# Special Third-Party Events

## Fundraising Guidelines

Thank you so much for selecting the Central California SPCA (CCSPCA) as the beneficiary of your event. We have created this form for those caring individuals and companies in our great community who are planning an event to help our homeless, neglected, and abused animals.

### What is a Third-Party Fundraising Event?

A third-party fundraiser is any fund raising activity organized by a non-affiliated group or individual where the CCSPCA has no fiduciary responsibility and little or no staff involvement.

### How can I get started in planning my event for the CCSPCA?

The path to launching a third-party event typically begins with an idea and a plan of action that is presented to the CCSPCA. The group or individual completes an application and submits a signed Third-Party Application which becomes an agreement about expectations from the CCSPCA's involvement, whether with animals or volunteers, and the group or individual planning the event.

### What happens after I submit the plan and application?

Although we actively encourage third party fundraising events, all events must be approved by CCSPCA in advance. This is an important safeguard to preserving the integrity of the CCSPCA name and our commitment to raise the funds necessary to fulfill our mission in a cost-effective and efficient manner. Once approved, we can provide guidance for your event and discuss ways that we can help inform our membership and the community about the event.

### Does the CCSPCA staff and volunteers provide assistance in executing events?

Unfortunately, we do not always have the personnel needed to handle the organizational and administrative tasks associated with third-party events. Therefore the event sponsor is responsible for all details of the event including:

- Underwriting all of the related costs.
- Recruiting volunteers to help out at the event.
- Writing all letters, including solicitation, sponsor requests, thank you letters, etc. to potential donors, sponsors, patrons, etc.
- Creating flyers to publicize the event.
- Working at the actual event.

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## Fundraising Tips

Thank you for your interest in running a fundraiser for the Central California SPCA! Here are some tips before you get started.

1. For any questions, please feel free to contact us at 559-233-4782 or donations@ccspca.com.

2. In some cases, the Central California SPCA (CCSPCA) is able to provide staff, volunteers, or animals to be present at a booth or designated area for your function. If you feel that staff or volunteer presence is needed at your event, please feel free to let us know and we will do our best to try to arrange for this.

3. The CCSPCA will post flyers or other information about your event at our Animal Center, on our website, Facebook page, E-News, or Playmate magazine as space allows. We can also send out a press release to our media partners when all event information is provided.

4. If you would like exposure on our website please e-mail donations@ccspca.com as far in advance as possible and include all info, link for your event, logo, etc. so that it may be placed on our calendar.

5. The CCSPCA is unable to provide the addresses of our members, donors, staff, board members and/or volunteers to any outside organization.

6. If partial proceeds of your event will be donated to the CCSPCA, we would like to know what percentage will be donated. In addition, we would like to know a date when the donation will be made.

7. When referring to the CCSPCA in any event promotions, please use the organization's official title "Central California SPCA."

8. If your event includes any promotional print material, please call us at 559-233-7722 ext. 108 or email donations@ccspca.com so we may send you the CCSPCA official logo.

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## Agreement Guidelines

1. Organizers must sign a Third-Party Event Application.
2. The event will be promoted in a manner to avoid the statement or appearance of the Central California SPCA (CCSPCA) endorsing any product, firm, organization, individual, or service.
3. All promotional materials must clearly state the percentage of proceeds that will benefit the CCSPCA.
4. Whenever possible, please share a list of targeted sponsors for the event before they are approached to minimize overlap with other CCSPCA events and/or fundraising campaigns that may be underway.
5. The CCSPCA can and will provide you with informational materials promoting our organization, should you want them.
6. Event organizers are responsible for obtaining all permits required by law.
7. Event organizers must obtain their own liability insurance to cover the event.
8. Under no circumstances will the third-party event revenue and expenses flow through the CCSPCA financials/accounting books. Only the final net proceeds from the event are to be processed by the CCSPCA.
9. The CCSPCA is not financially liable for the promotion and/or staging of third-party events.

Thanks again for caring about the animals in our community!

# Special Third-Party Events

## Application

Today's Date: _____ Name of individual(s) in charge of event: _____

Name of Group/Organization planning event: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email address: _____

Contact person for media inquiries: _____

Information for media contact, if different than above: _____

Name of event: _____

Date/time of event: _____

Location of event: _____

***Is the event…***

Open to the public? _____ By invitation only? _____

Total ticket cost? _____ Are pets welcome? _____

Any age limitations? _____ Handicap accessible? _____

An annual event in this community? _____

Will it become an annual event benefiting CCSPCA? _____

Please describe the event and fundraising components (i.e. ticket sales, poker run, raffle, auction, sponsorships, etc.): _____

_____

_____

If possible, would you like a CCSPCA representative present at this event? _____

If yes, what time? _____

If yes, what role will the representative play? _____

_____

Will a booth area or table and chairs be provided? _____

Would the representative be able to bring an animal? _____

Is there shelter for the animal available anywhere in case of inclement weather (high heat etc)? _____

Total Projected Gross Income: $_____

If CCSPCA is to receive only partial proceeds of this event, what percentage will be donated to our Animal Center?_____

If the proceeds of this event will be shared with another organization, please list the organization(s)?

_____

If available, please attach a list of businesses you will be soliciting for sponsorship or in-kind contributions so we may cross reference this list with other possible events taking place.

How will the event be publicized? (Please attach any samples) _____

Do you plan to use the CCSPCA's logo for any promotional materials? _____

If yes, where should it be sent? _____

We ask that donations collected be provided to the CCSPCA within 30 days after the event. When should the CCSPCA expect the raised funds to be presented? _____

Would you like to make a formal presentation of funds with photo, website posting, and press release done by CCSPCA? _____

I have read and understand the accompanying Third-Party Event guidelines. I hereby agree to abide by the aforementioned guidelines and provide all requested information in the manner and time frame described.

Print name: _____

Signature: _____Date:_____

Please return completed and signed contract via mail, fax or email to:

Central California SPCA
Attn: Linda Van Kirk, Executive Director
103 S. Hughes Ave.
Fresno CA 93706-1207
donations@ccspca.com