was built on family dinners (at the station and home) and a firefighter's need for delicious grub.
- Today Firehouse Subs operates 1,170 restaurants across the U.S., Canada and Puerto Rico.



FIREHOUSE SUBS MISSION



To carry on our commitment to and passion for hearty and flavorful food, heartfelt service, and **public safety.**



ABOUT FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

THE NON-PROFIT

◆ FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION HISTORY ◆



FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

Mission:
To impact the lifesaving capabilities,
and the lives, of local heroes
and their communities.



FOUNDATION GUIDELINES



- Lifesaving Equipment
- Prevention Education
- Scholarships and Continued Education
- Disaster Relief
- Military Support



OVERALL REVENUE STREAMS

Firehouse Subs Public Safety Foundation fundraises in a variety of ways:

- In-restaurant donations at Firehouse Subs
- Non-profit partnerships
- Digitally: online and social media
- Special events and more!



OUR PARTNERSHIP

CAUSE-RELATED MARKETING

- **Cause** related **marketing** (CRM) is a mutually beneficial collaboration between a for-profit and a non-profit designed to promote the for-profit's sales and the non-profit's **cause**.



IN-RESTAURANT FUNDRAISING

PUBLIC SAFETY



**WE
THANK YOU.
YOUR
COMMUNITY
THANKS YOU.**

How You Can Help:
Ask to Round-Up your purchase
to the nearest dollar
Take home a recycled pickle bucket
for a \$2 donation
Feed the canister your spare change

Donate online and
learn more by visiting:
FirehouseSubsFoundation.org



All proceeds support first responders and public safety organizations through
Firehouse Subs Public Safety Foundation, a registered 501(c)3 nonprofit organization.

- Donation canisters
- Round Up program
- Pickle buckets
- First Responders Month




COMMERCIAL CO-VENTURE

- A commercial co-venture is where a brand advertises to the consumer that the brand will donate a portion of the purchase price to a non-profit.
- Commercial co-ventures are a form of cause-related marketing.
- Also referred to as a charitable sales promotion/campaign.




• FIREHOUSE SUBS COMMERCIAL CO-VENTURE •

- The Foundation is the beneficiary of a Charitable Sales Promotion where Firehouse of America (FOA) will donate a sum equivalent to 0.11% of all gross sales with a minimum donation of \$1,000,000 through December 31, 2019.
- Since 2017 our Foundation has received \$2,708,602.30 through the commercial co-venture with Firehouse Subs



Every Sub Helps Make A Difference

Thanks to you and other supporters, the Firehouse Subs Public Safety Foundation has awarded \$42 million of lifesaving equipment to first responders across the country. A portion of every Firehouse Subs purchase makes even more grants possible.



Firehouse Subs will donate a minimum of one million dollars in 2019 to the Firehouse Subs Public Safety Foundation by donating 0.11 percent of every purchase. For details, visit FirehouseSubs.com. Post dates: 7/1-9/22

PROS & CONS

NON-PROFIT BENEFITS



Win Win!

- Increased visibility
- Additional funding
- Expand donor base
- New prospects and volunteers
- Engagement with the community
- Credibility and exposure



FOR-PROFIT BENEFITS

Win Win!

- Increase in sales
- Studies show consumers want to patronize businesses that give back to the community
- Employees love working for a company that gives back
- Millennials love philanthropy
- Positive reputation and brand recognition



CHALLENGES

Charitable Organization: Firehouse Subs Public Safety Foundation, Inc., 12735 Gran Bay Parkway, Suite 150, Jacksonville, Florida, 32258, (904) 886-8300

Commercial Co-Venturer: Firehouse of America, LLC, 12735 Gran Bay Parkway, Suite 150, Jacksonville, Florida, 32258, (800) 388-3473

Promotion is active only in locations within the fifty states and the District of Columbia, and is void in Puerto Rico and wherever prohibited. Promotion not currently applicable in Massachusetts while awaiting regulatory approval.

Firehouse Subs Public Safety Foundation, Inc. is a 501(c)(3) not-for-profit corporation. No portion of consumer's purchase is tax deductible.

While Firehouse of America is not being compensated for conducting this promotion to benefit Firehouse Subs Public Safety Foundation, Inc., it is considered a professional fund-raiser or solicitor under the laws of some states.

This promotion does not benefit a particular public safety organization under Texas law, but the funds will be used to purchase life-saving equipment for first responders across the country. More information about Firehouse of America can be obtained from the Office of the Texas Secretary of State, P.O. Box 13193, Austin, TX 78711-3550 or through its Solicitation Information Hotline: (800) 648-9642.

CHALLENGES

- **Highly regulated with laws governing commercial co-ventures**
 - Non-profit must be registered in applicable states
 - There must be a written contract between non-profit and the commercial co-venturer.
 - Compliance with advertising and marketing over the use of names/logos
 - It's up to the charity to ensure all laws are being followed, non-compliance can put the charity at risk



COMMUNICATING TO THE PUBLIC

- **Be transparent!**
 - Dates, locations, etc.
 - Disclose information on the beneficiary
 - What purchase triggers a donation and what the donation will be
 - How donated funds will be used



FINDING THE PERFECT PARTNER

FINDING THE PERFECT PARTNER



- Look for for-profit businesses with values that align with your mission
- Confirm the for-profit business hasn't already formed a partnership with a non-profit
- Be strategic and prepared with your communication



PITCH THE PARTNERSHIP

- **Build a proposal**
- **Focus on:**
 - How your organization's mission is aligned with the business's values
 - How your organization may be able to help boost sales, visibility, and employee productivity and strengthen the business's reputation
 - Explain the resources needed



BUILD THE PARTNERSHIP

- Engage with the business one on one
- Set expectations
- Discuss mutually beneficial goals
- Build a budget
- Establish ground rules
- Determine course of action



GROW THE PARTNERSHIP

- Continue to cultivate and nurture the relationship, the for-profit partner is your donor
- Check-in and update the for-profit business quarterly
- Provide proof the partnership is providing value or return on investment for both parties
- Track data to prove the partnership is effective
- Acknowledge and thank often!



OUTCOME

- 70% of the funds raised for Firehouse Subs Public Safety Foundation comes from guests and donors in Firehouse Subs restaurants
- Through the commercial co-venture with Firehouse Subs we've been able to allocate an additional 138 grant awards valued at more than \$2.7 million!



QUESTIONS?



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CONNECT WITH US



Website: FirehouseSubsFoundation.org

Facebook: Facebook.com/FirehouseSubsFoundation

Instagram: FirehouseSubsFoundation

Twitter: @SavingLives

