

875 Oklahoma Avenue  
San Luis Obispo, CA



(805) 543-9316 Phone  
(805) 543-9524 Fax  
[www.woodshumane.org](http://www.woodshumane.org)

### Third Party Fundraising Guidelines

#### **Introduction**

Thank you for your interest in aligning your fundraising efforts with Woods Humane Society! We appreciate your generosity and desire to support the important work that we do at Woods.

Individuals, partnerships, corporations, service groups, clubs, organizations, or any type of entity wishing to raise money on behalf of the animals of Woods Humane Society will be referred to as **Third Party Fundraisers**. Third Party Fundraising can be initiated by an individual or business for the benefit of Woods.

We want your fundraising efforts to be successful! To ensure that your activity is enjoyable and well-planned, we ask that you complete and submit the Third Party Fundraising Proposal attached. Remit your completed form and any questions to our Director of Marketing and Community Programs, Steve Kragenbrink, at [skragenbrink@woodshumane.org](mailto:skragenbrink@woodshumane.org).

#### Third Party Event/Fundraising Guidelines and Policies

- Woods Humane Society encourages fundraising events that are consistent with our image and core values. We reserve the right to decline participation in an event or activity that is in direct conflict, mission or image, or which conflicts with an existing event.
- The individual or organization conducting the Third Party Fundraiser must prominently disclose to donors the exact dollar amount or percentage of gross proceeds that will be donated to the animals of Woods Humane Society. Events must be referred to as "benefitting Woods Humane Society," not "sponsored by Woods Humane Society."
- Third Party Fundraisers **MUST** receive permission from Woods Humane Society to use our name and/or logo in conjunction with your event. Additionally, Woods Humane Society must approve all promotional material prior to distribution. Materials may include; press releases, PSA's, posters, flyers, tickets, invitations, signage, etc.
- The sponsoring organization/group agrees to underwrite all costs associated with their Third Party Fundraising Event. Woods Humane Society shall incur no costs unless agreed upon in writing prior to the special event or promotion.
- Woods Humane Society will make every effort possible to ensure that a shelter representative will attend your event or activity, however due to our limited resources, we cannot make a guarantee.

- Woods Humane Society will not share its mailing list or donor information.
- Third Party Fundraisers agree to obey all federal, state, and local laws and regulations in promoting and conducting Third Party Activities. It is the responsibility of the Third Party Fundraiser to secure required special permits or licenses as well as insurance (naming Woods Humane Society as additionally insured) as required by law.
- Tax credits for event donations are made to the original donor and not the Third Party Fundraiser.
- Proceeds of the event must be delivered to Woods Humane Society within 30 days of the event's conclusion.

Woods Humane Society can provide our Authorized Third Party Fundraiser:

- Event planning advice along with a general Woods Humane Society annual event calendar so that we can strategize the best time to host your activity.
- Woods Humane Society logo.
- Tax Receipts to donors that make financial contributions via your event – checks should be payable to Woods Humane Society.
- A letter of authorization to validate the authenticity of the event and its organizers.
- Woods Humane Society can assist in the promotion of your event provided a minimum of 50% of the proceeds benefit Woods. Promotion will include a listing on our website's event page. Because the primary purpose of e-communications is to promote pet adoptions and the activities of Woods Humane Society, inclusion in a Woods email campaign or social media post is limited to fundraisers with an expected donation of at least \$1,000.