



Third-Party Event Guidelines

Thanks for your interest in raising funds to support the programs which benefit the animals and programs of Great Plains SPCA. We value your interest and willingness to coordinate an event which 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 by a non-affiliated group, organization or individual (Sponsor) which benefits Great Plains SPCA (GPSPCA) and where GPSPCA has no financial responsibility and minimal or no staff involvement is required.

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 GPSPCA guidelines and be approved in advance. Third-Party Event Proposals should be submitted no later than two weeks prior to the scheduled event, although at least thirty days is preferred. 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 Great Plains SPCA and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.

Guidelines

The following guidelines have been developed to protect both the individuals, organizations and corporations hosting events ("Sponsor") and Great Plains SPCA (GPSPCA).

1. Third-Party events must be in line with the GPSPCA mission to save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions.
2. Sponsor is responsible for ALL event coordination, marketing/promotion and sales.
3. All promotional materials must clearly state the percentage of proceeds that will benefit GPSPCA.
4. Any use of the GPSPCA logo or inclusion of the Great Plains SPCA name must be approved by GPSPCA at least two weeks in advance of the event. Any contact with press or other media must be coordinated with GPSPCA.

5. GPSPCA cannot finance any expenses related to a Third-Party Event or assume responsibility for any debts incurred.
6. Sponsor agrees to coordinate with and request permission from GPSPCA before soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.
7. Sponsor must state the terms of the donation that GPSPCA can expect from the event and must tender the donation within thirty (30) days of the event.
8. A donation solicited on GPSPCA's behalf, whether the donation is an item or cash, is tax-deductible only when it is made directly and entirely to GPSPCA.
9. Donors to Third-Party events who wish to be receipted must make checks payable to Great Plains SPCA 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 GPSPCA 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.
10. 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.
11. Due to limited resources, GPSPCA cannot guarantee GPSPCA staff or volunteers will attend event.
12. GPSPCA typically does not solicit participation from our supporters for Third-party events and will not approve third-party use of GPSPCA mailing lists.

Great Plains SPCA 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 adhere to the GPSPCA Third-party Event Guidelines
- Events that require significant attendance from GPSPCA staff or volunteers
- Events scheduled in close proximity to a GPSPCA fundraising event (i.e. Pawtini, Big Dawg Open, Fuzzy Fotos, Project Poochie)
- Events that are controversial in nature or do not represent a positive image for GPSPCA

After you have reviewed the above guidelines, please complete the Third-Party Event Proposal Form and submit it at least two weeks prior to your proposed event. Once the proposal has been received, GPSPCA staff will notify you of any questions/concerns. The proposal will then be reviewed by a GPSPCA Staff Committee and you will receive written confirmation regarding their decision. Thank you again for your support of Great Plains SPCA!

Please return the completed Third-party Event Proposal Form to:

Great Plains SPCA
Attn: Development
5428 Antioch Drive
Merriam, KS 66202
Email: events@greatplainsspca.org or fax (913) 825-6836