Third Party Fundraisers

Welcome Friends!

We are very excited to hear you are willing to host a fundraiser on our behalf!

Unique and fun events are held throughout the year by school clubs, local businesses, community groups, and individuals to show their passion for animals. Your generous support helps us carry out our mission of creating a caring and kind community that encourages fair and humane treatment of all creatures.

Fundraisers can be anything from bake sales to golf/bowling tournaments to dress down days to pet supply drives. There is no set amount you need to raise and no time-frame for organizing. I'd love to talk to you about your ideas and delighted to brainstorm with you--just give me a call at 716-875-7360 ext. 230 or email at amberm@yourspca.org.

I have included below some guidelines, tips and an event application you need to fill out. I look forward to working with you!

Amber Murphy
Event Coordinator

What is a Third Party Fundraiser?

A third-party fundraiser is any fundraising activity organized by a non-affiliated group or individual where the SPCA Serving Erie County has no fiduciary responsibility and little or no staff involvement.

The path to launching a third-party event typically begins with a plan of action that is presented to the SPCA Serving Erie County. The group or individual must submit a signed Third Party Application. Upon careful review, we will assist the organizers in examining a variety of factors to determine if the proposed event is viable.

Although we actively encourage third-party fundraising events, ***all events must be approved by SPCA Serving Erie County in advance***. This is an important safeguard to preserving the integrity of the SPCA Serving Erie County name and our commitment to raise the funds necessary to fulfill our mission in an efficient manner.

While we are able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. The organizer is responsible for all details including:

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

Fundraising Ideas

- **Collect in-kind donations:** The SPCA Serving Erie County has a wish list posted on our Web site: YourSPCA.org. (This list can also be mailed to you.)

- **Host a special event:** Host a happy hour, a basket raffle, meat raffle, ice cream social, etc.

- **Organize a workplace competition**: Ask your co-workers to participate in a baking competition, talent show or photo contest and donate the entry fees to the SPCA.

- **Host a sporting activity:** Host a golf tournament, a 5K, bowling tournament, etc.

- **Host an event at home**: Organize a dog wash/car wash or chicken BBQ--maybe your local grocer or gas station will allow you to set up in their parking lot.

- **Hold a dress down day:** Ask your employer to hold a dress down day to benefit the SPCA. Another great work idea would be to hold a weekly 50/50 split club drawing.

- **Start a monthly club**: Organize a book or dinner club and collect a small donation each month to donate at the end of the year.

- **Sell your forgotten treasures:** Host a yard sale or sell your items on eBay or Craigslist

GUIDELINES:

1. Organizers must sign a Third Party Fundraising application. Once the application has been submitted, we will do our best to contact interested parties within two business weeks regarding our decision. Please do not move forward with your plans until you have been notified of our decision.

2. When referring to the SPCA in any event promotions, please use the organization's official title, The SPCA Serving Erie County.

3. In most cases, due to budget and resource constraints, the SPCA is unable to provide staff or volunteers for your function. If you feel, however, that staff or volunteer presence is needed at your event, please contact me and I will work with you and see what we can arrange together.

4. The SPCA is unable to loan out any animals.

5. The SPCA is a non-profit tax-exempt organization. The SPCA cannot provide copies of our tax-exempt certificate to non-employees.

6. If your event includes any promotional print material, please let me know so that I can send you the SPCA's official logo. I would also like to see any promotional materials that you will be using.

7. The SPCA is unable to post fliers or other information about your event in the shelter or in adoption packets.

8. The SPCA is unable to provide the addresses of our donors, patrons, staff, board members, and volunteers.

9. If partial proceeds of your event will be donated to the SPCA, please let me know what percentage will be donated to the SPCA. It is your responsibility to advertise the fact that partial proceeds will benefit the SPCA on all of your event materials.

10. Please notify me if your event will be benefitting any additional organizations.

11. If you would like exposure on our web site, YourSPCA.org, please email me at least two months in advance of your event and we will share it on our calendar.

12. If you will be doing any printing, we ask that you please contact our official printer, Dual Print & Mail, for a quote. Their phone number is 1-800-358-4348.

13. The SPCA Serving Erie County has an advance promotional and publicity calendar that is composed of targeted marketing plans for the SPCA's pre-existing events, programs, services, and more. In accordance with this calendar, the SPCA's television, radio, and newspaper releases are already confirmed and we are unable to release news of community fundraisers and events to external media sources.

14. The event will be promoted in a manner to avoid statement or appearance of the SPCA Serving Erie County endorsing any product, firm, organization, individual or service.

15. Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance. They must also obtain their own liability insurance to cover the event.

The SPCA Serving Erie County Third Party Fundraising Application

Group/Organization planning event: _____

Individual(s) in charge:_____

Address: _____

Phone: _____ Email: _____

Name of Event: _____

Date & Time: _____ Location: _____

Is the event open to the public? Yes _____ No _____

Would you like your event listed on the SPCA's online calendar? Yes _____ No _____

Has this event taken place before? Yes _____ No _____

Describe the event (ticket fees, raffles, sponsors, etc.):_____

_____

_____

If possible, would you like a representative from the SPCA present? Yes _____ No _____

If yes, what role will he/she play?_____

_____

Gross Income Goal: $_____   Expenses Goal: $_____

What percentage will be donated back to the SPCA?_____
*Any checks collected can be made to SPCA Serving Erie County

Please see final page for additional questions and signature request.

Please attach a detailed budget.

Please attach a list of businesses you will be soliciting for sponsorship or in-kind contributions.
(Because so many events take place, we require this information so we way may cross-reference businesses that may have already been contacted for another event.)

Will the proceeds be shared with another organization in addition to the SPCA? If so, what organization? _____

How will the event be publicized? (Press releases, advertisements, fliers, etc.) *Attach any samples.*

Do you plan to use the SPCA Serving Erie County's logo in your promotional materials?
Yes _____ No _____

What address can we email our logo to? _____

I have read and understood the accompanying Third-Party Fundraising Guidelines. I hereby agree to abide by the aforementioned guidelines and provide all requested information in the manner and timeframe described.

Print name _____

Signature _____ Date _____

Please return completed and signed contract to:

SPCA Serving Erie County
c/o Amber Murphy
300 Harlem Road
West Seneca, NY 14224

Email: amberm@yourspca.org
Phone: 716-875-7360 ext. 230
Fax: 716-424-1160