

Allen County SPCA

Allen County SPCA Special Third Party Events Fundraising Guidelines

Thank you so much for selecting the Allen County SPCA as the beneficiary of your event. We have created this form for those caring individuals and companies in our great community who are planning an event to help our homeless cats and dogs.

What is a Third Party Fundraising Event?

A third-party fundraiser is any fundraising activity organized by a non-affiliated group or individual where the Allen County SPCA has no fiduciary responsibility and little or no staff involvement.

How can I get started in planning my event for the Allen County SPCA?

The path to launching a third-party event typically begins with an idea and a plan of action that is presented to the Allen County SPCA. The group or individual completes an application and submits a signed Third Party Application which becomes an agreement about expectations from the Allen County SPCA's involvement, whether with animals or volunteers and the group or individual planning the event.

What happens after I submit the plan and application?

Although we actively encourage third party fundraising events, all events must be approved by Allen County SPCA in advance. This is an important safeguard to preserving the integrity of the Allen County SPCA name and our commitment to raise the funds necessary to fulfill our mission in a cost-effective and efficient manner. Once approved, we can provide guidance for your event and discuss ways that we can help inform our membership and the community about the event.

Does the Allen County staff and volunteers provide assistance in executing events?

Unfortunately, we do not always have the personnel needed to handle the organizational and administrative tasks associated with third-party events. Therefore the event sponsor is responsible for all details of the event including:

- Underwriting all of the related costs
- Recruiting volunteers to help out at the event
- Writing all letters, including solicitation, sponsor requests, thank you letters, etc. to potential donors, sponsors, patrons, etc.
- Creating fliers to publicize the event
- Working at the actual event

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Allen County SPCA Fundraising Tips

Thank you for your interest in running a fundraiser for the Allen County SPCA! Here's some tips before you get started.

1. For any questions, please feel free to contact our Marketing & Communications Director at 260-744-0454 ext.209.
2. In some cases, the Allen County SPCA is able to provide staff, volunteers or animals to be present at a booth or designated area for your function. If you feel that staff or volunteer presence is needed at your event, please feel free to let us know and we will do our best to try to arrange for this.
3. The Allen County SPCA cannot provide copies of our tax-exempt certificate to non-employees.
4. The Allen County SPCA will post flyers or other information about your event in the shelter, on the website, Facebook page, and in our newsletter as space allows. We can also send out a press release to our media partners when all event information is provided.
5. If you would like exposure on our website please e-mail scott@acspca.org as far in advance as possible and including all info, link for your event, etc so that it may be placed on our calendar.
6. The Allen County SPCA is unable to provide the addresses of our donors, patrons, staff, board members and/or volunteers to any outside organization.
7. If partial proceeds of your event will be donated to the Allen County SPCA, we would like to know what percentage will be donated. In addition, we would like to know a date when the donation will be made to the shelter.
9. When referring to the Allen County SPCA in any event promotions, please use the organization's official title. "Allen County SPCA".
10. If your event includes any promotional print material, please email: scott@acspca.org to request an official Allen County SPCA logo.
11. The Allen County SPCA is unable to provide animals however, if we are present at the event, we will bring animals as available.

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Agreement for partnership

- 1 Organizers must sign a Third Party Event application.
2. The event will be promoted in a manner to avoid statement or appearance of the Allen County SPCA endorsing any product, firm, organization, individual or service.
3. All promotional materials must clearly state the percentage of proceeds that will benefit the Allen County SPCA.
4. Whenever possible, please share a list of targeted sponsors for the event before they are approached to minimize overlap with other Allen County SPCA events and/or fundraising campaigns that may be underway.
5. The Allen County SPCA can and will provide you with informational materials promoting the organization and a binder with photos of our current homeless pets available. When power is available, we can also provide a digital photo slide show of the animals. Please provide a list of any items such as these two weeks prior to event.
6. Event organizers are responsible for obtaining all permits especially those for raffles and/or games of chance.
7. Event organizers must obtain their own liability insurance to cover the event.
8. Under no circumstances will the third-party event revenue and expenses flow through the Allen County SPCA books. Only the final net proceeds from the event are to be processed by the Allen County SPCA.
9. The Allen County SPCA should receive a complete accounting of all funds collected and expenses related to the event. For tax reporting purposes, we must reserve the right to inspect all event financial records.
10. The Allen County SPCA is not financially liable for the promotion and/or staging of third-party events.

Thanks again for your care for homeless animals in our community!

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Allen County SPCA Third Party Special Events Application & Agreement

Today's Date: _____ Name of individual(s) in charge of event: _____

Name of Group/Organization planning event: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____

Contact person for media inquiries: _____

Information for media contact if different than above: _____

Name of event: _____

Date/time of event: _____

Location of event: _____

Is the event...

Open to the public? _____ By invitation only? _____

Total ticket cost? _____ Are pets welcome? _____

Any age limitations? _____ Handicap accessible? _____

An annual event in this community? _____

Will it become annual event benefitting Allen County SPCA? _____

Please describe the event and fundraising components (i.e. ticket sales, poker run, raffle, auction, sponsorships dollars etc.) :

If possible, would you like an Allen County SPCA representative present at this event? _____

If yes, what time? _____

If yes, what role will the representative play? _____

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Will a booth area or table and chairs be provided? _____

Would the representative be able to bring an animal? _____

Is there shelter for the animal available anywhere in case of inclement weather (high heat etc)? _____

Total Projected Gross Income: \$ _____

If Allen County SPCA is to receive only partial proceeds of this event, what percentage will be donated to our shelter? _____

If the proceeds of this event will be shared with another organization – what organization(s)?

If available, please attach a list of businesses you will be soliciting for sponsorship or in-kind contributions so we may cross reference these listing with other possible events taking place.

How will the event be publicized? (Please attach any samples) _____

Do you plan to use the Allen County SPCA's logo for any promotional materials? _____

If yes, where should it be sent to? _____

We ask that donations collected be provided to the Allen County SPCA within 30 days after the event. When should the Allen County SPCA expect the raised funds to be presented? _____

Would you like to make a formal presentation of funds with photo, website posting and press release done by the shelter? _____

I have read and understand the accompanying Third-Party Event guidelines. I hereby agree to abide by the aforementioned guidelines and provide all requested information in the manner and timeframe described.

Print name _____

Signature _____

Date _____

Please return completed and signed contract via mail, fax or email to:

Allen County SPCA
Attn: Marketing Development Mgr.
4914 S. Hanna St.
Fort Wayne, IN 46806
Fax: 260-456-5184
info@acspca.org