

Pawsitively Partnered Events

Third Party Fundraising Toolkit





Dear Friends,

Thank you for your interest in having Nevada Humane Society (NHS) participate in your event. Friends like you make it possible for Nevada Humane Society to make a difference in the lives of homeless pets in our community. Until the day arrives that all orphaned animals in our community have loving homes, we at Nevada Humane Society must do everything we can to provide for their well-being. The need to raise funds for the daily care and nurture of homeless pets is ongoing and your support makes our work possible.

Nevada Humane Society receives many requests throughout the year from individuals, organizations and businesses volunteering to host third party fundraiser events with proceeds and donations benefiting our homeless pets. Due to our limited resources, we must carefully consider our level of involvement with these events. We ask for and appreciate at least 30 days advance notice for any event so that we may give you proper recognition, make sure your expectations are met and so we can provide additional promotional support. Depending on the time of year, we may accommodate requests with less notice.

Enclosed, you will find an event planning form, some tips and tricks as well as ideas for hosting third party events. Feel free to put the "fun" in fundraising by getting creative and letting your imagination go wild. Once you have your idea in mind, fill out the event planning form and Nevada Humane Society will review your request and contact you and your organization with confirmation. Please be as specific as possible when filling out the forms regarding your event.

NHS is a charitable, non-profit organization founded in 1932. Our mission is to find homes and provide care for homeless pets. Beyond the no-kill shelter policy we established in 2007, NHS has set—and achieved—the goal of making Washoe County a no-kill community where every homeless pet that can be saved is guaranteed a good home.

We accomplish our mission through quality animal care, comprehensive adoption programs, accessible low-cost spay/neuter and vaccine services, low or no-cost medical intervention aimed at keeping animals in homes and a free Animal Help Desk. Our non-profit organization is dependent upon donations and does not receive funding from government agencies or national animal welfare groups, including Washoe County.

Thanks to the amazing support of the community and the hard work of the dedicated staff, volunteers, and rescue partners, we have achieved dramatic results. Washoe County is now one of the safest communities in the United States for homeless animals and received the prestigious Maddie's Community Lifesaving Award in 2012.

Again, we greatly appreciate your request for participation at your event helping us make a difference in the lives of animals in our community. Please do not hesitate to contact me with any questions.

Best,

Michelle Perez
Events Manager
775-856-2000 ext. 335
mperez@nevadahumanesociety.org



Getting Started- Guidelines & Policies

Thank you for contacting Nevada Humane Society 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 better assist you with:

- 🐾 Advice on event planning
- 🐾 Assist in designating your contribution to specific areas of Nevada Humane Society
- 🐾 Provide tax receipts to donors who make checks payable to "Nevada Humane Society"
- 🐾 Additional advertising and promotional support

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

- 🐾 You must complete and submit your Third Party Fundraising application to Nevada Humane Society no less than 4 weeks (30 days) prior to the activity. Approval must be received before advertising is permitted.
- 🐾 Applications are one time only. If this is a recurring annual event, each year a new application will need to be submitted and approved.
- 🐾 Nevada Humane Society reserves the right to deny any application for a fundraising activity that doesn't comply with the mission or create a positive image for NHS.
- 🐾 Approved events must be promoted and conducted in a manner that avoids the appearance of Nevada Humane Society endorsing any product, firm, organization or service.
- 🐾 On application approval, permission will be granted for the use of Nevada Humane Society'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 3rd Party Fundraising Application.
- 🐾 Due to commitments we have to our donors, NHS does not provide its database for promotion of an event. As space permits, and if applicable, NHS is happy to promote the event via social media channels.
- 🐾 It is the discretion of the event coordinator as to the amount of donation made to NHS (a percentage of or all net revenue); however, a vague disclosure indicating NHS will receive "proceeds", "profits" or "net proceeds" is insufficient. Your participants should know your intentions. Nowhere can it state that NHS is a sponsor or co-sponsor.
- 🐾 When referencing Nevada Humane Society in promotional materials, please reference us by our full name, Nevada Humane Society. Please do not abbreviate NHS or add "the".
- 🐾 You must notify NHS if another organization will benefit from this event/promotion.
- 🐾 All sponsors need to be disclosed to NHS. 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.
- 🐾 NHS cannot make any investment, pay for or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the net revenue to NHS.
- 🐾 NHS is not responsible for financial loss and may withdraw support of any event should activities be discovered that undermine the NHS mission or reputation.
- 🐾 NHS asks that you send in your donation from your event within 30 days of the event.
- 🐾 Reasons for denial of application include but are not limited to: 1) Doesn't support the NHS mission 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 5) the proposal is considered unethical or inappropriate.



Fundraising Application

Please remember that our staff is happy to provide advice and guidance, we do not have the personal to handle the organizational and administrative aspects of a fundraising event.

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: 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): _____

How will you promote the event? : _____

Who is 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 Nevada Humane Society? : _____



Section 3: Financial Information

How will funds be raised?: _____

Pledges Auction Ticket Sales Raffle Donation Sales (liquor, merchandise, etc.)

Other (please explain): _____

Are you approaching sponsors? Yes No If yes, please list organizations/vendors being approached: _____

Will the proceeds of your event/activity be donated ONLY to NHS? Yes No (if no, please list who else will be benefiting and what percentage NHS will receive):

Will you require tax receipts? Yes No (If yes, please see page 7)

Section 4: Nevada Humane Society Participation

What assistance would you like to see Nevada Humane Society to consider? (We will do our best to support you): _____

Would you like a NHS representative at your event? Yes No

Would you like materials and information from NHS at the event? Yes No

Brochures Volunteer Information Other

Will there be a table available for NHS information? Yes No

**Are you requesting that we bring adoptable animals to the event? Yes No

Will you require NHS 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 NHS volunteer staff member present and this may not always be possible. Also, comfort and safety are our number one priority and specific conditions are necessary. Please ask for more details.

Fundraising Agreement

Please review and sign a copy of this form and return it with the fundraising application.

This form is due four (4) weeks, or 30 days prior to the proposed event. Completion of this form doesn't guarantee approval. Upon approval, you will receive an approved signed copy of the application for your records.

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

I/we also agree that Nevada Humane Society, employees, volunteers and members are not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for third party events and fundraisers.

Signature

Date

Printed Name

Title

NHS Representative Signature

Date

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

Nevada Humane Society
 Attention: Michelle Perez, Events Manager
 2825-B Longley Lane
 Reno, NV 89502
 Phone: 775-856-2000 ext. 335
 Email: mperez@nevadahumanesociety.org
 Fax: 775-284-7060



Charitable Tax Receipting Information

- 🐾 NHS will issue donation receipts for any cash donation. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made the donation, and if a tax receipt is requested, the receipt will be issued in the company name at their corporate address. An individual or corporation cannot receive a donation receipt for money that was not donated by them. Receipts are issued after the money is received internally at NHS.
- 🐾 In Kind Donations (i.e. prizes, product or service): A donation receipt for income tax purposes can be issued for donations of in-kind equal to the fair market value of the property received. To process in-kind donations, NHS needs a detailed donation form completely filled out.
- 🐾 Goods and services not eligible for a donation receipt include purchase of items such as raffle or lottery tickets, admission tickets, golf green fees, and the cost of donated service. This includes special services that necessitate hiring someone for the event (i.e. tent set-up and entertainment).
- 🐾 If you require a donation receipt to be issued to participants in your event, we ask that you include the NHS Tax Identification Number (88-0072720) on all your publicity and that you state "tax receipts will be issued for donations of \$10 or more, or on request". After the event, in a timely manner, please provide NHS with a list of names, full addresses and phone number as well as the amount of gift that each individual received.
- 🐾 Corporations or businesses that agree to sponsor an event will receive an invoice and thank you letter from NHS that would enable them to claim back the full amount of their sponsorship and marketing expense.
- 🐾 For fundraising events such as dinners, auctions and golf tournaments, a tax receipt may be issued for the entry fee less the "cost per person to put on the event", however, the cost amount cannot exceed 80% of the entry fee.



Fundraising Ideas from A to Z

- 🐾 Animal Art: Ask local artist to contribute pet themed artwork or have your co-workers or friends hand paint wine glasses and auction them at work or event.
- 🐾 Ask: The easiest way to raise funds is to ask friends, neighbors and friends to support NHS.
- 🐾 Bake Sale: Hold a bake sale at work (maybe handmade dog treats) at a busy workplace. Hold them weekly.
- 🐾 Bingo Night
- 🐾 Birthday Party with a Purpose: In lieu of gifts, ask for money or supplies for NHS.
- 🐾 Block Party: Put together an old fashioned block party on your street or in a parking lot. Have a DJ donate a few hours, BBQ, have face painting, etc. and raise money.
- 🐾 Boss for a Day: Allow employees to buy raffle tickets to be boss for a day (or extra vacation day or other perk).
- 🐾 Bowling Night
- 🐾 Breakfast With____: Put together a breakfast with your CEO, a local celebrity or public figure and see if a restaurant can donate the lunch and sell tickets to benefit NHS.
- 🐾 Brown Bag Lunch Day: Have everyone bring lunch and donate money that they would have spent to NHS
- 🐾 Candy Sales: Buy candy wholesale and sell at work.
- 🐾 Car Wash: Great for students and instead of charging a price advertise “donations accepted” this could also work as a “Dog Wash”.
- 🐾 Car Smash: Secure an old car and sell swings with a sledgehammer. You could write on the car “Knock out pet homelessness”.
- 🐾 Challenges: Challenge another school, business or team to raise more money or bring in more pet supplies. Get a radio station to help and possibly give free publicity.
- 🐾 Coin Drive: Set up coin jars in your office or business and set a goal. Another idea is have a silver coin drive with teams and paper money counts against the team, so you can sabotage others jars. Winning teams get a prize.
- 🐾 Concession Stands: Have a local sports team concession stand give back a percentage or \$\$ amount to NHS.
- 🐾 Craft Fair: Create pet themed crafts and sell them with proceeds benefitting NHS.
- 🐾 Cutest Pet Contest: Set up a bulletin board with pets at work and let other donate a dollar per vote.
- 🐾 Dog Walking: Walk neighborhood dogs and instead of charging a fee, ask for donation for NHS.
- 🐾 Email: Email friends for donations
- 🐾 Fashion Show: Parade your pets and partner with local boutiques- get creative
- 🐾 Fifty/Fifty Drawing: Have everyone buy tickets for a raffle and at the time of the drawing, half goes to the winner and half goes to NHS.
- 🐾 Game Night: Host a game night at your home with an entry fee.
- 🐾 Garage Sales: Work individually or ask your neighborhood to participate and raise money for NHS.
- 🐾 Go Door to Door: Ask neighbors to donate money, pet food or supplies for NHS.
- 🐾 Golf Tournament
- 🐾 Gold Collecting: Ask friends, family and co-workers for all of their broken and unused gold jewelry and donate to NHS to cash in.
- 🐾 Hot Dog Cookout: have a tailgate party or a pregame cookout and charge \$5 for hotdogs with proceeds benefiting NHS.

- 🐾 Ice Cream Social: Plan at work, school or at public event.
- 🐾 Karaoke Night
- 🐾 Matching Gifts: Ask your company to match what you raise.
- 🐾 Mohawks for Mutts: Organize an event where supporters raise pledges to have their heads shaved in a Mohawk.
- 🐾 Movie Night: Have a movie night at work, school, etc. and collect money for NHS
- 🐾 Music Event
- 🐾 Newsletter Plea: Does your company or organization have a newsletter? Ask for donations and support for NHS through the newsletter.
- 🐾 Open House: Does your business offer a service that could be donated? How about a free yoga class with donations being collected instead of a drop in rate.
- 🐾 Pancake Breakfast: Hold a pancake breakfast at your work or church with proceeds benefiting NHS.
- 🐾 Parking Space Auction: Who doesn't want that prime front spot at work?
- 🐾 Percentage of Sales: Ask a local business, restaurant or retail location to donate a percentage of sales back to NHS and advertise to public to drive traffic.
- 🐾 Pet Races: Dress your little dogs up in costume and hold a race
- 🐾 Photography: Ask a photographer to donate a day to take pet portraits. Dress them up, pose with them and all money goes back to NHS.
- 🐾 Recycle: Collect old cell phones and ink cartridges that can be recycled for money and donated to NHS.
- 🐾 Silent Auction: get donations (goods, services and gift certificates) and have members of your organization bid on them.
- 🐾 Talent Show
- 🐾 Tee-Shirt Sales: Have tee shirts made with cute pet quotes or sayings and sell them with proceeds benefitting NHS.
- 🐾 Spay-ghetti Dinner: Host a spaghetti feed at your church or organization.
- 🐾 Sports Tournaments: Think about putting together teams and hosting a Dodge Ball game or Basketball game. Have teams dress up in themed attire to add fun.
- 🐾 Wish List Collection Drive: Have different departments collect needed items for NHS.
- 🐾 Wrap Presents: During the holidays, ask if you can wrap gifts in front of busy shopping centers with donations being collected for NHS
- 🐾 Yappy Hour: Have your local restaurant or bar hold a happy hour benefiting NHS.

These are just a few ideas that you can customize to make your own. The ideas are endless and are only limited by your imagination, so get creative and get involved!

