

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 donations at your facility.
 - You can also announce you will be matching donated funds on your marketing and social media channels, not contingent on or connected to the purchase of alcohol.

- **Host a event at your brewery in support of a nonprofit**
 - If your brewery is hosting an 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 all proceeds will be donated to the nonprofit.
 - You can say an event is in “honor” of a nonprofit or announce 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 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 fundraising activity.

- You are allowed to post on social media that you donated a flat dollar amount to a nonprofit and raise awareness for that specific nonprofit.
- **Donate beer to a nonprofit**
 - The donated beer can be used by the nonprofit for fundraising events or activities. The nonprofit needs a one-day special event license to purchase beer or receive donated beer to re-sell.

There are a few things you cannot do in connection with nonprofit fundraising and beer sales, including:

- Directly 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 to access free consultation services.