

## **Third Party Events benefiting the Humane Society of Missouri**

Thank you for choosing to support the Humane Society of Missouri's mission of investigating, healing, and preventing animal abuse through a third-party fundraising event. No matter how big or small your event, your contribution will make a difference in the lives of abused, neglected and homeless Humane Society of Missouri animals.



These guidelines and requirements are a safeguard to maintain the integrity of both Third Party Event Organizers and the Humane Society of Missouri. Please review this document closely before submitting your event application.

### **Guidelines**

A Third Party Event ("Event") is defined as any fundraising activity by a non-affiliated group, organization or individual ("Third Party Event Organizer" or "TPEO") which benefits the Humane Society of Missouri ("HSMO") but requires no fiduciary responsibility from HSMO and little to no HSMO staff involvement.

Due to limited resources, HSMO:

- Cannot provide adoptable pets to appear at a fundraising event.
- Cannot guarantee that staff or volunteers will be able to attend your event.
- Cannot provide email/ mailing database or send dedicated messages (email or mail) to HSMO constituents.

### ***-Event Application***

Complete the Event Application and submit it to HSMO's Macklind Ave Headquarters at least six weeks prior to your proposed event. HSMO staff will carefully review each event application to ensure the event is feasible and in agreement with HSMO's mission. HSMO staff will notify the TPEO of any questions or concerns and the TPEO will receive written confirmation of the staff's decision within ten (10) business days of receipt of the TPEO application.

HSMO reserves the right to decline association with any event, organization or TPEO for any reason. Event (and sponsoring organization) must be in agreement with HSMO's mission. HSMO is not responsible for any financial loss, and may withdraw support of any event should HSMO determine at any time that said event undermines the HSMO mission or reputation.

### ***-Event Promotion and Requirements***

TPEO must obtain its own liability insurance to cover the event as well as any necessary permits and/or licensing.

TPEO is responsible for all event marketing, promotion, coordination, and sales.

If HSMO approves an event, HSMO will make available its logo and name for use on promotional materials only for that specific event. HSMO must approve all flyers, press releases, publications and other event promotional materials before distribution. The HSMO logo and name must be appropriately used in all materials and may not be altered in any way.

Promotional materials must clearly state the percentage of proceeds that will benefit HSMO – vague disclosure indicating HSMO will receive profits/proceeds is insufficient – event participants should know TPEO intentions.

All sponsor solicitations for the event must be approved by and coordinated with HSMO prior to approaching any individuals, organizations, or businesses about event involvement. This is to avoid duplicating efforts in securing sponsorships. HSMO does not offer donor benefits or tax deductions to corporate or individual sponsors of third party events.

Approved events where TPEO anticipates raising more than \$1,000 will be placed on the event calendar on the HSMO website.

***-Event Donations and Revenue***

When a portion of a ticket price or suggested donation of the event is NOT tax-deductible, this must be clearly stated on all event materials.

Donors to third party events who wish to receive a receipt must make checks payable to the Humane Society of Missouri and provide a mailing address. If the event is a benefit event (i.e. concert), the donor will receive a receipt for the donation amount minus the fair market value of the benefit.

Cash donations must be accompanied with a list of donors, their address and specific amount donated, otherwise cash will be listed as an anonymous gift. Please do not deposit cash into a personal account in order to write HSMO a check for the amount.

All event revenue must be received at HSMO's Macklind Ave Headquarters within 30 days of the event.

**Third Party Event Application**

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Last name: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_ Company Phone: \_\_\_\_\_

Company Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Company Website: \_\_\_\_\_

Email Address: \_\_\_\_\_

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Name of proposed event or promotion: \_\_\_\_\_

Type of event: \_\_\_\_\_

Date(s) of event: \_\_\_\_\_ Event Time: \_\_\_\_\_

Event Location: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_ Number of event attendees: \_\_\_\_\_

Additional event details: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please list other charities involved with or benefiting from your event: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Please describe your publicity/promotional plans (i.e. Advertising, Posters, Invites, Social Media, etc.):

\_\_\_\_\_  
\_\_\_\_\_

Why did you decide to support the Humane Society of Missouri through your event? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**I hereby certify that the above information is correct and that I have reviewed the Humane Society of Missouri's Third Party Event Guidelines. I understand that this form is a proposal only, and that this proposal does not obligate HSMO to enter a fundraising event with me. I understand that I will enter into a written fundraising event contract with HSMO upon approval of my proposed event.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Please return your signed application to: Humane Society of Missouri Special Events, 1201 Macklind Ave, St. Louis, MO 63110*