



Dear Friends,

Thank you for your interest in supporting the Humane Society of Sarasota County (HSSC). Friends like you make it possible for us to make a difference in the lives of homeless pets in our community. We receive no federal funding, nor are we supported by any national humane organization. We rely on the generosity of our donors to continue our mission of saving lives.

We are fortunate to receive many requests from individuals, groups, organizations, and businesses interested in hosting a third-party fundraiser (such as a party, adoption event, or donation drive) to benefit HSSC. A third-party fundraiser is defined as an individual, group, organization, or business raising money on behalf of HSSC by hosting an approved fundraiser or event.

We are grateful for the awareness, support, and funds raised through third-party efforts. However, due to our limited resources, we must carefully consider our level of involvement with these events. We ask to be notified at least 30 days before an event so that we can make sure your expectations are met, provide additional promotional support to the best of our ability, and give you proper recognition. Depending on the time of year, we may be able to accommodate requests with less notice.

Enclosed you will find our event guidelines and policies, our third-party fundraising application, and some ideas. Feel free to get creative and put the “fun” in fundraising. Once you have your idea in mind, please fill out and submit the event application. We will review your request and contact you with confirmation. Please be as specific as possible when filling out the application.

Again, we truly appreciate your willingness to help HSSC make a difference in the lives of animals in our community. If you have any questions, you can contact our Director of Marketing & Engagement, Kristin Cooper, at 941.955.4131 x103 or kcooper@hssc.org.

Sincerely,

Christen Benson
Executive Director





Getting Started - Guidelines & Policies

Thank you for contacting the Humane Society of Sarasota County regarding your upcoming event. Your efforts to make a difference in the lives of homeless animals in our community are greatly appreciated. Please take a moment to read the guidelines below and fill out the application so that we may provide:

- Advice on event planning
- Tax receipts to donors who make checks payable to “Humane Society of Sarasota County”
- Advertising and promotional support, as appropriate

Please review the following fundraising guidelines and policies prior to submitting your event application.

Approval Process

- You must complete and submit your third-party fundraising application to HSSC no less than 30 days prior to the proposed event. Approval must be received before advertising is permitted.
- Applications are one time only. If this is a recurring annual event, a new application will need to be submitted and approved each year.
- HSSC reserves the right to deny any application. Reasons for denial of application include but are not limited to: (1) does not support the HSSC mission or project a positive image for HSSC; (2) no system to ensure the accountability of funds raised; (3) the proposal would conflict with existing philanthropic relationships; (4) the project would conflict with a marketing or public relations campaign; or (5) the proposal is considered unethical or inappropriate.
- You must notify HSSC if another organization will benefit from this event/promotion.
- All sponsors need to be disclosed to HSSC. If your event includes soliciting local businesses for cash or in-kind support, please include your prospect list to ensure solicitations do not conflict with existing relationships or development plans.
- HSSC reserves the right at any time to revoke an approved event’s status if the event violates these third-party fundraising policies.
- In no case will the Humane Society of Sarasota County provide the names or contact information of our individual or corporate donors.

Marketing & Promotion

- On application approval, permission will be granted for the use of HSSC’s logo; however, promotional materials will need to be preapproved, and the logo cannot be used for any other purpose other than what is described in the third-party fundraising application. The logo cannot be altered in any way.
- It must be clearly stated on and in all promotional materials that the event is “In support of the Humane Society of Sarasota County” or “Proceeds benefit the Humane Society of Sarasota County” followed by



the HSSC logo. Nowhere can it state that HSSC is a sponsor, co-sponsor, or producer of the event.

- When referencing the Humane Society of Sarasota County in promotional materials, please reference us by our full name and not the abbreviation HSSC. Also, we are not affiliated with the Humane Society of the United States and referencing us as “Humane Society” instead of “Humane Society of Sarasota County” is also incorrect.
- As appropriate and approved, HSSC will include the third-party event in its marketing efforts.

Liability

- The Humane Society of Sarasota County is not responsible for any injuries, damages, or theft sustained by event coordinators, volunteers, participants, or any other individuals related to a third-party event. We cannot provide liability insurance or coverage for third-party events.
- Events and event organizers must comply with all local, state, and federal laws and obtain any necessary permits or licenses.

Expenses & Income

- Financial accounts set up in the name of HSSC are not permitted.
- HSSC cannot make any investment, pay for, or reimburse any expenses incurred as a result of a third-party event.
- As a fundraiser being promoted as benefiting HSSC, all proceeds (net revenue) after deducting expenses must be sent to HSSC. A paper donation form will be provided.
- If you are deducting expenses before sending net proceeds to HSSC, you may not state or imply to your donors that any funds given to you are tax-deductible. A donation solicited on our behalf is fully tax-deductible only when it is made directly and entirely to HSSC.
- Any form that attempts to solicit a contribution to HSSC must include our solicitation for contributions disclaimer: *The Humane Society of Sarasota County, Inc., is a private, non-profit 501(c)(3) corporation registered with the Florida Department of Agriculture & Consumer Services, Registration Number CH239, and receives 100% of all donated funds. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 within the state or online at www.freshfromflorida.com. Registration does not imply endorsement, approval, or recommendation by the state.*
- HSSC’s Federal Tax ID is 59-6014943

Contributions & Funds Raised

- Checks made payable to “Humane Society of Sarasota County” must be sent immediately following the event to:
Humane Society of Sarasota County
2331 15th Street
Sarasota, FL 34237
- Only checks made payable to “Humane Society of Sarasota County” will be provided with a tax-deductible acknowledgement letter. Donations made directly to an event or event host will not receive a tax deduction from the Humane Society of Sarasota County.
- If cash donations are taken (which is discouraged) and donors request acknowledgement of their gift for tax purposes, the following legible information must be collected and reconciled with the proceeds given to HSSC: name, address, amount given, and date given. Collection of information is the sole responsibility of event organizers; however, HSSC can provide donation forms for your use upon request.

Fundraising Ideas

- Athletic tournament (golf, volleyball, tennis, softball, bowling)
- 5K, 10K, or marathon (charge entry fee)
- Birthday party
- Carnival
- Pet wash
- Wine tasting (entry fee)
- Auction (proceeds benefit HSSC)
- Car wash (proceeds benefit HSSC)
- Bake sale (proceeds benefit HSSC)
- Casual/jeans day (pay \$10 to wear jeans to work)
- Holiday party (entry fee or suggested donation)
- Concession stand at little league games (proceeds benefit HSSC)
- Loose change jar (proceeds benefit HSSC)
- Pampered Chef® or Tupperware® party (proceeds benefit HSSC)
- Book sale (proceeds benefit HSSC)
- Talent show (entry fee)
- Garage sale (proceeds benefit HSSC)
- House cleaning (for donations)
- Pet sitting (proceeds benefit HSSC)
- Gift wrapping (for donations)
- Kissing booth (a dog kissing booth, of course!)
- Chili cook-off (entry fee)
- Lemonade stand (proceeds benefit HSSC)





Third-Party Fundraising Application

Section 1: Organization Information

Name of Organization or Event Host: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Email: _____

Website: _____

Phone # (work): _____ Phone # (cell): _____

Fax #: _____

Section 2: Event Information

Name of Event: _____

Event Type: Private Party Community Event Fundraiser Supply Drive Other

If other, please describe: _____

Description/Event Summary: _____

Date of Event: _____ Time of Event: _____

Location of Event: _____

Expected Number of Participants: _____

Fundraising Goal (after expenses): _____

Explain how you will promote the event: _____

Describe your target audience: _____

If you are selling goods and/or services, please indicate what will be sold and what portion (if any) of the proceeds will benefit HSSC: _____

I have raised funds for HSSC before: Yes No

If yes, please explain your past fundraising for HSSC: _____



Section 3: Financial Information

How funds will be raised:

- Pledges Auction Ticket Sales Raffle Donation Sales (liquor, merchandise, etc.)
 Other (please explain): _____

I will be approaching sponsors: Yes No

If yes, please list organizations/vendors being approached: _____

The proceeds from your event/activity will be donated ONLY to HSSC: Yes No

If no, please list who else will be benefiting and what percentage HSSC will receive: _____

I will require tax receipts: Yes No

Section 4: Humane Society of Sarasota County Participation

Describe the assistance you would like to see the Humane Society of Sarasota County provide: _____

I request an HSSC representative at the event: Yes No

I would like materials and information from HSSC at the event: Yes No

Brochures Volunteer Information Other _____

There will be a table available for HSSC information: Yes No

**I request that HSSC bring adoptable animals to the event: Yes No

If yes, I will provide at least two parking spots for Big MAC (HSSC's Mobile Adoption Center)? Yes No

I will require the HSSC logo and name for promotional use: Yes No

If yes, please indicate what type of promotional materials you will be producing: _____

**Please note, in order for us to bring adoptable animals to your event, we need to have an available HSSC volunteer and/or staff member present, and this may not always be possible. Also, comfort and safety of our animals are our top priorities, and specific conditions are necessary. Please ask for more details.



Third-Party Fundraising Agreement

Please review and sign this application. This application is due 30 days prior to the proposed event. Completion of this application does not guarantee approval. Upon approval, you will receive a counter-signed copy of the application for your records.

By signing this application, I/we acknowledge receipt of the Humane Society of Sarasota County's Policies and Procedures for Third-Party Fundraisers and agree to comply with all provisions in organizing and holding our third-party event. I also agree with the collection of any and all information the Humane Society of Sarasota County deems necessary to evaluate the event. I further attest that all of the information provided on this form is correct and accurately describes the proposed event.

I understand that this is a proposal, and that I may not execute the event without prior written approval by the Humane Society of Sarasota County. I understand that I am being granted permission to use the Humane Society of Sarasota County logo and will not distort the graphics or display the logo in an unapproved manner.

I also agree to indemnify and hold harmless the Humane Society of Sarasota County, its directors, employees, volunteers, and legal representatives for any expenses, losses, claims, or damages resulting from the third-party event or the noncompliance with any term or provision of the Humane Society of Sarasota County.

Signature

Date

Printed Name

HSSC Representative Signature

Date

Please return this application by mail, email, or fax to:

Humane Society of Sarasota County

Attn: Kristin Cooper

2331 15th Street

Sarasota, FL 34237

Phone: 941.955.4131 x103

Email: kcooper@hssc.org

Fax: 941.955.3715