



THIRD PARTY FUNDRAISING EVENT GUIDELINES

Thank you very much for your interest in supporting the Plainfield Area Humane Society (PAHS). We are pleased in your interest to conduct a fundraising event the will benefit our animals, shelter and our overall mission. Knowing that our shelter's staff resources are limited, we have created some guidelines to ensure your event is a success.

Definition

A third-party fundraiser is any fundraising activity or event organized by a non-affiliated group or individual where PAHS has no fiduciary responsibility and little or no staff involvement.

Event Application/Approval Process

After reading all of the Third Party Guidelines, please complete and submit for approval the Third-Party Fundraising Event form

- PAHS name, logo or mission and the visual representation of PAHS animals or facility may not be used in any way without written approval from PAHS.
- All fundraising events/promotions for the benefit of PAHS must be approved in advance. Please submit a Third Party Fundraiser Proposal to PAHS **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.
- PAHS will not provide staff to attend all fundraisers nor 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 to PAHS.
- PAHS keeps confidential the addresses, email addresses and contact information of our donors, patrons, staff, board members, and volunteers. We therefore also refrain from sending communications on your behalf.
- PAHS has a fundraising calendar that is composed of targeted promotional plans for our preexisting events, programs, and services. Therefore, do not release news of community fundraisers and events on our website and our social media channels.
- Requests for adoptable animals to appear at a third-party fundraising event will be reviewed by PAHS on a case-by-case basis and will be based on the availability of staff and transportation.
- Based on supply, PAHS will be happy to provide brochures, flyers and any other agreed upon PAHS materials for the day of the event.
- Approved Third Party fundraising events must be referred to as "benefitting the Plainfield Area Humane Society" only. They may not be represented as "sponsored by," "conducted on behalf," or any similar terminology.
- When referring to PAHS in any event promotions, our official name must be used: "Plainfield Area Humane Society." PAHS 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.



Fundraiser/Event Expense:

PAHS 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 PAHS on all promotional materials. The third party fundraiser will provide PAHS with a list of targeted sponsors for the event for approval before they are approached to minimize overlap with other PAHS and/or fundraising campaigns that may be in process.

Event Insurance/Liability

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.

Event Income

Only the net proceeds from the fundraiser can be accepted and processed by PAHS. Event organizers are responsible for maintaining accounting for the event.

- All donation checks must be payable directly to “Plainfield Area Humane Society” if they would like to receive a receipt.
- Only checks payable to “Plainfield Area Humane Society” clearly labeled with donors’ information, will be provided with a tax deductible acknowledgement letter in accordance with IRS and State Tax Regulations.
- **Within 30 days following the event**, organizers should submit funds, payable to Plainfield Area Humane Society, and appropriate documentation from individuals and/or businesses regarding their financial donations.
- Funds can be submitted to:
 - Plainfield Area Humane Society
Attn: Elijah Middleton
75 Rock Avenue
Plainfield, NJ 07063

We appreciate your kindness and compassion and are here to help you. Should you have any questions, feel free to contact PAHS at (908) 754-0300 or contact@pahs.org.