



HOST AN EVENT

THIRD PARTY FUNDRAISING EVENT

What is a third party fundraising event/activity?

A Third Party Fundraising Event (sometimes referred to as a Community Event) are those which are organized by an individual, business or group with the intent of raising funds for another organization.

The Guelph Humane Society (**GHS**) hosts four signature fundraising events and several campaigns. These events and campaigns are organized and delivered by staff and GHS volunteers. By hosting a third party fundraiser (**TPF**), the host assumes responsibility for creating a successful event, independent of **GHS** resources. The **TPF** organizer is responsible for all aspects of the event, from planning to implementation.

EVENT GUIDELINES AND REQUIREMENTS

Thank you for your interest in supporting the **GHS**!

The **GHS** requires that the following guidelines be met to ensure accountability to your event supporters and donors. The **GHS** will consider each event/activity individually. The **GHS** has the right to decline an offer for a **TPF** and/or to withdraw any and all association with the fundraising group if any of the guidelines are not met before, during or after the event.

- 🐾 Complete this application and send to krobison@guelphhumane.ca for review by **GHS** Development team at least 2 weeks from the event date. Please allow 5 business days for review and approval of this application.
- 🐾 All who wish to organize an event or collect cash/donations on behalf of the **GHS** must be under the guidance of someone 19 years of age or older.
- 🐾 The **GHS** must receive a list of sponsors that the host organizer(s) wish to approach. Sponsors include individuals, businesses, groups and others who may be interested in contributing to the success of the event. A review of the targeted sponsors will help minimize overlap with other **GHS** campaigns.

- 🐾 All photographs depicting images of animals or images related to animal welfare to promote or raise funds for the **GHS**, must be approved by the **GHS** External Relations team.
- 🐾 The **GHS** will not be held responsible for any costs or liabilities, incur any expenses nor provide any funds for **TPF** events or activities. Please discuss event liability insurance with the **GHS** External Relations staff and your insurance company.
- 🐾 The **GHS** will not associate with businesses, organizations or individuals known to conduct themselves in a manner which is incompatible with the **GHS** mission and mandate. It is the **GHS's** right and responsibility to decline any sponsorship, gift or other payment that is contrary to its mission or mandate.
- 🐾 All net income must be received by the **GHS** within 30 days, or as specified in the **GHS TPF** agreement.
- 🐾 All promotional materials must clearly state the percentage of proceeds and/or the portion of donations that will benefit the **GHS**. Note: This information must be made specific and clear on the application and at your event/activity itself. In general, ethical fundraising practice suggests that no more than 15% of gross revenue generated be used to cover expenses.
- 🐾 Official tax receipts will be issued in accordance with the Canada Revenue Agency (CRA) guidelines (see <http://www.cra-arc.gc.ca/chrts-gvng/dnrs/rcpts/dntn2-eng.html>). The final decision to issue official tax receipts rests with the **GHS**. Receipts will be issued for the maximum allowable amount as determined by CRA.

FOR MORE INFORMATION, PLEASE CONTACT:

Kelly Robison, Events and Communications Coordinator
krobison@guelphhumane.ca
519-824-3091
www.guelph-humane.on.ca



THIRD PARTY EVENT

General Information:

Sponsoring Agency/Individual/Organization: _____

Contact Name: _____

Address: _____ City: _____ Postal Code: _____

Home: _____ Cell: _____ Email: _____

Fundraising Activity/Event Information:

Name of Fundraising Activity/Event: _____

Date: _____ Time: _____ Cost to Participate: _____

Location: _____

Briefly describe the proposed fundraising activity/event: _____

How will the activity/event be promoted: _____

Estimated proceeds from the event: \$ _____ Designated proceeds to GHS _____%

Will other charitable organizations also benefit from this event/activity? Yes _____ No _____

If yes, please list other beneficiaries and how they will benefit: _____

How can we help you?

The GHS is pleased to support your event in some of the following ways. Please identify how the GHS can be helpful:

- GHS donation boxes at event
- GHS brochures and information
- Social media and GHS website promotion for the event
- Issuing charitable tax receipts (when eligible)
- Donor/organizer/sponsor recognition (when appropriate)
- GHS representative at the event

If yes, what is the role of the GHS representative?

Time commitment of GHS rep: _____

***NOTE:** The GHS cannot guarantee staff/volunteer presence at all events.

I have read the GHS Third Party Fundraising Guidelines and requirements and hereby agree to comply with the GHS's policy. I understand breach of the GHS Third Party Fundraising guidelines may result in the end of my partnership with the GHS.

(Signature of applicant)

(Print Name)

(Date)

(Signature of GHS rep)

(Print Name)

(Date)

THANK YOU! WE APPRECIATE YOUR SUPPORT!