



## Third-Party Event Guidelines

Thank you for your interest in raising funds to support the programs that benefit the animals and programs of the Blue Ridge Humane Society. We value your interest and willingness to coordinate an event that benefits our organization, and we have put together these handy guidelines to help you in planning your event.

### What is a Third-Party Event?

A Third-Party Event is any fundraising activity such as an event, promotion, sale, or donation drive by a non-affiliated group, organization or individual (Sponsor) which benefits the Blue Ridge Humane Society, where the Blue Ridge Humane Society has no financial responsibility and minimal or no staff involvement is required. Third Party Events must be consistent with the Blue Ridge Humane Society's mission to ensure the highest quality of life for animals in Henderson County and our neighboring communities through adoption, outreach, and education.

### Guidelines

We strive to support Third Party fundraising events to the greatest extent possible with the resources we have; however we kindly ask that all such events follow the Blue Ridge Humane Society guidelines. The following guidelines have been developed to protect both the individuals, organizations and corporations hosting events ("Sponsor") and the Blue Ridge Humane Society ("Blue Ridge Humane").

1. The Sponsor must submit the Third Party Event Application to the Blue Ridge Humane Society's Development staff at least 30 days in advance of the scheduled event. If multiple events are proposed, a proposal must be submitted for each. Each proposal will be carefully reviewed for feasibility and suitability with our organization's mission, goals and objectives. This is an important safeguard to preserving the integrity of the Blue Ridge Humane Society and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.
2. The Third Party Event organizer is responsible for all vendor agreements, contracts, insurance and necessary permits for the event. Blue Ridge Humane will not assume any type of liability for a third-party organizer event, including liability for any injuries sustained by third-party event volunteers or participants related to an event benefiting Blue Ridge Humane.
3. The Blue Ridge Humane Society cannot and will not finance any expenses related to a Third-Party Event or assume responsibility for any debts incurred.
4. The Third Party Event is responsible for its own marketing, including writing and distributing press releases, PSA's, social media postings, invitations, ads, etc. The Third Party fundraiser must submit all publicity and promotional material containing Blue Ridge Humane's name and/or logo to Blue Ridge Humane's Development staff for review and approval prior to publication and distribution of these materials. Please allow Blue Ridge Humane staff five

- (5) business days to review these materials. PLEASE NOTE: Third Party Events that are approved by Blue Ridge Humane will be advertised on Blue Ridge Humane’s website and promoted using Blue Ridge Humane channels.
5. Blue Ridge Humane is the beneficiary—not a sponsor—of Third Party Events. All promotional materials should incorporate the following statement: “Proceeds to benefit the Blue Ridge Humane Society.”
  6. Sponsor agrees to coordinate with and request permission from the Blue Ridge Humane Society before scheduling or soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.
  7. Sponsor must state the terms of the donation (either monetary or material) that the Blue Ridge Humane Society can expect from the Third Party Event and must tender the donation within thirty (30) days of the event.
  8. A donation solicited on behalf of the Blue Ridge Humane Society, whether the donation is an item or cash, is tax deductible only when it is made directly and entirely to the Blue Ridge Humane Society. Donors to Third Party Events who wish to be receipted must make checks payable to Blue Ridge Humane Society and provide an address. Cash donations must be received with a list of donors, addresses and specific amounts; otherwise cash will be collected as an anonymous gift. Cash should not be deposited into a personal account in order to write the Blue Ridge Humane Society a check for the amount. If the event is a benefit event (i.e. benefit concert), the donor will only be receipted for the donation amount minus the fair market value of the benefit. When a portion of the ticket price or suggested donation from a participant of the Sponsor's event is not tax-deductible, the Sponsor must clearly state this on all materials.
  9. Due to limited resources, the Blue Ridge Humane Society cannot guarantee the Blue Ridge Humane Society staff or volunteers will attend the Third Party Event. Requests for adoptable animals to appear at a Third Party Event will be reviewed by Blue Ridge Humane staff on a case-by-case basis and will be based on the availability of staff and transportation.
  10. The Blue Ridge Humane Society typically does not solicit participation from our supporters for Third Party Events and will not approve Third Party use of the Blue Ridge Humane Society mailing lists.

The Blue Ridge Humane Society reserves the right to decline participation or cancel participation in an event for any reason. Generally, the following events will NOT be approved:

- Events that do not align with Blue Ridge Humane’s mission or values
- Events that require significant attendance or involvement from the Blue Ridge Humane Society staff or volunteers
- Events scheduled in close proximity to a Blue Ridge Humane Society fundraising event (i.e. Major Fundraisers, Off-site Adoption Events, etc.)
- Events that promote a political party, candidate, or potential candidate
- Events that are controversial in nature or do not represent a positive image for the Blue Ridge Humane Society
- Events that do not adhere to the Blue Ridge Humane Society’s Third Party Event Guidelines

After you have reviewed the above guidelines, please complete the Third Party Event Proposal Form and submit it at least 30 days prior to your proposed event. Once the proposal has been received, the Blue Ridge Humane Society staff will notify you of any questions/concerns. Blue Ridge Humane Society Development Committee and Staff then review the proposal and you will receive written confirmation regarding their decision.

For questions or more information on Third-Party Events please contact Laura Rice at (828) 692-2639 ext 301 or [lrice@blueridgehumane.org](mailto:lrice@blueridgehumane.org). Thank you again for your support of the Blue Ridge Humane Society!