



## **INTERESTED IN HOSTING AN EVENT FOR GREAT PLAINS SPCA?**

Thank you for your interest in raising funds to support Great Plains SPCA! The work you do directly supports the 6,000 animals we care for each year. GPSPCA's mission is to save, protect and improve the lives of animals, while strengthening the relationship between pets and their human companions. We welcome partnerships with organizations that support this mission!

We have put together these handy guidelines to help you in planning your event and to keep your event consistent with GPSPCA's nonprofit status and reputation.

### **WHAT IS A COMMUNITY OR THIRD-PARTY EVENT?**

A community or third-party event is any fundraising activity that benefits GPSPCA and is organized by a non-affiliated group or individual. We generally do not do off-site adoption events, rather we focus on fundraisers and events to raise awareness of and get exposure for GPSPCA.

### **GETTING STARTED**

The path to launching a community fundraising event begins with an idea and a plan of action that you present to GPSPCA. You and/or your group submit your application which becomes an agreement about expectations from GPSPCA's involvement, whether with animals or volunteers, and the commitment you and/or your group is making for the event. The event application must be submitted at least four weeks before your event to ensure we have time for full review and to assist you in planning and promotion, if applicable, but the earlier, the better!

### **WHAT HAPPENS NEXT?**

We love community events and are so excited to work with you! Here's what to expect:

First, we review your application and event proposal and evaluate it for fit with our organization's mission and objectives as well as feasibility and timing. This is an information step to ensure that events not only represent GPSPCA and our mission accurately in the community, but also to ensure we have the time and resources (animals, volunteers, etc.) to properly assist with your event.

Once approved, we will reach out and provide guidance for your event and if it meets our publicity threshold, discuss ways we can help inform our membership and the community about your event.

Please know that while we strive to support community fundraising events to the greatest extent possible with the resources we have, we cannot guarantee that we will be able to support every event.

### **DOES GPSPCA PROVIDE STAFF OR VOLUNTEERS TO EXECUTE EVENTS?**

The staffing needs and availability of staff and volunteers vary widely by event and while we provide the personnel support we can, we look to our event partners to handle many of the organizational and administrative tasks associated with third-party events. Similarly, while we love to get exposure for our animals,

the venue or environment may not always be appropriate and we may not always have adoptable animals available to attend third-party/community events. Puppies and kittens are particularly susceptible to diseases in the environment so please understand if we cannot provide these young animals. We have lots of wonderful adult animals that love to get out of the shelter!

You and/or your group – as the event sponsor – are responsible for all details of the event, including:

- Underwriting all related costs, event coordination, marketing/promotion and sales
- Recruiting volunteers to run your event
- Writing all letters, flyers, thank-you notes and sponsor requests
- Working the actual event

## COMMUNITY & THIRD-PARTY EVENT GUIDELINES

**Event Notice:** All requests for third-party/community events should to be submitted at least four weeks in advance of the event to ensure GPSPCA has time to review and respond. All organizers or sponsors of events conducted on behalf of GPSPCA, including fundraising, must be approved by the GPSPCA Events Committee. Please note that while we are so grateful that you have thought of supporting GPSPCA, not all events can be approved.

As an independent 501(c)3 nonprofit, our lifesaving services for animals can only be provided because of the public's generosity and commitment to our mission. GPSPCA exists solely because of the caring Kansas City metropolitan community and our gracious donors.

**Minimum Donation for Events with Animals:** We ask that all organizations organizing events on behalf of GPSPCA where GPSPCA provides support or animals commit to raising/donating a minimum of \$500.

**Media & Publicity:** In addition to approval to host the event on behalf of GPSPCA, GPSPCA must review and approve all promotional materials including, but not limited to, advertising, website and social media publications, letters, brochures, flyers and press releases prior to production or distribution. Any contact with press or other media must be coordinated with GPSPCA.

To promote your event, Great Plains SPCA will, at a minimum, add your event to our website calendar.

Depending on the event, we may also provide the following at our discretion:

- Co-host your Facebook event page if you add GPSPCA as a co-host
- Create a Facebook event page and add your organization as a co-host
- Create and share a social media story about your event
- Create and share a social media post about your event
- Share your social media post
- Display or distribute written promotional materials

**Branding:** The GPSPCA organization logo may not be altered in any form. Any use of the GPSPCA logo or inclusion of the GPSPCA name must be approved by GPSPCA at least two weeks in advance of its usage or placement. Publicity and/or promotional materials should state that an event is "sponsored by (your organization's name) to benefit Great Plains SPCA."

**Additional Sponsorship:** Please notify GPSPCA if it is not the sole beneficiary of your event. If another organization or sponsor will benefit from your event or will be involved in funding, please disclose additional sponsorships and solicitations of any kind to ensure there is no conflict with our established donor database.

To protect our donors' privacy, GPSPCA will not disclose or release the names or contact information of our donors or business partners to third-party/community event organizers and sponsors. We typically do not solicit participation from our supporters for community/third-party events and will not approve outside use of GPSPCA mailing lists.

**Onsite Representation:** Due to the high volume of inquiries and limited resources, there is no guarantee we will be able to provide staff, volunteers or animals at your event. It is the responsibility of the event organizer or sponsor to organize and fill volunteer positions.

**Permits & Liability:** The third-party/community event organizer or sponsor is responsible for complying and obtaining all contracts and necessary permits and/or licensing required. GPSPCA is not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for your event.

**Expenses:** The third-party/community event sponsor agrees to assume responsibility for all expenses associated with the event and assume all responsibility for any debts incurred.

**Payments:** GPSPCA will receive a donation as part of the event. Event partners must tender the monetary donation within five (5) business days of the event. In-kind donations must be provided at the time of the event. A donation will be considered tax-deductible only when it is made directly and entirely to GPSPCA.

Save time and money by donating your event's proceeds on our [online donation form](#).

Checks, cash and in-kind donations may be mailed or delivered to:

Great Plains SPCA  
Attn: Donations  
5428 Antioch Drive  
Merriam, KS 66202

Check donations must be made payable to Great Plains SPCA.

**Tax-Deductible Reporting:** Donors to community/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/in-kind donations will be collected as an anonymous gift.

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 event is not tax-deductible, the event sponsor must clearly state this on all materials.

**Review:** GPSPCA has the right to review a financial statement or expenses for the event. Further, GPSPCA reserves the right to decline or cancel participation for any event for any reason such as the event does not adhere to our third-party/community event guidelines, it requires significant attendance from our staff or volunteer community, it conflicts with another already scheduled event, or the event is controversial in nature or does not represent the GPSPCA image or mission.

**NEXT STEPS**

After you have reviewed the above guidelines and policies, please complete our event application and submit your request at least four weeks prior to your event. Once submitted, a GPSPCA staff member will review your proposal and you will receive confirmation regarding their decision.

Thank you for thinking of Great Plains SPCA!

**Please return the completed third-party/community event application to:**

Great Plains SPCA

Attn: Events

5428 Antioch Drive

Merriam, KS 66202

Email: [events@greatplainsspca.org](mailto:events@greatplainsspca.org)