

KOOTENAI HUMANE SOCIETY

Third-Party Fundraising Event

Thank you for your interest in fundraising for the Kootenai Humane Society (KHS). The time and effort you put into such an event will benefit thousands of injured, neglected, and abandoned animals KHS cares for each year. No matter how large or small, your contribution will make a big difference in the lives of the animals.

Kootenai Humane Society is a 501c3 non-profit, non-government organization. KHS does NOT receive funds from the government or any other animal related organization. KHS depends on grants, fundraisers, fees and donations from people like YOU! Thank you!

A **Third-Party Event** is any fundraising activity by a non-affiliated group or individual where KHS has no fiduciary responsibility and little or no staff involvement.

Policies and Procedures

In order to assure that KHS's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit KHS. Thank you again for your efforts.

Due to the number of requests we receive, KHS may not be able to:

- Set up and man a booth at your event
- Supply adoptable animals at your event

- ✓ While KHS may be able to provide guidance for your event, personnel to handle the organizational and administrative tasks associated with the event is not available. Therefore, you are responsible for all details of the event including: underwriting related costs; recruiting volunteers to help out at the event; creating flyers to publicize the event; and working the actual event.
- ✓ The event must be promoted in a manner to avoid statements or the appearance of KHS endorsing any product, firm, organization, individual, or service.
- ✓ Please use the name and logo in accordance with KHS's graphic standards.
- ✓ All promotional materials must clearly state the percentage of proceeds that will benefit KHS.
- ✓ KHS should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other KHS events or fundraisers that may be underway.
- ✓ KHS can provide informational materials promoting the organization and its services. Advance notice is needed regarding quantities.
- ✓ The following items are available;
 1. Generic brochures
 2. Spay Neuter Program brochures
 3. Annual Newsletter "Shelter Tails"
 4. General Appeal Letter
 5. Hearts of Gold Campaign Letter
 6. Share A Little Love brochures
 7. Lights of Love Holiday Cards
 8. Upcoming event flyers/brochures
- ✓ Event organizers are responsible for obtaining all permits, including those for raffles or games of chance.
- ✓ Event organizers must obtain their own liability insurance to cover the event. KHS is not financially liable for the promotion and/or staging of third-party events.

- ✓ Third-party event revenue and expense cannot flow through KHS accounts. Only the final net proceeds from the event are to be processed by KHS.
- ✓ Please note third-party fundraisers cannot be held at any KHS locations.

Contact Information

Company/Organization Name: _____

Contact Name: _____

Address, City, State, Zip: _____

Email: _____ Phone: _____

General Event Information

Event Name: _____

Event Description: _____

Date(s): _____ Time: _____

Location/Address: _____

Is this event open to the public? Yes No

Past Events

Have you organized a KHS third-party event previously? Yes No

If yes, briefly describe the event: _____

How much/what was raised? _____

Financial Information

In an effort to assist you in the production of a successful event, please indicate how you will generate revenue for KHS:

- Ticket Sales/Entry Fees
- Auction
- Drawing
- Donation Drive
- Other: _____

If generating income through ticket sales/entry fee, please indicate what percentage will be donated? _____

Anticipated event revenue: _____

Will this be an annual event? Yes No

KHS Involvement

Due to the large number of third-party events organized on behalf of KHS, staff and volunteers may not be able to plan and promote events. Staff, volunteers, and animals may be able to attend a third-party event. Requests for such a presence will be handled on a case-by-case basis.

KHS Requests: _____

Marketing and Promotions

All third-party event coordinators are responsible for their own public relations. KHS will however, post your event within our website calendar, Facebook, and monthly e-newsletter. Upon approval, you may use the KHS name and logo. KHS must pre-approve all promotional materials before distribution, including flyers and press releases.

It is important that KHS name and logo are spelled correctly and used correctly. Always refer to the organization as Kootenai Humane Society. **Humane Society and Kootenai County Humane Society are incorrect and may confuse the donor.** We can provide you with the logo in whatever format you wish.

Third-Party Approval

Each third-party event will be considered individually. Generally, the following events will not be approved:

- Events located in close proximity or time to another KHS event
- Event that require significant attendance from KHS staff and volunteers
- Events associated with businesses or individuals known to conduct themselves in a manner not compatible with the KHS mission
- Events that result in the sale, auction, or raffling of animals

I/We hereby understand, agree, and submit the following:

KHS will not assume any legal or financial liability for the above referenced event. Furthermore, we understand and agree that KHS must approve, prior to printing and distribution, any use of its name or logo.

Event Coordinator/Contact

Date

KHS Representative

Date

*Thank you for your support of KHS!
Please return your completed form to:
Kootenai Humane Society | P. O. Box 1005 | Hayden ID 83835*