

## Longmont Humane Society Third-Party Fundraising Event Guidelines and Policies

*Thank you for your interest in fundraising to support Longmont Humane Society!*

Longmont Humane Society (LHS) is very grateful for the many organizations, businesses and individuals that choose to hold fundraisers and events benefitting our organization. We refer to these as “third-party events;” events that are planned and administered by groups outside of LHS.

The volume of these events requires that LHS have policies and guidelines in place, so that all parties involved are aware of LHS’s capacity to respond and participate.

The following policies and guidelines govern all third-party fundraising events to ensure consistent and accurate representation of the organization. All third-party fundraising event organizers must review the guidelines and policies listed below and submit the Third-Party Fundraising Event Application Form at least 6 weeks prior to the event date. Applications can be submitted to Kaitlin Zimmer at [kaitlin@longmonthumane.org](mailto:kaitlin@longmonthumane.org) or 9595 Nelson Rd, Longmont, CO 80501. This form must be approved by LHS prior to conducting the event. LHS staff will respond to your request no more than one week after receiving your application.

1. LHS will not supply any funding to finance a third-party event and will not be responsible for any debts incurred.
2. LHS staff will allocate resources, including logos, marketing (including social media), and other assistance based on a completed application form and on a case-by-case basis. Due to the large number of requests, LHS can only supply staff/volunteer assistance for events that can *demonstrate* an ability to raise at least \$1,500 in donations to LHS.
3. Adoptable animals are not taken to third-party events due to logistical reasons which include, but are not limited to, the availability of trained volunteers, event’s distance from shelter and event’s environment. In addition, ***off-site adoption events are not offered.***
4. LHS will not be responsible for obtaining any licenses for the event.
5. The third party is responsible for all sales, marketing and promotion of the event. As a rule:
  - For third-party events that LHS has knowledge of in advance, LHS may endorse such events with one (1) Facebook post on the main LHS Facebook page the week of the event.
  - LHS is not responsible for creating fliers and other promotional materials for the event.
    - Should the approved third-party applicant wish to create fliers or promotional materials, LHS will provide official LHS logos. Applicants must use official logos provided by LHS; the official logo of LHS may not be altered in any way and all print materials with the LHS logo on it must be approved prior to event.
    - LHS will agree to post fliers or promotional materials for approved third-party events in the LHS waiting room and thrift store.
  - For events that LHS is made aware of after the event has taken place, LHS cannot guarantee any post-event marketing, social media postings or publication-based recognition.
  - There are rare variations to these policies. Those will be considered on a case-by-case basis.
6. The amount or percentage of proceeds that will be donated to LHS must be clearly displayed and disclosed to the public prior to, during and after the event.
7. LHS will not relinquish lists of donors and/or supporters for third-party event purposes.

8. All event proceeds must be received by LHS no more than 30 days after the event.
9. LHS reserves the right to decline participation in any third-party event at any time.
10. The event organizer agrees not to hold Longmont Humane Society, its affiliates, officers, employees, agents, representatives, contractors and licensees responsible for any legal claims, losses, damages or expense that may arise because of this fundraiser/event.

Please contact Kaitlin Zimmer with any questions at [kaitlin@longmonthumane.org](mailto:kaitlin@longmonthumane.org)