



## Third-Party Fundraiser Guidelines

Thank you for your interest in hosting a fundraising activity for IndyHumane. Events such as yours are important in our efforts to raise funds and awareness of our mission 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. The following guidelines are provided to ensure that you are aware of potential needs or issues regarding your event/promotion and assist you in your efforts.

Please note: Cause related marketing, promotions where IndyHumane will receive a portion of proceeds from the sale of a product or service are strictly regulated. Additional guidelines will be provided to you after we have received your Event Request Form.

If you have any questions not answered by these guidelines, please contact us at [Events@IndyHumane.org](mailto:Events@IndyHumane.org)

The use of IndyHumane name, logo or mission may not be used in any way without written approval from IndyHumane.

- All fundraising event/promotions for the benefit of must be approved at least 21 days prior to the event date.
- The Event Request form must be completed and submitted to the Events team within no less than 30 days prior to the proposed promotion or event start date before approval can be granted.
- Fundraisers which benefit IndyHumane must reflect positively on its mission. IndyHumane reserves the right to decline any fundraising proposal that is not in line with our mission.
- Event organizers are responsible for obtaining all permits, licenses, and insurance certificates. Please note that raffles, drawings, and other games of chance are governed by a variety of state municipal and federal laws. If you are holding a raffle, drawing or other game of chance at your event, please be aware that such an activity needs special permits and allow extra time for these to be obtained.
- IndyHumane assumes no legal or financial liability associated with third-party events.

- Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to IndyHumane in all advertising, promotions and in all contact with donors, sponsors and participants. If less than 100% of the net proceeds will be donated, the “portion of proceeds” may be stated as a percentage of net proceeds, a portion of a product price or a fixed amount per sale/transaction that is to benefit IndyHumane.

### Communication Guidelines:

- Participants may not use the copyrighted information, logos, or photos on the IndyHumane website without the express written consent of IndyHumane.
- All promotional materials should clearly state the event is sponsored by you or your organization with net proceeds going to IndyHumane.
- If a specific percentage of event proceeds are coming to IndyHumane, this must be stated in your materials.
- IndyHumane cannot be used as an event title but may be identified as the beneficiary of the event/promotion. For example, an event may not be referred to as “IndyHumane Dog Wash.” Instead, it should be promoted as “XYZ Dog Wash to Benefit IndyHumane.” IndyHumane does not purchase advertising to promote third-party events.
- IndyHumane encourages the event organizer to promote the event on social media and to tag IndyHumane on posts.
- IndyHumane will list the fundraising event on our calendar of events on our website.

### Financial Guidelines:

- IndyHumane will not incur third-party expenses or provide any funds for third-party events or promotions.
- No bank accounts or holding accounts may be established under the IndyHumane name.
- The not-for-profit tax-exempt status of IndyHumane may not be used by the host organization to purchase items and materials with which to conduct the activity.
- Event organizer shall not retain any portion of event proceeds as personal profit or compensation. No fees, commissions or salaries may be retained from event proceeds by your organization or its members.
- The organizer agrees to minimize expenses related to the event and to provide IndyHumane with an event plan and budget if requested. A check for the third-party event’s net proceeds (gross proceeds less all related expenses) must be sent or presented in person to IndyHumane within 60 days of the event’s conclusion.

## Charitable Giving Guidelines:

- Unless your organization is a registered non-profit entity, donations made to it are not tax deductible.
- Donations made directly to a third-party event can be used to cover the event's expenses but are not tax-deductible.
- A donation solicited on our behalf, whether the donation is an item or cash, is fully tax deductible only when it is made directly and entirely to IndyHumane, as we are the only agents who can verify that such a gift was made, and the nature of the gift, to the IRS.
- In order for a tax receipt to be issued, IndyHumane must be provided with the donor's name, address, email and phone number.
- Any checks made payable to IndyHumane must be forwarded to IndyHumane for processing and depositing. Checks must represent an outright donation and cannot include any exchange of products or services. Such donations are tax-deductible, and donors will be provided with a receipt from IndyHumane.

## Event Request Submission & Approval Process

- If the event is approved, you are solely responsible for complying with all applicable laws and regulations, including, but not limited to, those related to gaming, raffles, sweepstakes, and fundraisers. By approving this event, IndyHumane is in no way liable for the foregoing obligations or the promotion, conduct or staging of the function.
- The request form can be completed online using our secure form or by filling out a requested word document and returning it by email to [Events@indyhumane.org](mailto:Events@indyhumane.org) for official review.
- The average processing time for review and approval is 10-14 business days. Please note that if your form is incomplete or requires further review, additional time will be needed to properly process the request.
- If approved, you will receive an email confirmation.

## Event Request Form Should Include the Following:

### Third Party Events to Benefit IndyHumane

Thank you for your interest in supporting IndyHumane! Please fill out this form as completely as possible, as the details you provide will help us better understand your event needs. Please note that completion of this form is a request, not an event agreement—a staff member will get in touch with you to discuss your event

request in more detail. Please provide us with (3) business days to respond.

Please understand that while we may be able to provide guidance for your event, we do not have the resources to handle the organizational and administrative tasks associated with third-party events. Please note you are responsible for all details of the event, including: underwriting all of the related costs; recruiting volunteers to help out at the event; creating flyers to publicize the event; working at the actual event.

Please make sure to promote your event in a manner that avoids statements or the appearance of IndyHumane endorsing any product, firm, organization, individual, or service.

Please review IndyHumane's Third Party Event Guidelines prior to submitting the event form. If you have any questions, please email [Events@IndyHumane.org](mailto:Events@IndyHumane.org)

- Contact Name
- Contact Email Address
- Contact Phone #
- Name & Description of Event
- Date, Time & Location of Event
- Cost of ticket
- Estimated Amount to Raise
- Plans for Marketing & Promoting the Event
- Are other Charities involved with the Event? If so, please name them.

Because IndyHumane relies heavily on donations (monetary and in-kind), we ask that you provide a list of potential donations from local businesses and/or corporations for the proposed event. This will help us avoid conflicts of interest and ensure transparency.