Thank You for Supporting IndyHumane

We appreciate your willingness to help local animals in need, and we hope this Fundraising Guide is helpful in walking you through the process of hosting a fun and successful event!

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What’s the Key to a Successful Event?

• Keep it simple, keep it fun, and ask for help!
• When planning your event, be sure to choose an event you feel passionate about, whether it is something that you are an expert in, or a hobby that you really enjoy.
• This fundraising kit, coupled with support from your family and friends, will supply you with the tools you need to host your own successful event.
• We encourage you to read through these materials thoroughly, as it should answer most of the questions that you have.
• Should you find that you still have questions or would like to speak to someone in further detail, you can contact our development team.
• On behalf of IndyHumane, thank you for supporting our shelter through your time and talents; we couldn’t be successful without you.
Mission
IndyHumane’s mission is to improve animal welfare in central Indiana. We are committed to ending the cycle of pet overpopulation, providing affordable pet ownership, and ensuring the well-being, health and safety of all animals in our care. We strive to promote the human animal bond and the powerful impact this mutual beneficial relationship has on individuals, families and the Indianapolis community.

Vision
Our vision is that all central Indiana animals are treated with dignity and respect and live free from cruelty, harm, and neglect. We envision a community without pet overpopulation and animal homelessness, thus reducing animal relinquishment to Indiana shelters.

Overview
IndyHumane provides direct services for cats and dogs, including adoption, foster home placement, positive reinforcement behavior training for adoptable animals, appropriate medical care, and affordable spay/neuter and low-cost vaccination services to the public. In 2019, supported by more than 600 volunteers, we provided services to more than 10,500 dogs and cats, found loving homes for more than 3,800 homeless pets, and achieved an animal live release rate of 96% compared to the national rate of roughly 60%. As a “limited intake” shelter we take in as many animals as we can save every day. We do not euthanize animals for length of stay or space considerations. Our model for care is centered around ensuring the Five Freedoms (Freedom from Hunger and Thirst. Freedom from Discomfort. Freedom from Pain, Injury or Disease, and Freedom to Express Normal Behavior) for all our shelter animals. We are proud to have served Indianapolis since 1905.
• Serving Indianapolis and the surrounding counties since 1905, IndyHumane provides shelter and care to animals in need on their way to loving homes.

• IndyHumane is funded solely by individual and corporate contributions, grants, bequests, adoptions, and other fees for service. We receive no tax money and we are not a part of national organizations such as the Humane Society of the United States or the ASPCA.

Our Values

Compassion
We respect every animal that comes through our door as a valued life and make medically appropriate decisions in the best interest of the animals.

Respect
We recognize the strong bond between humans and animals and are compassionate in the decisions we make and the actions we take that impact that relationship.

Collaboration
We work with other animal-focused individuals and groups to ensure that animals have a strong voice to advocate for their welfare.

Integrity
We can be trusted to do what we say we will do. We tell the truth, even when it may be painful. We make decisions based on what we believe is the right thing to do for the animals, their owners and their perspective owners.

Fiscal Responsibility
We are good stewards of the resources entrusted to us, including both financial and human resources. You can view our annual reports, audited financial statements, and tax returns by visiting our website.
Fundraising:

Here are some tried and true examples!

• Birthdays, holidays, weddings, and other typical gift-giving occasions can become great fundraisers. Let your family and friends know that you prefer a donation to IndyHumane in lieu of a gift this year!

• Host a dinner party, wine tasting, or summer cookout. Prepare delicious food and drinks for your friends, and ask them to bring a donation for IndyHumane as their contribution.

• Organize a neighborhood garage sale or auction and donate the proceeds to IndyHumane.

• For events that the whole family can get involved in, host a lemonade stand, car wash, or bake sale with the proceeds supporting IndyHumane.

• Are you a business owner, or do you know someone who is? Partner with a local business and ask them to consider donating a percentage of their daily sales to IndyHumane.

All fundraising is done on behalf of IndyHumane. Please remember that your event is not an IndyHumane event, but an event to raise funds FOR IndyHumane. We ask that you promote your event as “Funds raised will benefit IndyHumane.”
Donations
For fundraising, IndyHumane accepts donations by cash, check, or credit card. Cash donations should be redeemed for a bank check or cashier’s check and must be accompanied by a fundraiser tracking form for donors to receive proper acknowledgement.

All checks must be made payable to: IndyHumane. All proceeds must be submitted to IndyHumane within 30 days of the event. Please send donations to: IndyHumane c/o Events 7929 N. Michigan Rd. Indianapolis, IN 46268

Costs, Permits & Budgets
• All costs must be covered by the organizer(s).
• The organizer(s) of the event is responsible for all sales tax requirements.
• The organizer(s) of the event is responsible for obtaining all necessary permits, licenses, or insurance.
• The organizer(s) agrees to hold IndyHumane harmless from all claims and liabilities in any way related to the event.
• If you are planning an event that will incur costs, set a realistic budget. Costs should represent a maximum of 25% of your budget.
• If you are selling tickets to an event that includes food, entertainment, or other benefits, you must calculate the Fair Market Value and communicate this to your fundraiser participants. Only a portion of the ticket price will be considered a tax-deductible donation.
  • If you are planning to hold a raffle, you should check and comply with the local gaming authority about any special conditions.

Tax Receipts & Acknowledgements:
• Remember to thank everyone who helped to make your event a success— the donors, the volunteers, and the sponsors.
• Acknowledgement letters, which serve as official tax receipts, are only generated by IndyHumane when provided with the donor name and complete contact information.
• Please use the Fundraiser Tracking Form to capture this information.
• Donations made by check will be acknowledged to the name and address listed on the check.
• Cash donations should be redeemed for a bank check or cashier’s check and must be accompanied by the Fundraiser Tracking Form for all donors to receive proper acknowledgement.
• Please be aware that the following items are not tax deductible:
  • raffles or payment for gaming style events
  • donations for goods and services or auction purchases.
IndyHumane will support you with the following:

• An Online “Create Your Own” Fundraising Platform where you can list details about your fundraiser, accept donations, and collaborate with your fellow fundraisers. Visit www.indyhumane.org/fundraising for details and to set up your personal page
• Tax receipts for donors (when provided with accurate donor information)
• IndyHumane logo to use in your promotion
• A packet of IndyHumane brochures or materials (when requested)

IndyHumane is unable to provide the following:

• Financial support or reimbursement of any event expense
• Assist in any administrative or organizational tasks associated with event details
• The use of our location for your fundraiser
• Guaranteed participation by our staff, volunteers, or animals
• Access to our donor, staff, volunteer, or client mailing lists
• Guaranteed promotion or advertising
• Solicitation of sponsors, prizes, volunteers, or publicity for your event
Seek the Help of Friends & Family
Working with others on an event will help you brainstorm ideas, divide the work, and have more fun. This means you will be able to raise more money to support IndyHumane.

Crunch the Numbers
In the early stages of planning, you will want to identify your expenses and potential sources of income and donations. You will also want to set a fundraising goal for your event.

Keep Expenses Low
A great way to increase the amount of money you raise at an event is to limit the amount of money you spend. Keep your event expenses low by asking people to donate or discount event-related expense items such as venue rental fees, entertainment, decorations, food, and beverages. Ask for donations for auction items and raffle prizes.

Make a List
Who will want to be involved in your event? Identify who those people are, how you want to get them involved, how you will ask them, and if they will be available when you need them.

Reach Out for Support
Consider asking for sponsorships or underwriting for your event. Many companies look for opportunities to reach niche audiences by sponsoring community events. What kind of people are attending your event, and what type of company might like to reach these people?

Put together a short proposal with information about your event and the likely attendees. Make sure to include information about the benefits and recognition your sponsors will receive (signage, free tickets, etc.).

Shout it from the Rooftop
Much of your success will depend on how well you spread the word about your event and the number of people you invite. How do you plan to let people know about your event? The more ways you can get the word out, the better.

Incorporate Other Ways to Raise Money
Think about what other things you can add on to your event to raise funds- live or silent auctions, raffles, 50-50 drawings, passing the hat, sales of food or merchandise, etc. Don’t be shy to approach business owners to ask for donations- you’d be surprised at how generous people can be and how willing they are to help.

Don’t Forget to Say Thanks
Send letters to all you supporters and volunteers who helped make your event a success!

Keep Lists Up to Date
Having a list of your contacts makes future planning much easier. Make sure you always have the most up-to-date emails, addresses, and phone numbers.
The Fun Begins!

Now that you have learned more about who we are, figured out what type of fundraiser you want to hold, and have put your plans on paper, the next step is sending us information about your fundraiser. On the next page you will find the Fundraiser Information Form. Please fill this out and email it to: events@indyhumane.org.

Attached you will also find a few forms and templates we have created to help make your fundraiser easier and more successful. You may create your own material; all we ask is that you send it to us for final approval before you begin using it.
fundraiser information form

Thank you for choosing to support IndyHumane. Please complete the following information form and submit it at least 30 days prior to your event.

Name of Person/group organizing your event: _______________________________________
Address: ____________________________ City: __________________ Zip: ________
Phone: ___________________ Email: _____________________________________________

Have you worked with IndyHumane before? Yes/No
If yes, please describe: _______________________________________________________

Please give a brief description of your event: _______________________________________

Date of event: ______________________ Time of Event: _____________________________

Location of event: _____________________________________________________________

Is this a new event? Yes/No

How will this event be promoted: _______________________________________________

Estimated number of participants: ______________________________________________

Are there any other organizations associated with this event? Yes/No
If yes, please name and describe the extent to which these groups will benefit: ________

Describe how the funds will be raised (admission, silent auction, etc.): ________________

What is your estimate of the final (net) donation that will be made to IndyHumane? ______

Please list any type of assistance you would like to request from IndyHumane. (We cannot guarantee attendance at, or promotional support of, your event, but we will do our best to answer questions you may have, provide logos and materials that you may need, offer planning suggestions, etc.) ________________

Please list any additional information you feel is important for us to know: ________________

Please submit this form 30 days prior to your event date.
Email completed form to events@indyhumane.org. Attach any fliers, promotional materials you created, or additional information regarding your event.
Form Instructions:

Collect all cash and check donations and record them on this form.

Mail all donations to: IndyHumane, Attn. Events Team, 7929 N. Michigan Rd., Indianapolis, IN 46268.

To accept credit card donations, visit www.indyhumane.org/fundraising and set up your personal fundraising page. You can share this page with family and friends, and they will be able to donate to your fundraiser directly.

Collect all cash and check donations and record them on this form.

Thank you for choosing to support IndyHumane! Please make checks payable to IndyHumane. Please do not mail cash donations. We ask that you include the full address of each donor in order for us to keep accurate records for tax purposes. Please direct any questions to events@indyhumane.org.

Total Donations: $100.00

<table>
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<th>Amount</th>
<th>Donor Full Name</th>
<th>Donor Full Address</th>
<th>Donor Email</th>
<th>Payment Type</th>
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</thead>
<tbody>
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<td>$100.00</td>
<td><a href="mailto:example@indyhumane.org">example@indyhumane.org</a></td>
<td>7929 N. Michigan Rd</td>
<td>Check</td>
</tr>
</tbody>
</table>

Event Name: 
Date: 
Organizer Name: 
Phone: 
Email Address: 
Date: 

how your donation helps

$5  provides flea medication for one stray cat/dog

$10  provides one microchip, heartworm test, or feline leukemia test

$20  provides joint supplements for one dog with hip dysplasia

$30  provides one set of vaccines for a cat/dog

$60  provides spay/neuter surgery

$100 provides enrichment opportunities for one special needs dog/cat

$100 provides feeding supplies for one bottle baby in foster care

$250 provides an x-ray and splint for a broken leg

$500 provides food for all the animals at IndyHumane for an entire week

$1000 provides treatment for three cases of canine heartworm

$2000 provides all costs and resources for six animals to stay at IndyHumane

Please visit IndyHumane.org/Give to make your gift of any size
Q: Why is our activity classified as Do It Yourself Fundraising and not an IndyHumane event?
A: This is your event, which means you can be creative and show your support of IndyHumane. So, when promoting your event, title it as “[Event Name], benefiting IndyHumane” to show our support of your event.

Q: Can we request a representative from IndyHumane to attend the event?
A: Due to the large number of requests received, IndyHumane is not typically able to provide staff to organize, implement, and attend events. These requests will be considered on a case-by-case basis. If you’d like the Pet Awareness Wagon to attend the event, you can fill out a request here: indyhumane.org/paw

Q: Can we request an IndyHumane staff member to speak to our group while planning?
A: Yes. With adequate notice, we will be happy to speak to your planning group. We can even arrange to do this at IndyHumane’s facility and include a tour for your group. Please contact events@indyhumane.org to arrange this. In addition, you can find information to familiarize yourself with our organization by visiting our website at indyhumane.org.

Q: Will IndyHumane provide volunteers for our event?
A: Due to the large number of requests received, IndyHumane is not able to provide or coordinate volunteers for your event.

Q: Will IndyHumane provide animals to appear and/or be available for adoption?
A: Requests for animals to appear at a Do It Yourself Fundraising event will be considered on a case-by-case basis based on the availability of staff, animals, and transportation. Please note we do not conduct off-site adoptions at DIY events; folks interested in adopting must follow our normal adoption processes, found at indyhumane.org/adopt.

Q: Can we hold a donation drive to collect items most needed by the shelter?
A: Yes! We’re always in need of supplies to keep the animals happy and healthy. You can review our wish list here: indyhumane.org/wishlist

Q: Can we use IndyHumane’s name and logo on items for an event?
A: Any Do It Yourself event organizer wishing to use the IndyHumane name and/or logo must obtain approval in advance by IndyHumane, and approval should be requested by contacting our events team by email at events@indyhumane.org. This requirement applies to broadcast promotions, all printed materials, Web content, and any other promotional information related to your event. Images for specialty items such as t-shirts, caps, buttons, pins, coffee mugs, etc. also must be submitted for approval prior to production.

Q: How do we request promotional items for an event?
A: Please request these items in the “Other Information” section of the Fundraiser Information Form.

Q: Can we use IndyHumane’s tax ID and W-9?
A: We cannot allow the use of our tax ID number for Do It Yourself events, as we are not administering and/or managing these events.

Q: Will donors receive a tax receipt for their donation?
A: Please provide appropriate accounting of the donations by using our printable giving form found here inside our downloadable Fundraising Guide. Please use this form to itemize all cash and checks that you receive. All donations to IndyHumane that include the name and full address of the donor will receive a tax receipt. Donors cannot deduct as a charitable contribution amounts paid to buy a raffle or lottery tickets or to play bingo or other games of chance.

Q: Can we direct the proceeds from an event to a specific area of IndyHumane?
A: All donations will be directed to the general benefit of IndyHumane. This allows IndyHumane to direct your gift where it is needed most.

Q: Where do we send our donation after an event?
A: Please send the net proceeds within 30 days of your event IndyHumane c/o Events Team 7929 N. Michigan Rd. Indianapolis, IN 46268
Please do not send cash in the mail. Checks should be made payable to IndyHumane, with a memo noting the event name or hosting organization.

Q: Can third-party event organizers serve alcohol at an event?
A: If you wish to dispense alcohol at your event, you must hire a licensed alcoholic beverage bartender. All required permits must be obtained by the event organizer. More information can be found at www.in.gov/atc. IndyHumane recommends that if alcohol is present at an event, proof of age be required and signs posted to that effect. Alternate means of transportation are also recommended to be available to attendees and/or participants.

Q: What fundraising activities qualify as gaming?
A: The Indiana Gaming Commission defines gaming activities as the following: bingo, charity game night, raffle, door prize, festival, the sale of pull tabs, punch boards and tip boards, and any other gambling event specifically approved by the Indiana Gaming Commission. All gaming activities require a license to be obtained by the event organizer. Please visit the Indiana Gaming Commission’s website (www.in.gov/igc) for more information.
IndyHumane encourages individuals and organizations to conduct fundraising events and donation drives to benefit its animals and services. Any external individual or organization 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 fundraising events and to avoid conflicts with donors, corporate sponsors, or other events, the following policies must 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. IndyHumane is not able to provide staff to attend all fundraisers nor is it able to coordinate volunteers. IndyHumane 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. Please allow IndyHumane staff fifteen (15) business days to review these materials.

7. PLEASE NOTE: DIY events that are approved by IndyHumane may or may not be advertised on IndyHumane website and social media as time allows.

8. 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 IndyHumane.”

9. 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.

10. IndyHumane will only distribute retail discount coupons for businesses that are minimum $1,000 cash sponsors of IndyHumane events.

11. IndyHumane will not approve a DIY event if it requires the sale or endorsement of a product or service.

12. 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.

13. 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.

14. IndyHumane retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar.

15. IndyHumane will not approve a DIY event request if it promotes a political party, candidate, or potential candidate.

16. 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 events@indyhumane.org. Thank you for supporting IndyHumane programs and services!