

BAR MON AMI



**CHARITABLE  
COCKTAIL  
PROGRAM**

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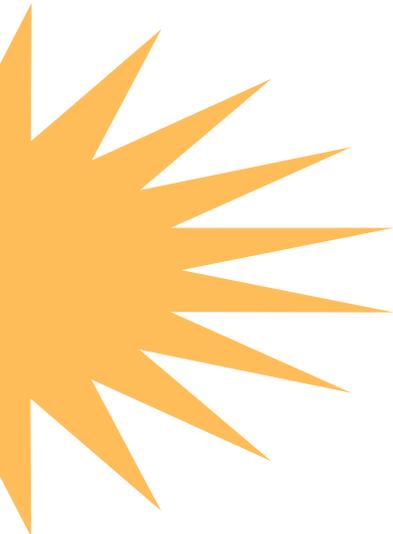
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Our Commitment

# A BAR THAT TURNS COMMUNITY SPIRIT INTO REAL CHANGE.



This guide explains how Bar Mon Ami manages and selects charitable partnerships through our Charity Cocktail Program. It provides clear direction for our team and community partners to ensure each collaboration is meaningful, transparent, and aligned with our mission to give back locally.

At Bar Mon Ami, we believe in giving back to the community that supports us. Since 2016, our Charity Cocktail Program has allowed us to highlight a featured cocktail each month from February to September, with a portion of proceeds benefiting a local nonprofit or charitable organization. Our goal is to make giving back part of our culture—not an afterthought. By following this guide, we ensure that every Charity Cocktail partnership is thoughtfully executed, community-minded, and aligned with Bar Mon Ami’s mission to be not your ordinary bar—a place where good drinks and good deeds go hand in hand.



# SELECTION PROCESS

The selection process for Bar Mon Ami's Charity Cocktail Program is designed to ensure that every partnership reflects our values, strengthens community connections, and delivers measurable impact. We approach each selection with care, focusing on organizations that align with our mission to create meaningful experiences both inside and outside the bar.



## REVIEW CYCLE

### 01.

- Charity partners are typically selected quarterly, with applications accepted year-round.
- Our team reviews submissions on a rotating basis, considering upcoming community events, seasonal themes, and potential impact.
- Once chosen, the nonprofit will be featured as the recipient of proceeds from our designated Charity Cocktail for that month.

## REVIEW COMMITTEE

### 02.

- The committee includes ownership, management, and team members.
- Team members are encouraged to suggest charities that reflect their own passions or connections.
- Decisions are made collaboratively to ensure fairness and alignment with brand values.

## NOTIFICATION

### 03.

- Once a charity is selected, the organization will receive an email and be invited to collaborate on the featured cocktail's launch.
- While they may not be chosen for the current cycle, non-chosen organization's proposals and information will be kept on file for future consideration.
- Organizations are encouraged to reapply or update their submission if their programs or initiatives change, giving them another opportunity to partner with Bar Mon Ami in the future.

# HOW IT WORKS

Every Charity Cocktail campaign follows a clear, step-by-step process—from crafting the featured drink to promoting it, tracking sales, and donating proceeds. This approach makes supporting local causes easy, engaging, and rewarding for everyone involved.



## THE COCKTAIL

### 01.

A special cocktail is developed by the bartender who helps select the nonprofit, for the campaign period. A zero-proof alternative may also be created to accompany the special cocktail, but is not guaranteed.

## THE PROCEEDS

### 02.

A fixed amount—50% of the gross sales from every Charity Cocktail sold—is donated to the selected nonprofit. Direct non-taxed payments may also be accepted on the nonprofits behalf, and will be included in the donation check at the end of the campaign. 100% of the direct donations will be paid.

## THE PROMOTION

### 03.

The featured drink is highlighted on the menu, in-bar signage, and social media throughout the campaign.

## THE DONATION

### 04.

At the end of the month, gross sales and direct donations are tallied, and Bar Mon Ami issues the donation to the nonprofit.

# PROMOTION & PARTNERSHIP

Once a nonprofit is selected, we work together to highlight their mission. Featured charities are highlighted through in-bar signage, menus, and social media, creating awareness and engagement. Collaborative promotion allows organizations to share their story with the community while guests celebrate both great drinks and good causes.



## TRACKING SALES

### 01.

- All Charity Cocktail sales are recorded during the campaign period.
- The bar team maintains accurate records of the number of drinks sold, ensuring that donations are calculated precisely.

## CALCULATING DONATIONS

### 02.

- A fixed portion of each Charity Cocktail sale—50% of gross sales—is designated for the selected nonprofit.
- The total donation amount is calculated at the end of the campaign based on actual sales and direct donations.

## ISSUING DONATIONS

### 03.

- Donations are issued promptly, typically within 30 days of the campaign's conclusion.
- Contributions are delivered via check to the nonprofit, accompanied by a summary report detailing total drinks sold and the final donation amount.

## BUILDING TRUST

### 04.

- By maintaining accurate records, reporting openly, and delivering donations promptly, Bar Mon Ami demonstrates integrity and reliability.
- Guests can enjoy each Charity Cocktail knowing that their purchase contributes directly to a meaningful cause, reinforcing the connection between community, hospitality, and generosity.

# CHARITY PROPOSAL SUBMISSION

By providing clear guidance and expectations, the proposal submission process ensures that nonprofits can present their mission effectively and that every partnership is meaningful, transparent, and aligned with Bar Mon Ami's community-focused values.

## PROPOSALS SHOULD INCLUDE:

- Organization Overview: Include the name, mission, and a brief description of programs or initiatives.
- Proof of Nonprofit Status: A copy of your 501(c)(3) certification or other documentation demonstrating nonprofit status.
- Use of Funds: A short summary explaining how funds from the campaign will be used to support your mission.
- Contact Information: Provide a primary contact person, including name, title, phone number, and email address.
- Optional Collaboration Ideas: Suggestions for events, promotions, or social media tie-ins are welcome, though not required.

## HOW TO SUBMIT

- Proposals should be emailed to [admin@barmonami.com](mailto:admin@barmonami.com) with the subject line: "Charity Cocktail Submission – [Organization Name]."
- Applications are accepted year-round, and nonprofits are encouraged to reapply for future campaigns if not selected immediately.

## REVIEW & FOLLOW UP

- Submissions are reviewed in the order they are received, and each proposal is considered carefully by Bar Mon Ami's review committee.
- Organizations will be notified whether they have been selected for the upcoming campaign; if not, their proposal will be kept on file for future consideration.
- Selected organizations will collaborate with the Bar Mon Ami team to finalize the featured cocktail, campaign timing, and promotional plans.

# SELECTION CRITERIA

Bar Mon Ami carefully evaluates each nonprofit proposal to ensure every partnership is meaningful, impactful, and aligned with our mission. The goal is to support organizations that make a real difference in the local community while fostering engagement and awareness among our guests.

## LOCAL IMPACT

- Preference is given to organizations serving San Antonio and surrounding areas.
- Projects and programs that directly improve the well-being of the community are prioritized.

## MISSION ALIGNMENT

- Organizations whose work promotes community support, the arts, sustainability, animal welfare, or health and wellness are ideal partners.
- Partnerships are chosen to reflect Bar Mon Ami's values of inclusivity, care, and creativity.

## TRANSPARENCY AND CREDIBILITY

- Nonprofits must demonstrate responsible governance, financial accountability, and proper 501(c)(3) status.
- Clear, well-documented initiatives help the bar and guests understand how funds will be used.

## ENGAGEMENT AND COLLABORATION

- We look for organizations willing to actively participate in promotion, storytelling, and potential in-bar events.
- This engagement helps guests connect personally with the cause and maximizes the impact of each campaign.

## EXCLUSIONS

- Bar Mon Ami does not partner with political organizations or groups seeking funding for worship or religious activities.
- Any organization that discriminates based on race, gender, identity, sexual orientation or belief is not eligible.

# HOSPITALITY WITH HEART, COCKTAILS WITH PURPOSE; CRAFTING CONNECTION, COMMUNITY, AND CHANGE.



At Bar Mon Ami, we are more than a bar—we are a gathering place where creativity, connection, and community come together. Our Charity Cocktail Program reflects our ongoing promise to use what we do best—crafting memorable experiences—to make a positive impact on the community that supports us.

We are committed to:

- Supporting Local Causes: Highlighting nonprofits that make a real difference in San Antonio and surrounding areas.
- Transparency and Accountability: Tracking sales, issuing donations, and sharing results with clear, honest communication.
- Inclusive Partnerships: Collaborating with organizations that promote equity, inclusivity, and community well-being.
- Creating Memorable Experiences: Connecting charity with craft so every Charity Cocktail lets guests enjoy exceptional drinks while supporting a cause.
- Long-Term Impact: Building lasting relationships with nonprofits and keeping proposals on file for future opportunities and engagement.





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