



Third Party Fundraiser/Event Guidelines

Thank you very much for your interest in supporting St. Hubert's! We encourage individuals and organizations to conduct fundraising events and donation drives to support our animals and services – and we are fortunate that community members choose to use their time, energy and effort to help raise funds to support our mission.

In order to help make your fundraising event successful and enjoyable, make best use of our staff resources and avoid conflicts with St. Hubert's donors, corporate sponsors, or other events already planned, the following guidelines must be followed for all third party fundraisers, events and drives.

St. Hubert's Animal Welfare Center name, logo or mission and the visual representation of St. Hubert's animals or facility may not be used in any way without written approval from St. Hubert's VP of Development and Communications.

- All fund raising events/promotions for the benefit of St. Hubert's must be approved in advance. Please submit a *Third Party Fundraiser Proposal* to St. Hubert's Development Department at least 60 days in advance of the proposed event date. Please do not move forward planning the event until receipt of approval to do so.
- Due to the large number of requests received, St. Hubert's is typically not able to provide staff to attend all fundraisers nor are we able to provide staff to coordinate volunteers but we are happy to provide appropriate informational material for third party's use. If you feel staff or volunteer presence is essential, please include that and the reason why in your proposal.
- St. Hubert's is unable to distribute flyers or other information about your event in our shelters or adoption packets. We are unable to provide the addresses or email addresses of our donors, patrons, staff, board members, and volunteers and we are not able to send email on your behalf.
- St. Hubert's has an advance promotional and publicity calendar that is composed of targeted marketing plans for our preexisting events, programs, and services. Therefore, we are unable to release news of community fundraisers and events to external media sources.

If you would like to host an event, please read the guidelines and requirements below, then complete and submit the attached Third Party Fundraiser Proposal.

Third-Party Fundraising Guidelines

A third-party fundraiser is any fundraising activity or event organized by a non-affiliated group or individual where St. Hubert's Animal Welfare Center has no fiduciary responsibility and little or no staff involvement. The path to launching a third-party event typically begins with an idea and a plan of action that is presented to St. Hubert's by completing a Third Party Fundraising Proposal.

While we are happy to provide guidance for your event, we do not have the personnel needed to handle the organizational and administrative tasks associated with third-party fundraising events. Therefore third party fundraisers are responsible for all details of the event including:

- Event and budget planning;
- Underwriting all of the related costs;
- Recruiting volunteers to help out at the event;
- Writing all solicitation, sponsor requests and thank you letters to potential donors, sponsors, and or patrons;
- Creating flyers and other promotional items to publicize the event;
- Working at the event.

Requests for adoptable animals to appear at a third-party fundraising event will be reviewed by St. Hubert's on a case-by-case basis and will be based on the availability of staff and transportation.

St. Hubert's will not be responsible for expenses incurred by a third party fundraiser except if there is a written agreement to the contrary signed by both parties.

It is the responsibility of the third party fundraiser to disclose the percentage of the proceeds that will be donated to St. Hubert's on all promotional materials.

The third party fundraiser will provide St. Hubert's with a list of targeted sponsors for the event for approval before they are approached to minimize overlap with other St. Hubert's and/or fundraising campaigns that may be in process.

Third party fundraisers 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, be aware that such an activity needs special permits and allow extra time for these to be obtained. Third party fundraisers must obtain their own liability insurance to cover the event.

Approved Third Party fundraising events must be referred to as "benefitting St. Hubert's Animal Welfare Center." They may not be represented as "sponsored by," "conducted on behalf," or any similar terminology. When referring to St. Hubert's in any event promotions, please use our official name, "St. Hubert's Animal Welfare Center."

St. Hubert's must approve all promotional materials, including, but not limited to, advertising, press releases, Facebook postings, letters, brochures, flyers and tickets prior to production or distribution. Please allow a minimum of 3 business days for approval.

Only the net proceeds from the fundraiser can be accepted and processed by St. Hubert's.

St. Hubert's should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.

St. Hubert's is not financially liable for the promotion and/or staging of third-party events.

St. Hubert's will not assume any type of liability for a third-party event, including liability for any injuries sustained by third-party event volunteers or participants related to an event benefiting St. Hubert's.

Approved Third Party fundraising events may be promoted on St. Hubert's website.

St. Hubert's retains the right to decline any event if it conflicts with its mission, fundraising efforts, or event calendar or for any other reason.

Fundraising Ideas

Listed below are some of the many ways that you can help us help the homeless animals of St. Hubert's Animal Welfare Center. We welcome your creative ideas as well. All proceeds benefit the programs and services of St. Hubert's Animal Welfare Center. Funds raised go directly toward the veterinary care, shelter, food and program expenses so critical to supporting our mission. We thank you in advance for your support!

- Hold a supply drive using the current St. Hubert's Wish List to collect much needed items for our shelter animals and/or our community pet food/supply bank to benefit those struggling to provide for their animal family members.
- Ask your employer to hold a dress down day to benefit St. Hubert's.
- Hold your own yard and bake sale and donate the proceeds to St. Hubert's.
- Do you have a lot of old CDs that you don't listen to anymore? Trade them in and donate the money to St. Hubert's!
- Cash in your unused credit card points or miles and donate a gift card to St. Hubert's.
- Sell the clothes that you don't wear anymore to consignment shops. Donate the money to St. Hubert's! Sell a few of your forgotten treasures on eBay and donate the earnings to St. Hubert's!
- Host a dog wash, a sidewalk sale, etc.
- Host a benefit party/concert, an animal-themed silent auction, a pet talent show, etc.

We appreciate your kindness and compassion and are here to help you. Should you have any questions, feel free to contact Kim Kancylarz at 973.377.7094 or KKancylarz@sthuberts.org

**St. Hubert's Animal Welfare Center
Third Party Fundraiser Proposal**

Event Name:

Description:

Date of Event:

Time of the Event:

Location:

Organization name:

Contact person:

Phone:

Email:

Expected number of guests?:

What percentage of proceeds will be donated to St. Hubert's?:

Do you plan to use the St. Hubert's logo and if so, how?:

Who will handle promoting the fundraising event?:

Do you need promotional material?:

Date Needed:

Attach additional information as necessary.

Organizer's signature

Date:

St. Hubert's Rep's signature

Date:

For any questions, please call Kim Kancylarz at 973-377-7094. Thank you so much for your help! We will email or call you within 2 weeks of receipt of form.

Please return this form via: Email to: KKancylarz@sthuberts.org Mail to: St. Hubert's Animal Welfare Center, Attn: Third Party Fundraiser, P.O. Box 159, Madison, NJ 07940

SHELTERS OPEN 7 DAYS A WEEK

MADISON

**575 Woodland Avenue
973-377-2295**

NORTH BRANCH

**3201 Route 22 E
908-525-33300**

MT. OLIVE EVERYDAY ADOPTION CENTER

**at PetSmart, 50 International Drive
973-448-7601 x.7**

www.sthuberts.org