



Nonprofit Fundraising Through Your Brewery

The California Alcoholic Beverage Control Act allows craft breweries to participate in a variety of fundraising activities for nonprofits – giving time, beer and money to support, raise awareness and give back to the community.

Below is a list of some of the ways you can support nonprofits in your community through your brewery.

COLLECT DONATIONS FROM CONSUMERS AT YOUR BREWERY: (PRODUCT OR MONEY) TO GIVE TO A NONPROFIT

- Donations **cannot** be contingent on purchase of alcohol, but you can have a donation bucket or other mechanism to collect donation at your facility.
- You can also announce you will be matching donated funds on your marketing and social media channels again, not contingent on or connected to the purchase of alcohol.

HOST AN EVENT AT YOUR BREWERY IS SUPPORT OF A NONPROFIT

- If your brewery is hosting the event you can announce on marketing platforms that the event is “in support” or “in honor” of a specific nonprofit.
- You **cannot** say \$1 or 5% or proceeds will be donated to the nonprofit. You can say an event is in “honor” of a nonprofit and you will donate a flat dollar amount to the nonprofit. Consumers cannot be incentivized or required to purchase alcohol to support this donation.
- You can also have a nonprofit-hosted event adjacent to your licensed premises so they can fundraise for their mission. If the event is hosted by the non-profit, they would need a one-day special event license to purchase beer or receive donated beer to re-sell.

DONATE MONEY DIRECTLY TO A NONPROFIT

- You are allowed to donate any dollar amount to a nonprofit at any time.
- The nonprofit can use donated money to purchase merchandise at a discounted price to use in an auction or other nonprofit fundraising activity.



- You are allowed to post on social media that you donated to a nonprofit and raise awareness for that specific nonprofit.

DONATE BEER TO A NONPROFIT

- The donated beer can be used by the non-profit for member activities but cannot be sold (including as part of an entry fee or other event charge).

THERE ARE A FEW THINGS YOU *CANNOT* DO IN CONNECTION WITH NONPROFIT FUNDRAISING AND BEER SALES, INCLUDING:

- Connect fundraising opportunities to sale of alcohol.
 - This means you cannot post on social media or on marketing materials that a certain dollar amount or percentage from beer sales will be donated to a nonprofit.
 - For example, you cannot host an event where \$1 of every beer or 5% of every beer sold will be donated to a nonprofit.
- Donate beer or merchandize to a for profit entity or retail licensee, including donations of shirts, hats, etc. (Even if they will be used for auction to raise funds for a nonprofit).
- Donate merchandize to a nonprofit; you can only donate beer or money.
- Host an event at a restaurant or retail licensee and announce on marketing or social media platforms that all proceeds will be donated to charity.

QUESTIONS?

CCBA members can send ABC questions to abc@californiacraftbeer.com for free consultation services.