



## Third Party Fundraising Policy

We appreciate your desire to help the homeless animals in our care and want to provide a comfort level to prospective donors about your fundraiser.

If you are interested in organizing and hosting your own event to benefit the Humane Society of Northwest Iowa (HSNWIA), please abide by the following policies & procedures. If you would like to do a supply donation drive for the HSNWIA, please request a list of items that we need the most.

### Policies & Procedures

In order to assure that the HSNWIA's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our shelter. Thank you again for your efforts.

Due to the number of requests we receive, the HSNWIA may not always be able to:

Promote your event in our e-newsletter, on the radio, Facebook, Twitter, etc.

Set up and man a booth at your event

Distribute posters or literature for your event

Supply adoptable animals for your event

1. To request that your fundraiser or event be included in our promotions, contact us with the details a minimum of 30 days in advance of the event. Due to the high volume of requests, we typically require a guaranteed minimum donation of \$250 to promote third-party fundraisers or events. Please contact our Executive Director for additional details.
2. To request that the HSNWIA have a presence at your event (booth, adoptable animals, etc.), contact with the event details a minimum of 30 days in advance of the event.
3. The HSNWIA does not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, the event organizer is responsible for all details of the event including underwriting all the related costs, recruiting volunteers to help at the event, creating flyers to publicize the event, working at the actual event.
4. The event must be promoted in a manner to avoid statements or the appearance of HSNWIA endorsing any product, firm, organization, individual, or service. The HSNWIA is not the sponsor, but the "beneficiary" of the event.
5. The name and logo must be used in accordance with HSNWIA's graphic standards.
6. All promotional materials must clearly state the percentage of proceeds or dollar amount that will benefit the HSNWIA. (i.e. NOT "a portion of the proceeds.")
7. The HSNWIA should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other HSNWIA events and/or fundraising campaigns that may be underway, if applicable.
8. The HSNWIA can provide informational materials promoting the organization, its goals and accomplishments.
9. Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance.

10. Event organizers must obtain their own liability insurance to cover the event. HSNWIA is not financially liable for the promotion and/or staging of third-party events.
11. Under no circumstances should third-party event revenue and expenses flow through HSNWIA books. Only the final net proceeds from the event are to be processed by HSNWIA.
12. The event must support the mission of the HSNWIA. Anything that promotes breeding or the sale of animals will not be sanctioned. The HSNWIA reserves the right to determine what is not in keeping with our mission.
13. It is up to the event organizer to understand the federal, state and local laws governing fundraising. The HSNWIA does not bear any liability or responsibility for your event.
14. All events must be APPROVED by the HSNWIA BEFORE any advertising is done to ensure our policy is enforced.
15. The logo for the Humane Society of Northwest Iowa or any of its events cannot be duplicated without expressed, written consent and can never be altered either by color, font or image.

Please submit your proposal for fundraising to the HSNWIA Executive Director at:

[directorhsnwia@gmail.com](mailto:directorhsnwia@gmail.com)

or via mail:

DIRECTOR – HSNWIA

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Milford, IA 51351