



Small Business Guide to the Teal Pumpkin Project®

Every child should be able to experience the joy and tradition of trick-or-treating on Halloween. But kids with food allergies are often left out of the fun, since most candy is off limits.

FARE's Teal Pumpkin Project helps make sure all children will come home from trick-or-treating and Halloween events with something they can enjoy. It just takes one simple act: offering non-food treats, such as glow sticks or small toys, as an alternative to candy. We hope you will join us in helping create a safe and happy Halloween in your community and for your customers!

How Your Business Can Get Involved

It's easy to make a difference in your office, restaurant, or store. You can show your customers you care and are supportive of the food allergy community. Here are a few ways to take part:

- 1. Display a teal pumpkin at your checkout counter or doorstep.**
 - a. Use teal paint to turn an orange pumpkin teal.
 - b. Purchase teal pumpkins at a local retailer or online.
 - c. Or, simply print and post free signs from FARE.
- 2. Have a non-food treat option for trick-or-treaters.**
 - a. If your town, mall, or building takes part in a Halloween trick-or-treating event, have non-food treats as an option for kids with food allergies, celiac disease and other conditions.
- 3. Post flyers and signs about the Teal Pumpkin Project.**
 - a. FARE has free signs and flyers, including one with tear-off tabs for you to post on your bulletin board or office kitchen.
- 4. Participate in FARE's pin-up program.**
 - a. Ask customers to donate a minimum of \$1.00 to FARE and write their name on their pin-up. Display the pin-ups on walls or windows.
 - b. Contact Quyen Dinh at qdinh@foodallergy.org for a free supply of pin-ups.
- 5. Become a sponsor or donate a portion of proceeds to FARE.**
 - a. FARE has a variety of sponsorship and licensing packages available to for-profit businesses.
 - b. If you are interested in learning about corporate sponsorship opportunities for the Teal Pumpkin Project, please contact Isabel Monteiro Caliva at imonteiro@foodallergy.org.

Please note: Any efforts using use FARE's Teal Pumpkin Project materials that result in revenue generation via donor solicitation, sale of materials, or other activity must direct a portion of proceeds to FARE in support of the Teal Pumpkin Project and other FARE mission activities. An agreement with FARE, outlining the specifics of the activity and financial arrangement must be in place before materials can be used. If you have questions about your events or activities, please let us know and we can work together to come up with a solution.



TEALPUMPKINPROJECT.ORG

Small Business Spotlight

In 2015, Hy-Vee grocery stores across the Midwest participated in the Teal Pumpkin Project. They set up displays with information about the project and flyers from FARE. The displays also highlighted some of the products the store offered that could be purchased by customers who want to participate, such as temporary tattoos and stickers. In 2016, Hy-Vee became an official sponsor of the Teal Pumpkin Project, partnering with FARE to promote Hy-Vee's commitment to the food allergy community and the campaign.



The Fairmont Hy-Vee supports the Teal Pumpkin Project. Pick up a teal pumpkin, allergen friendly treats and non-food items at our store today. For suggestions on safe treats for your trick-or-treaters, visit our in store dietitian, Jill Smith. Follow this link to learn more about the Teal Pumpkin project: <http://www.foodallergy.org/teal-pumpkin-project?>

