



Houston SPCA Third-Party Fundraising Event Guidelines

Thank you for your interest in supporting Houston SPCA by hosting a fundraising event. Because of supporters like you, we are able to continue our life saving mission impacting animals of all kinds. Houston SPCA encourages individuals and organizations to conduct fundraising events and donation drives to benefit our animals and services. Event fundraiser options are endless, from concerts, to festivals, happy hours, and birthday parties. We encourage you to be creative and personalize your fundraiser to what works best for you.

Houston SPCA's name, logo and likeness are very important to our Houston community and Houston SPCA's brand. An agreement with an individual or sponsoring organization is required to authorize the use of the Houston SPCA name and logo for fundraising purposes.

We frequently receive requests from individuals and organizations to host special events, also known as Third-Party Fundraising Events, and contribute a portion of the sales through merchandise or tickets to Houston SPCA. We gratefully welcome these requests and have provided requirements to protect both the organizations/individuals hosting the event and Houston SPCA. In order to enhance the success of third party fundraising events, and to avoid conflicts with Houston SPCA's donors, corporate sponsors, or other events already planned, the following policies should be observed.

Definitions: *Third-Party Fundraising Event* – events and/or programs are implemented by outside organizations for the benefit of the Houston SPCA, with minimum or no assistance from the Houston SPCA.

Event Organizer/Third-Party organization – any individual or organization, outside of Houston SPCA, that organizes and hosts an event, promotion, sales, or donation drive on behalf of Houston SPCA.

The Third-Party organization must:

- Be well respected in the community
- Be one whose reputation will enhance Houston SPCA's public image
- Ensure that the sponsoring organization is not using Houston SPCA's name to offset bad publicity or to improve an otherwise unfavorable public image.

Houston SPCA uses this fundraising strategy to ethically and effectively generate resources for our organization and the people and animals we serve.

The following criteria will apply to all third party events/programs conducted on behalf of Houston SPCA:

1. Marketing and Promotions

- a. The Third-Party organization is responsible for all sales, marketing and promotion of the event.
- b. Third-Party events may not be represented as events sponsored by Houston SPCA.
- c. Houston SPCA is the beneficiary – not a sponsor – of Third-Party fundraising events. Promotional materials that use Houston SPCA's name should incorporate the following statement: "XX% of proceeds will benefit Houston SPCA" or "\$XX from every \$XX will benefit Houston SPCA." For example, "\$5 from every sale will benefit Houston SPCA" or "10% of admission ticket sales will benefit Houston SPCA"



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- d. Third-Party fundraising promotions must clearly disclose how Houston SPCA will benefit from the sale of products or services that state of imply that Houston SPCA will benefit from a consumer sale or transaction.
 - e. The Third-Party organizer is responsible for its own marketing, including writing and distributing press releases, PSA's, Facebook postings, invitations, ads, etc.
 - f. All publicity and/or promotional materials released to the mass media referencing Houston SPCA's involvement require advance approval from Houston SPCA's Marketing and Communications Department by emailing Events@HoustonSPCA.org.
 - g. Any use of Houston SPCA's branding (name, logo, taglines, etc.) is prohibited until approval is received from Houston SPCA. All print and collateral materials must be in compliance with Houston SPCA's Branding Guidelines and approved by Houston SPCA.
- 2. Event Finances**
- a. Houston SPCA will not supply any funding to finance a Third-Party event and will not be responsible for any expenses or debts incurred.
 - b. If only a portion of the proceeds will go directly to Houston SPCA, the Third-Party organization must clearly disclose to purchasers, participants, etc., the approximate amount of dollars and/or percent of the proceeds that will go to Houston SPCA. For example, "\$5 from every sale will benefit Houston SPCA" or "10% of admission ticket sales will benefit Houston SPCA"
 - c. The Third-Party organization will remit proceeds from the event due to the Houston SPCA within thirty (30) days of the event.
 - d. Use of Houston SPCA's tax identification number requires Houston SPCA's approval.
 - e. Only checks payable to Houston SPCA, and cash donations clearly labeled with the donor's information, will be provided with a tax deductible acknowledgment letter by Houston SPCA in accordance with IRS and state tax regulations.
 - f. If a separate bank account is being established by the Third-Party organization for the event, it must be opened in the Third-Party organization's name, not Houston SPCA's; Houston SPCA policies do not permit a Third-Party organization to establish a bank account in the name of Houston SPCA.
 - g. Third-party event organizers should not provide tax advice. Organizers should refer individuals to tax or legal counsel for information.
- 3. Event Insurance and Liability**
- a. The Third-Party organizer is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Houston SPCA will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party event volunteers or participants related to an event benefiting Houston SPCA.
4. Requests for adoptable animals to appear at a third party fundraising event will be reviewed by Houston SPCA on a case-by-case basis and will be based on the estimated revenue, availability of staff, and transportation.
 5. Houston SPCA will not approve a third-party event if it requires the sale or endorsement of a product or service.
 6. Events deemed will not be considered.



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7. Events involving alcohol and/or tobacco require special consideration by Houston SPCA.
8. Houston SPCA retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.

Events/programs should also meet the following additional criteria:

1. If conducting a raffle, the sponsoring organization must adhere to all legal raffle guidelines. A raffle is defined as a scheme for the distribution of prizes by chance. In light of the state and federal laws and regulations governing these events, Houston SPCA must pre-approve the terms and conditions of all raffles.
2. The event organizers are responsible for obtaining any necessary permits and clearances required by local and state governments and complying with all applicable laws, and also obtain appropriate insurance coverage as necessary.
3. The Third-Party organization must, in its sole discretion, determine the extent of required insurance for the event in order to protect itself from claims, which may arise out of the event. For our protection, the Houston SPCA requires the Third-Party organization to agree to indemnify and hold Houston SPCA harmless from and against any and all losses, damages, costs, attorney's fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.

Special Notes:

1. Houston SPCA does not share or sell its internal list of donors or supporters with Third-Party organizers.
2. If staff time or resources are requested, the third-party fundraiser must demonstrate – through preliminary revenue and expense budget – minimum net proceeds of \$1,000. Due to the large number of requests received, Houston SPCA is unable to provide staff to attend all fundraisers nor is it able to provide staff to coordinate volunteers. We are happy to provide appropriate informational material for third party's use.
3. Presence on the Houston SPCA website and media assistance is decided on a case by case basis and is normally correlated to revenue levels.

For questions or more information on third-party events, please email Events@HoustonSPCA.org.
Thanks so much for your interest in supporting Houston SPCA's programs and services!