



Third-Party Fundraiser Guidelines

Thanks for your interest in raising money to support the animals and people at San Diego Humane Society. We value your interest and willingness to coordinate a fundraiser to benefit our organization, and we have put together these handy guidelines to help you with planning.

What is a Third-Party Fundraiser?

A Third-Party Fundraiser is any fundraising activity by a non-affiliated group, organization or individual (Sponsor) which benefits San Diego Humane Society (SDHS) and where SDHS has no financial responsibility and minimal or no staff involvement is required.

We strive to support Third-Party Fundraiser to the greatest extent possible with the resources we have, however we kindly ask that all such events follow SDHS guidelines and be approved in advance. Please submit Third-Party Fundraiser Proposals at least two weeks prior to the scheduled fundraiser. At least thirty days advance notice is preferred. Each proposal will be carefully reviewed to ensure compatibility with our organization's mission, goals and objectives.

Guidelines

The following guidelines have been developed to protect individuals, organizations and corporations hosting events ("Sponsor") and San Diego Humane Society (SDHS).

1. Sponsor is responsible for all event coordination, marketing/promotion and sales.
2. All promotional materials must clearly state the percentage of proceeds that will benefit SDHS.
3. Any use of the SDHS logo or inclusion of San Diego Humane Society name must be approved by SDHS at least two weeks in advance of the event. Any contact with press or other media must be coordinated with SDHS.
4. SDHS cannot finance any expenses related to a Third-Party Fundraiser or assume responsibility for any debts incurred.
5. Sponsor agrees to coordinate with and request permission from SDHS before soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.
6. Sponsor must state the terms of the donation that SDHS can expect from the event and must submit the donation within thirty (30) days of the event.

7. Any donation made to or on behalf of the SDHS, whether the donation is an item or cash, is tax-deductible only when it is made directly and entirely to SDHS. Donations made for the benefit of San Diego Humane Society, but that are received by an outside party (Sponsor) do not qualify for a tax deduction as permitted by law.
8. Donors to Third-Party Fundraisers who wish to be receipted must make checks payable to San Diego Humane Society and provide an address. Cash donations must be received with a list of donors, addresses and specific amounts, otherwise cash will be collected as an anonymous gift. Cash should not be deposited into a personal account in order to write SDHS a check for the amount. If the fundraiser is a benefit event (i.e. benefit concert), the donor will only be receipted for the donation amount minus the fair market value of the benefit.
9. When a portion of the ticket price or suggested donation from a participant of the Sponsor's fundraiser is not tax-deductible, the Sponsor must clearly state this on all materials.
10. Due to limited resources, SDHS cannot guarantee SDHS staff or volunteers will attend the fundraiser (if it is an event).
11. SDHS typically does not solicit participation from our supporters for Third-Party Fundraisers and cannot approve third-party use of SDHS mailing lists.

San Diego Humane Society reserves the right to decline participation or cancel participation in a fundraiser for any reason. Generally, the following fundraisers will NOT be approved:

- Fundraisers that do not adhere to SDHS Third-party Fundraisers Guidelines
- Raffles
- Fundraisers that require significant attendance from SDHS staff or volunteers
- Fundraisers scheduled in close proximity to a SDHS fundraising event (i.e. Walk for Animals, Fur Ball, etc...)
- Fundraisers that are controversial in nature or do not represent a positive image for SDHS

After you have reviewed the above guidelines, please complete the Third-Party Fundraiser Proposal Form online at www.sdhumane.org/fundraiser. Once the proposal has been received, SDHS staff will review your proposal and notify you of any questions/concerns. Thank you again for your support of San Diego Humane Society!

For more information or questions, contact:

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