

Effective as of 8/5/09



### Third Party Fund-Raising Policy

Thank you for considering the Beaver County Humane Society (the “Society”) as a beneficiary of your fund-raising activities. We appreciate your efforts to help us support the Society’s mission “to protect all domestic animals by providing shelter and care; adoption services; investigation, correction or prosecution of cruelty or abuse situations; education programs; and promotion of the concepts of kindness and respect for all living creatures throughout Beaver County.”

This packet contains the following information:

1. A copy of the Society’s Policies and Procedures for third party fund-raising activities. Please review these policies and procedures carefully. Upon approval of your proposal, the Policies and Procedures become part of your agreement with the Society and you will be responsible for complying with them.
2. A Third Party Form. This form should be completed, signed by you or an authorized representative of your organization and returned to the Society as soon as possible.

As a final note, although the Society actively encourages third party fund-raising events, **we must approve all events in advance.** This is an important safeguard in preserving the integrity of the name and reputation of the Society as well as our commitment to our friends, members and donors.

We appreciate your interest in fund raising for the Society, and we look forward to working with you! Please call us with any questions.



## **POLICIES AND PROCEDURES FOR THIRD PARTY FUNDRAISERS**

### *Use of Name and Logo*

1. For purposes of these Policies and Procedures, “you” means the organization, group or individual sponsoring or holding the event. “Society,” “we,” or “our” means the Beaver County Humane Society. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with the Society.
2. Events should complement the mission and image of the Society. Companies that conflict with the mission or values of the Society may not be sponsors. We discourage sponsorship by any groups or individuals that do not support the health and well-being of all animals.
3. You may not use the Society name or logo or otherwise indicate to the public that an event is being held for the benefit of the Society without the prior express written consent of an authorized representative of the Society. Public announcements promoting the event should not be made until you receive written approval from the Society of your fund-raising proposal.
4. The Society may only be identified as the beneficiary of the event. For example, you should not call an event "The Beaver County Humane Society Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit the Beaver County Humane Society."
5. The official logo of the Society should be appropriately used in conjunction with such an event and may not be altered in any way. The logo is the official, registered logo of the Society and shall not be altered in any way.
6. The Society must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.

### *Event Approval and Society Assistance*

7. Approval for the event is specific to the dates listed on the form for the event. If you intend to repeat the event, approval must be obtained.
8. The Society must be notified if there are any significant changes to the event once it has been approved. If circumstances warrant, the Society may at any time direct you to cancel the event. You must agree to cancel the event, if so directed, and further agree to release the Society and its officers, directors, employees and volunteers from any and all liability in connection with any such action.

9. The Society's involvement (including Board members, staff and volunteers) as well as expected time commitments must be agreed upon prior to the event. Please understand that the volume of requests we receive sometimes exceeds the number of our representatives available to attend all events. While we will do our very best to provide representatives, we cannot guarantee representatives to attend the event or participate in check presentations.
10. Given the Society's other fund-raising commitments, we cannot provide assistance in the solicitation of sponsorships for your event, provide celebrities or professional athletes for your event, or provide publicity through newspapers, radio, TV coverage, etc. However, the Society, will provide publicity for pre-approved events on our Web site and Facebook page.
11. We do not sell or provide others with our mailing lists.
12. In order to better coordinate fund-raising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses already support the Society and may not wish to make additional donations.

### *Financial and Legal Information*

13. In order to provide your donors with important information concerning their contribution, we require that all promotional materials clearly state the percentage of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit the Society.
14. Because the Society is not sponsoring your event, we cannot have event revenues and expenses flow through the Society's books. Only the net amount (final net proceeds from event) should be processed by the Society. Similarly, you cannot set up a temporary bank account in the Society's name.
15. The Society should receive a complete accounting of all funds collected and expensed related to the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records in the event a question is raised about the event's proceeds.
16. A lead time of two to three months is typically required to allow you and the Society sufficient time to plan and promote the event, depending on the size and complexity of the proposed event.
17. Within 30 days after the event, a breakdown of revenues and receipts related to the event shall be provided to the Society. Please provide where possible, copies of the expense receipts. If there is still more money to be collected from the event after this time, please let us know and provide us with a follow-up or supplement information.

18. You may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. The Society will not provide funding or reimbursement of expenses.
19. Events must comply with all federal, state and local laws governing charitable fund raising and gift reporting. All tax-receipting issues must be agreed upon and documented before the Society's approval is given. Where the Society is issuing tax receipts, all revenue checks must be made payable directly to the "Beaver County Humane Society." The Society does not issue tax receipts for in-kind donations or event sponsorship agreements. If your donors send their contributions directly to the Society, you must inform the Society of the value of any goods or services the donor received in return for the contribution.
20. You are responsible for obtaining all permits and licenses – especially those for raffles/games of chance. Because state and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and events, you must acquire the proper permit/license from your respective county treasurer's office and abide by all rules and regulations pertaining to such gaming activity. The Society is not permitted to share any of its licenses, permits, or tax exemption benefits with you. The Society will not take out liquor licenses for third party events.
21. You must obtain your own liability insurance to cover the event. The Society will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. The Society will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event.

**On behalf of the animals and community served by the Beaver County Humane Society, our staff and the Board of Directors wish to thank you once again for reaching out to us and helping us with our mission. We cannot possibly do all that is needed without your generous support!!!**

**For questions, please contact:**

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