

Fundraising Event Policies and Guidelines

A fundraising event or project is hosted by an individual or group in the community to benefit Helen Woodward Animal Center. The event organizer should always keep in mind the Center's mission, vision and values and should not include any aspect that would potentially detract from these important standards and jeopardize the Center's positive reputation and community goodwill.

To have your event considered, you must agree to the following:

1. Applications must be received at least 30 days prior to the event for full consideration. Exceptions may be made depending on the situation and event. Completing the Fundraising Event Application does not indicate an acceptance of the event.
2. Fundraising Events must be financially self-sustaining without reliance on or financial risk or liability to the Center; a minimum donation of \$1,000 is required to be considered.
3. All fundraising events, projects, and promotions must be approved by the Center and must be re-approved each year if an event becomes an annual fundraiser. Changes to the proposed event must be made in writing.

UPON APPROVAL to support your event, the Center can:

- Offer advice on event planning.
- If available and time allows, offer a Center representative to appear at the event or at a check presentation with an adoptable pet.
- List your event on our website's Event Calendar.
- Provide donation receipts and thank you letters for donations.
- Provide approval for use of name and/or logo for event materials such as flyers or invitations, as appropriate (prior written approval from the Center is required before distribution of such materials).
- Give the Fundraiser permission to identify the Center as the beneficiary of their event and to promote the Center in connection with the event.

The Center can not guarantee, but is willing to discuss:

- Promotion of the Fundraising Event through the Center's publications, and digital and print media outlets.
- The responsibility of selling tickets to the Fundraising Event.
- The attendance of any employee, volunteers, or pets present at the Fundraising Event.
- Offering adoptions at the offsite Fundraising Event.
- Reimbursement or funding Fundraising Event costs.