



Third-Party Fundraiser Guidelines

Thank you for considering Helen Woodward Animal Center as the beneficiary of your fundraising efforts! Through fundraising events and promotions like yours, the Center is able to raise awareness and funds for orphan pets. In order to ensure a successful partnership, we have established a set of guidelines to protect organizations, individuals, groups, and Helen Woodward Animal Center.

A **Third-Party Fundraiser** is an event or project that is hosted by an organization, individual, or group in the community that benefits Helen Woodward Animal Center. The 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.

Guidelines

1. All fundraising events, projects, and promotions must be approved by the Center. Annual events must be re-approved each year.
2. Organizer is responsible for all event coordination, marketing/promotion and sales. If you are a business or organization looking to promote with the Center, please visit: <https://animalcenter.org/get-involved/business-partnerships>.
3. All promotional materials must clearly state the percentage of proceeds that will benefit Helen Woodward Animal Center.
4. Any use of the Helen Woodward Animal Center logo or inclusion of Helen Woodward Animal Center's name must be approved by Helen Woodward Animal Center at least 30 days prior to the event. Any contact with press or other media must be confirmed with Helen Woodward Animal Center.
5. Helen Woodward Animal Center cannot finance any expenses related to a Third-Party Fundraiser or assume responsibility for any debts incurred.
6. Organizer agrees to coordinate with and request permission from Helen Woodward Animal Center before soliciting any individuals, organizations, or businesses in order to avoid duplicated efforts.
7. Organizer must state the terms of the donation that Helen Woodward Animal Center can expect from the event and must submit the donation within thirty (30) days of the event.
8. Any donation made to or on behalf of Helen Woodward Animal Center, whether the donation is an item or cash, is tax-deductible only when it is made directly and entirely to Helen Woodward Animal Center. Donations made for the benefits of Helen Woodward

Animal Center, but that are received by an outside party (Organizer) do not qualify for a tax deduction as permitted by law.

9. Donors to Third-Party Fundraisers who wish to be receipted must make checks payable to Helen Woodward Animal Center 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 Helen Woodward Animal Center 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.
10. When a portion of the ticket price or suggested donation from a participant of the Organizer's fundraiser is not tax-deductible, the Organizer must clearly state this on all materials.
11. Helen Woodward Animal Center cannot guarantee that Helen Woodward Animal Center's staff or volunteers will attend the fundraiser.
12. Helen Woodward Animal Center typically does not solicit participation from our supporters for Third-Party Fundraisers and cannot approve third-party use of Helen Woodward Animal Center's mailing lists. If you are a business or organization looking to promote with the Center, please visit: <https://animalcenter.org/get-involved/business-partnerships>.

Helen Woodward Animal Center reserves the right to decline participation or cancel participation in a fundraiser for any reason. Generally, the following fundraisers will NOT be approved:

- a) Fundraisers that do not adhere to our Third-party Fundraiser Guidelines
- b) Raffles
- c) Fundraisers that are controversial in nature or do not represent a positive image for Helen Woodward Animal Center

After you have reviewed the above guidelines, please complete the Fundraising Application online at: <https://animalcenter.org/get-involved/host-a-fundraising-event>. Once the application has been received, Helen Woodward Animal Center staff will review it and contact you promptly.

Thank you again for your support! Your fundraising efforts have great impact on the programs and animals here at Helen Woodward Animal Center.

For more information or questions please contact:

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