

Third-Party Fundraiser Guidelines

Donations to Halifax Humane Society (HHS) are extremely important and your interest in partnership with us is vital to our lifesaving work. HHS is accountable to the public and Internal Revenue Service for fundraising activities using the name of Halifax Humane Society. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits or promotions on behalf of Halifax Humane Society.

Halifax Humane Society is extremely grateful to the many outside individuals and organizations who wish to organize events to support our programs. However, only those third-party events which meet specific criteria and benefit Halifax Humane Society will be considered for approval. Each event will be reviewed on a case-by-case basis.

HHS defines a “Third-Party Event” as any fundraiser organized by an individual or group not affiliated with Halifax Humane Society, where we have no fiduciary responsibility and minimal or no staff involvement. As the event organizer (“Sponsor”), please review the following guidelines to help ensure a successful event:

Event Application and Approval

1. Please review these Third-Party Fundraising Guidelines. After reviewing these guidelines, please complete the application and **submit a minimum of three weeks prior** to the event date for approval.
2. Written Approval by Halifax Humane Society must be obtained before you advertise or hold your event.
3. Annual events should be registered with Halifax Humane Society each year.
4. Halifax Humane Society reserves the right to refuse funds raised at unapproved events and activities.

Marketing and Promotion

1. Third-Party Events may not be marketed as sponsored by Halifax Humane Society.
2. Clearly state that your event benefits Halifax Humane Society (e.g., “Proceeds from XYZ Event will benefit Halifax Humane Society”).
3. All promotional materials related to an event benefitting Halifax Humane Society must be reviewed and approved by our President & CEO or Director of Partnerships & Events before distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.).
4. The use of Halifax Humane Society’s name, logo, trademark or collateral materials is reserved for events conducted by Halifax Humane Society. Therefore, any requests for use of Halifax Humane Society name or logo must be approved and

used in accordance with written brand guidelines. [Brand Guide Here](#). No use of Halifax Humane Society name, collateral materials and/or logo will be allowed without specific request and agreement.

5. All references to Halifax Humane Society in publicity and promotional materials for the event or promotion should refer to Halifax Humane Society.

Event Expenses

If you must buy goods or services for the event and expenses will be incurred, please consider the following:

1. Expenses incurred for conducting the event are the responsibility of the Event Sponsor. Halifax Humane Society will not be liable for any costs or expenses.
2. Halifax Humane Society will not reimburse the Sponsor for the purchase of the goods for a third-party event. No goods may be charged to Halifax Humane Society for any reason.

Event Income

1. Sponsors must maintain a separate bank account for the event. Accounts cannot be opened in Halifax Humane Society's name.
2. The event should ideally be accessible to people with disabilities, and accommodation should be made as needed.
3. Halifax Humane Society cannot be held liable for details associated directly or indirectly with the event, including, but not limited to, expenses, purchases, insurance or liability coverage.

Tax Guidelines and Implications

1. As a responsible steward of public funds, Halifax Humane Society holds to the standard set forth in the Better Business Bureau guidelines. Events held to benefit Halifax Humane Society are expected to keep expenses to a minimum.
2. If Sponsor represents to the public that proceeds will benefit other organizations in addition to Halifax Humane Society, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the event or promotion.
3. Sponsor is responsible for complying with all IRS regulations and registrations application to the event.
4. Sponsors may not use Halifax Humane Society's tax-exempt status or EIN for purchasing goods or services related to the event.

Halifax Humane Society Can Provide:

- Advice and suggestions on event planning, as time allows.
- Approval of the use of Halifax Humane Society name, logo, and collateral materials.
- A letter of authorization to be used to validate the authenticity and intention of the vents and its organizers.
- Depending on the scope of your event, Halifax Humane Society may promote your event on our website events calendar, in our weekly email newsletters, and through our social media channels. Promotion is based on space availability and the need to not conflict with other HHS events.
- Acknowledgement and distribution of tax receipts for eligible donations.

Halifax Humane Society Cannot Provide:

- Assistance with soliciting donations, mailings, committee meetings, or recruiting attendees.
- Guaranteed attendance by volunteers, board members, or staff.
- Sales tax-exemption for event-related purchases.
- Access to donor lists or contacts.
- Responsibility of any nature or kind associated directly or indirectly with the event, including, but not limited to expenses, purchases, insurance or liability coverage.

Adoptable Pets Availability at Events

To request adoptable pets for your event, please submit your request at least 6 weeks before the event. A \$500 donation is required to cover staff, transportation, care, and preparation costs for our pets. This donation is non-refundable and due in full prior to the event.

1. Event Requirements

- a. Adoptable pets will be accompanied by trained handlers for their safety.
- b. The event location must have a secure area for pet interaction, with provisions for outdoor events to ensure the safety of our pets.

2. Limitations on Interactions

- a. Attendees must follow the handlers' guidelines to ensure the pets' comfort and safety (e.g., no rough play, loud noises, or crowding).
- b. We reserve the right to remove pets if they are stressed or unsafe.

3. Fundraising Commitment

- a. We encourage incorporating our adoptable pets into fundraising activities (e.g., photo opportunities or petting sessions).
- b. The focus should remain on fundraising for the cause.

4. Insurance and Liability

- a. Sponsors must provide proof of insurance, naming Halifax Humane Society as an additional insured party.
- b. The Sponsor is responsible for any damage or incidents resulting from attendee interactions with our pets.

Thank you for supporting Halifax Humane Society. If you have any questions or need assistance, feel free to contact Tamara Hebert at tamara@halifaxhumanesociety.org. We look forward to partnering with you for a successful event!