



Do It Yourself Fundraising Policies

The Humane Society of Indianapolis (IndyHumane) encourages individuals and organizations to conduct fundraising events and donation drives to benefit its animals and services. Any individual or organization (outside of IndyHumane) that organizes and hosts an event, promotion, sale, or donation drive on behalf of IndyHumane is defined as a “Do It Yourself fundraiser.”

In order to enhance the success of Do It Yourself (DIY) fundraising events and to avoid conflicts with IndyHumane’s donors, corporate sponsors, or other events already planned, the following policies should be observed:

1. The DIY fundraiser must submit a *Fundraiser Information Form* to IndyHumane’s Development Department in advance of the proposed event date. If multiple events are proposed, a proposal must be submitted for each.
2. If IndyHumane staff time, resources, or guest lists are requested, the DIY fundraiser must demonstrate – through a preliminary revenue and expense budget – minimum net revenue of \$1,000. Due to the large number of requests received, IndyHumane is typically not able to provide staff to attend all fundraisers nor is it able to provide staff to coordinate volunteers but is happy to provide appropriate informational material for the organizer’s use.
3. DIY fundraising events must be financially self-sustaining without contribution from or financial risk to IndyHumane. IndyHumane will only accept the net proceeds of a DIY fundraising event. All event expenses are the responsibility of the DIY event organizer and must be paid before net proceeds are given to IndyHumane. Refunds or reimbursements of event expenses will not be available after the net proceeds are given to IndyHumane.
4. Event organizers should not provide tax advice to DIY event contributors. Organizers should refer individuals to tax or legal counsel for information.
5. The DIY event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event. IndyHumane will not assume any type of liability for a DIY event, including liability for any injuries sustained by event volunteers or participants related to an event benefiting IndyHumane.
6. The DIY fundraiser is responsible for its own marketing, including writing and distributing press releases, PSAs, Facebook postings, invitations, ads, etc. The fundraiser must submit all publicity and promotional material containing IndyHumane’s name and/or logo to IndyHumane Development Department for review and approval prior to publication and distribution of these materials. Please allow IndyHumane staff five (5) business days to review these materials. PLEASE NOTE: DIY events that are approved by IndyHumane will be advertised on IndyHumane website as time allows.



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7. IndyHumane is the beneficiary – not a sponsor – of DIY fundraising events. Promotional materials that use IndyHumane’s name should incorporate the following statement: “Proceeds to benefit the Humane Society of Indianapolis.”
8. All sponsor solicitations for the event must be approved by and coordinated with IndyHumane’s Development Department prior to approaching any individual, corporation, or foundation for this purpose.
9. IndyHumane will only distribute retail discount coupons for businesses that are minimum \$1,000 cash sponsors of IndyHumane events.
10. IndyHumane will not approve a DIY event if it requires the sale or endorsement of a product or service.
11. Requests for adoptable animals to appear at a DIY fundraising event will be reviewed by IndyHumane on a case-by-case basis and will be based on the availability of staff and transportation.
12. Organizers of donations drives are encouraged to contact IndyHumane’s Development Department prior to beginning the drive to determine the organization’s most critical needs. An IndyHumane staff member will not be available to organize or attend in-kind donation drives.
13. IndyHumane retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.
14. IndyHumane will not approve a DIY event request if it promotes a political party, candidate, or potential candidate.
15. IndyHumane may cancel a DIY event or disassociate with a DIY event at any time if these Event Policies are not satisfied.

For questions or more information on Do It Yourself Fundraising events, please contact the Development Department at 317-872-5650 x108 or mferris@indyhumane.org. Thank you very much for your interest in supporting IndyHumane programs and services!