



**American Red Cross**  
Cascades Region

February 1, 2025

Dear Restaurant Owner/Manager:

During the month of March 2025, the American Red Cross Cascades Region will host ***Dine for Disaster Relief*** in our local community. Your participation in this event offers your business the opportunity to partner with the most trusted humanitarian relief organization in the world, the American Red Cross. From disasters to military support to collecting life-saving blood products, the Red Cross is there 24/7 to provide support.

The proceeds from *Dine for Disaster Relief* will benefit the American Red Cross Cascade Region Humanitarian Services to include disaster response, and home fire relief. By participating, you will not only further the mission of the American Red Cross by assisting our disaster clients, but your involvement helps educate the community as well.

Don't miss this opportunity to support the American Red Cross by donating a percentage of your daily sales on a day (or days) of your choice during the month of March 2025. The suggested minimum donation for your daily food sales is 10%.

Thank you for your consideration to support the American Red Cross Cascades Region *Dine for Disaster Relief*. We anticipate this event will attract multiple media outlets and, if you agree to participate, your business will be featured on the American Red Cross Cascades Region website and social media channels. If you have any questions, please don't hesitate to reach out.

Sincerely,

A handwritten signature in blue ink that reads "Tiffany Carter".

Tiffany Carter  
Chief Development Officer  
American Red Cross Cascades Region

3131 N Vancouver Ave, Portland, OR 97227  
tiffany.carter@redcross.org



## American Red Cross Cascades Region

### Dine for Disaster Relief March 2025

## Recognition

Thank you for your interest in supporting the American Red Cross in regional Dine for Disaster Relief campaign in March. For restaurants who choose to participate, the American Red Cross Cascades Region is pleased to offer recognition and benefits, including (but not limited to):

- Recognition on dedicated Dine for Disaster Relief landing page hosted by the American Red Cross Cascades Region. Listing may include restaurant's name, address, participation date(s), and a link to restaurant's website.
- Inclusion in regional March is Red Cross Month press release, distributed to media outlets throughout the American Red Cross Cascades region. Press release to be sent during the first week of March.
- Inclusion in four (4) distinct Red Cross Chapter Newsletters distributed to over 2,500 highly engaged volunteers and employees of the American Red Cross Cascades Region in the Northwest Oregon, Central and Eastern Oregon, Southwest Oregon, and Southwest Washington Chapters.
- Dine for Disaster Relief will be promoted on American Red Cross Cascades Region social media channels, including Facebook, LinkedIn, Instagram, and X.
- Opportunity for restaurants to promote their participation on their own social media channels. When the American Red Cross Cascades Region is tagged, when possible our accounts will comment and share.
- Opportunity for restaurants to participate in a check presentation with a local representative of the American Red Cross. Representative may include a Red Cross employee, board member, or volunteer, depending upon availability.

Sample copy for participating restaurants to use for promotional purposes on social media or websites:

Did you know the American Red Cross responds to an emergency every 8 minutes nationwide? From small house fires to multi-state natural disasters, the American Red Cross goes wherever they are needed, so people can have clean water, safe shelter and hot meals when they need them most. [RESTAURANT NAME] is proud to participate in Dine for Disaster Relief on [DATE(s)]. Join us on [DATE] and a percentage of proceeds will benefit your local American Red Cross to support Disaster Relief.



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Cascades Region

## **Dine for Disaster Relief**

### **Frequently Asked Questions**

#### **What does Dine for Disaster Relief support?**

Dine for Disaster Relief donations enable the American Red Cross to prepare for, respond to and help people recover from disasters big and small within our local community. Disaster Relief donations ensure the American Red Cross can immediately address people's basic needs with warm meals, shelter, relief supplies and emotional support. Even when a disaster is over, the American Red Cross stands by survivors' sides throughout their recovery journey—no matter how long it takes. Dine for Disaster Relief helps us make our local community more resilient against future disasters.

#### **Can restaurant customers make personal donations to the American Red Cross to support Dine for Disaster Relief?**

Yes, restaurant customers may make personal donations to the Red Cross directly at [redcross.org/donate](http://redcross.org/donate)

#### **Can a participating restaurant make donations from a percentage of alcohol sales?**

The Red Cross brand and trademarks may not be used to encourage the direct sale or promotion of alcohol. Donations may include a flat donation from a participating restaurant, or may come from a percentage of food and non-alcoholic beverage sales.

#### **Can a participating restaurant use the American Red Cross logo?**

Restaurants participating in Dine for Disaster Relief are granted a limited and non-exclusive license to use only the Red Cross name and Red Cross produced marketing materials, but it does not grant the right to produce any new materials using any Red Cross trademarks or logos, in connection with Dine for Disaster Relief. Products (or their packaging or labeling) may not include any Red Cross name or logo.

#### **How can a participating restaurant promote Dine for Disaster Relief?**

Restaurants participating in Dine for Disaster Relief are encouraged to highlight their support by featuring Red Cross produced marketing materials in their restaurant in the days/weeks leading up to the promotion. Restaurants may also choose to create their own social media posts.

#### **How will the American Red Cross Cascades Region promote Dine for Disaster Relief?**

The American Red Cross Cascades Region will promote Dine for Disaster Relief through a variety of channels, including but not limited to a press release, social media posts, blog story, and a digital newsletter. Participating restaurants will be listed in select American Red Cross Cascades Region Dine for Disaster Relief promotional materials.



**American Red Cross**  
Cascades Region

American Red Cross Cascades Region  
3131 N Vancouver Avenue  
Portland, OR 97227

**Re: Dine for Disaster Relief**

Thank you for supporting the American Red Cross! We are happy to work with organizations such as yours to further our mission. This document outlines the requirements we ask organizations to comply with when we grant the right to use our brand. Compliance with these guidelines enables us to uphold the promise of our mission delivery down the street, across the country, and around the world.

**Participating Restaurant Name:** \_\_\_\_\_

**Event/Promotion:** Dine for Disaster Relief

**Campaign Designation:** American Red Cross Cascades Region 2025 Dine for Disaster Relief

**Event Timeframe:** March 1-31, 2025

**Event Date(s) chosen by participating restaurant:** \_\_\_\_\_

**Percent of Sale or \$ amount to be donated:** \_\_\_\_\_

**Donation payments:** Donations are to be paid to the Red Cross within 10 days of the conclusion of the event/promotion. Checks should be made payable to “American Red Cross” and mailed to ATTN: Sierra White at 3131 N Vancouver Avenue, Portland, OR 97227.

**Use of the Red Cross name:** This agreement grants [Restaurant Name] a limited and non-exclusive license to use only the Red Cross name and Red Cross-produced marketing materials, but it does not grant the right to produce any new materials using any Red Cross trademarks or logos, in connection with the event. Products (or their packaging or labeling) may not include any Red Cross name or logo.

**Language for use in promotional materials:** All program materials associated with Dine for Disaster Relief must accurately describe the terms of the organization’s relationship in a manner that is transparent and not misleading to the consumer. Proper disclosure of charitable relationships helps the American Red Cross to comply with requirements imposed by law or regulation under charitable solicitation laws. All fundraisers supporting the Red Cross must adhere to Better Business Bureau requirements. (<https://engageforgood.com/better-business-bureau-standards/>)

Please include the following terms within your promotional materials:

- *[Restaurant name] will donate [% of sale or \$ amount to be donated] from Dine for Disaster Relief on [Event Date(s) chosen by Restaurant].*
- *This donation will support the American Red Cross Cascades Region 2025 Dine for Disaster Relief.*
- *The American Red Cross name and copyrighted materials are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion, or political position. The American Red Cross logo is a registered trademark owned by the American Red Cross. For more information about the American Red Cross, please visit redcross.org.*

BOTH PARTIES AGREE THAT, BY ENTERING THEIR SIGNATURE BELOW, THIS SHALL BE A BINDING LEGAL DOCUMENT.

**Restaurant Name:** \_\_\_\_\_

**Agreed to by (name):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**American Red Cross**

**Agreed to by (name):** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_