



(KIN)ship:

Kindness In the Neighborhood

We love being known for generating top-notch experiences and serving good beer, but we want to be known for so much more – serving our community in impactful ways. With our community giving program, (KIN)ship: Kindness In the Neighborhood, we aim to give back to the community that has already given us so much.

Each year, we will support various requests such as on-site fundraisers, donations, events, etc. In addition, we'll identify priority causes that are near and dear to our hearts and choose specific organizations to partner with. These partnerships will involve championing the organization's causes through supporting volunteer efforts, hosting awareness events, brewing special beers and donating a portion of the proceeds.

We prefer to donate to non-profits of these following categories:

- Rescue Animal Programs
- Veterans Programs
- Arts & Cultural Programs

For 2021, we've identified the following organizations to partner with on a quarterly basis:

Q2: AHeinz57

Q3: Waukee Area Arts Council

Q4: Puppy Jake Foundation

If you have a donation request or have an idea for partnering with Kinship, please review our guidelines and submit a request. Our Advisory Board reviews each inquiry (that meets our requirements) and will get back to you if it's a good fit for us.

Additional Information:

1. Please give us at least a 45-day notice. If your event is less than 45 days away, it will automatically be declined.
2. All donation requests must be submitted through the contact form. We do not accept paper or in-person donation requests.
3. You will be notified via email whether your request has been approved within 2-3 weeks of the end of the month.
4. All gear, beer, or gift card donations must be picked up at Kinship. Donation pick-up dates and times MUST be prearranged via email. We do not deliver or ship items.

GUIDELINES

Outside of our priorities – rescue animals, veterans’ programs, and arts & culture programs, it is necessary for us to consider some other guides for funding. Having priorities allows us to focus the impact of Kinship’s donation in the community.

Required guidelines:

- Organizations with 501(c)(3) status
- Iowa-based organizations

Preferred guidelines:

1. Connection to the Kinship family
2. Depth of the impact to the cause
3. Innovation and originality of the partnership request

GIVING OPPORTUNITIES

1. Partnership Giving – We will develop opportunities to partner with non-profit organizations and/or businesses supporting non-profit organizations to create awareness, drive volunteerism, and raise funds for the cause.
2. On Premise Hosted Fundraisers – We will provide space for a limited number of organizations to host events that bring awareness to the cause. We will also consider supply drives and donating a portion of sales back to the organization.
3. Designated Beer Sales – We have a limited number of opportunities to connect a cause to the sales of a beer.
4. Kegs of Beer – We will consider a limited number of requests to donate discounted kegs for events that want to serve our beer.
5. Auction/Gala Packages – We have a limited number of base packages for (\$150 in value) to non-profit organizations to auction off at galas throughout the year.

SERVING

Giving means more than writing checks; it is time, talent and treasure. Below are some identified ways for us to share our time and expertise in the community:

1. Visible Leadership – Serving on boards and committees in our community with organizations of passion and business interest.
2. Volunteering – Identifying opportunities to provide hands on service in the community. We encourage our Kinship team members to volunteer in the community and we also encourage organizations to come to us with volunteer opportunities.
3. Leadership Development – Encouraging and supporting Kinship team members to join leadership programs in the community. The personal and professional growth opportunities for our team and our culture are immeasurable.
4. Educational Outlets – Developing relationships with educational institutions. We look forward to sharing the story and process of our journey to become a pivotal member of our community.