



USBG Chapter Fundraising Initiative



USBG
NATIONAL
CHARITY
FOUNDATION



INITIATIVE BACKGROUND

THE BARTENDER EMERGENCY ASSISTANCE PROGRAM

The purpose of the BEAP at the USBG Foundation is to help those in the bar industry who require financial assistance because of a catastrophic event or an emergency hardship such as an accident, acute medical diagnosis, or wind, water, earth, or fire-related natural disasters.

THE USBG CHAPTER FUNDRAISING INITIATIVE

The purpose of this initiative is to **recruit all USBG Chapters as \$500 (or higher) level donors to the Bartender Emergency Assistance Program (BEAP)** by October 31, 2021. By running this initiative Sept. - Oct. we hope to be sensitive to the end of the year holiday crush of work that often impacts the bar industry.

IMPORTANT METRICS



54

USBG Chapters



\$500

Donated by Each
USBG Chapter



Oct. 31

Donation Deadline



\$27,000

Total Donations



18

Additional BEAP
Grants

- The BEAP awards between 10 and 30 grants each month. The average grant size is \$1,500
- Currently, per year, it costs about \$300,000 for BEAP grant awards and an additional \$30,000 for staff administration costs

USBG CHAPTER INVOLVEMENT

HOW DO I RAISE \$500 TO MAKE A DONATION BY OCT. 31?

- Make a direct donation from your USBG Chapter's bank account
- Hold a local fundraiser to benefit the BEAP
- Ask your members for small donations (they add up!)
- Ask a brand to make a donation in the name of your Chapter
- Consider matching (up to \$500 from your Chapter) whatever funds are raised through a fundraiser or by your members, and doubling your donation!
- We will be publishing a list of USBG Chapters that meet the goal of donating at least \$500 to the BEAP on our website and will be giving social media shoutouts along the way

CONTACT

If you have any questions regarding the USBG Foudantion Fundraising Initiative or need custom assets (logos, boilerplate, etc), please **do not hesitate to reach out to Genevieve Porter, Sr.** Program Manager, USBG Foundation, via foundation@usb.org.

The initiative's **donation button and FAQs** can be found here:
www.usbgfoundation.org/usb-g-chapter-fundraising

You can find the USBG Foundation on Instagram, Twitter, and Facebook with the social media handle **@usbgncf**.

The hashtag for this initiative is **#USBG4BEAP**