



## The Moose Jaw Humane Society Third Party Fundraising Guidelines and Application

We appreciate your interest in holding your own event to raise funds that will benefit the Moose Jaw Humane Society, and we are grateful for your generosity. As the MJHS has a predetermined fundraising event calendar each year, third party activities really help to compliment our established events as they run alongside of each other.

We deeply appreciate the commitment and investment of time and financial resources required in the successful execution of such initiatives. Your time and efforts will benefit the nearly 2000 injured, neglected and abandoned animals that the MJHS cares for each year. No matter how large or small, your contribution will make a difference in the lives of our animals! To help us work with you, please read the following information and complete this form.

In order that the Moose Jaw Humane Society and the Third Party have a clear understanding of the expectations in the execution of such endeavours, and so the Moose Jaw Humane Society can assess whether we are able to participate in the particular initiative, our Third Party Fundraising Guidelines have been developed. Third Party individuals or organizations interested in donating proceeds from their events must read and agree to follow our guidelines below.

### *What is a third party activity?*

A Third Party activity can be defined as any fundraising initiative brought forward by an individual(s), community group, service club, or business external to the Moose Jaw Humane Society who wish to raise money through a planned activity that is designed, managed and financially resourced by the external participants.

Please note that all applications will be submitted to our Fundraising and Promotions Coordinator for final approval, and must be received at least 30 days prior to the proposed event's date. The Fundraising and Promotions Coordinator will contact you if there are any questions. Approval *must* be granted prior to holding the event.

### **We want your fundraising activity to be successful and we will do what we can to help you, including:**

- Offer advice on event planning based on our past experience and successes
- Provide a letter of authorization to validate the authenticity of the event and its organizers
- Provide limited promotional supplies, such as handouts and brochures
- Assist you in designating your contribution to a specific area of use at The Moose Jaw Humane Society
- Provide tax receipts to donors who make contributions to The Moose Jaw Humane Society



- If deemed necessary, design and execute an advertising campaign, and contact the media to promote the event

(see *Publicity* section below for more details)

**The Moose Jaw Humane Society CANNOT supply the following:**

- Funding or reimbursement for any event expenses
- Donor contact information
- Guaranteed staff representatives /volunteers to help plan, attend or participate in the event
- Permits, licenses or insurance
- Access to celebrities or sponsors

### Guidelines

*We ask that anyone hosting a fundraiser benefitting the Moose Jaw Humane Society agree to and abide by the following requirements:*

### **General**

- A Third Party Application Agreement must be completed and submitted to The Moose Jaw Humane Society no less than four weeks prior to the proposed fundraising activity. Approval will be granted on a per event/promotion basis. Applicants must reapply annually for approval.
- We reserve the right to deny any application for a fundraising activity that does not complement the mission of, or project a positive image of The Moose Jaw Humane Society.
- Fundraisers must fully and truthfully state the portion of the proceeds that will be donated to the Moose Jaw Humane Society in all advertising, promotions, and in all contact with donors, sponsors and participants.
- If the event is cancelled, the event organizer agrees to contact the MJHS at least 48 hours prior to the event.
- The Moose Jaw Humane Society does not condone any third party fundraiser in which the organizer(s) stands to financially gain from the proceeds of the event; all fundraisers should be conducted on a *volunteer basis only*. You should choose to help fundraise for the MJHS out of the goodness of your heart, where your reward is knowing you have made a difference in the lives of the shelter animals.
- The Moose Jaw Humane Society and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefitting the MJSH, and cannot assume any type of liability for your event.
- The Moose Jaw Humane Society cannot normally provide volunteers to support a special event. This is an opportunity for your group to help the MJHS and the animals that are in our care. However, we do have expertise in various areas where we can assist. Please call the Moose Jaw Humane Society at 306-692-1517 and speak to the Fundraising and Promotions Coordinator for further information.

### **Publicity**

- Permission must be given by The Moose Jaw Humane Society to use our name/logo in conjunction with your event or promotion. The Moose Jaw Humane Society reserves the right to withdraw the use of its name at any time, and will not assume any costs that may be involved in doing so.
- The Moose Jaw Humane Society must approve all publicity prior to distribution. Copies of all publicity materials (such as posters, flyers, etc.) may be submitted for approval to The Moose Jaw Humane Society,



Attention: MJHS-Third Party Events, Box 1658, Moose Jaw SK S6H 7K7 or Fax to: 306-694-0720. If approved, we can provide a copy of our logo via email or as camera-ready artwork.

- The Moose Jaw Humane Society is very specific in the manner in which our major fundraisers are presented and promoted through the media; therefore, the Fundraising and Promotions Coordinator assumes complete responsibility in preparing all press releases, as well as providing information and interviews to members of the media. The event organizer(s), however, may be contacted in a supporting role if deemed appropriate by the Moose Jaw Humane Society.
- If the event you are planning is a major function and/or the Moose Jaw Humane Society will be in some way involved in the planning and preparation, some promotional material may be prepared for the event by the Fundraising and Promotions Coordinator and distributed by Moose Jaw Humane Society volunteers. This will be assessed and implemented on a per event / promotion basis at the discretion of the Fundraising and Promotions Coordinator.
- Otherwise, publicity may not imply that the event is sponsored or co-sponsored by The Moose Jaw Humane Society, or that the MJHS is involved as anything but as the beneficiary. The event name must be followed by “In support of”, or “Proceeds to” followed by The Moose Jaw Humane Society logo.
- Existing MJHS advertising in newspapers, television or radio must not be used to benefit the without prior approval.

### **Financial**

- The Moose Jaw Humane Society is a registered charity and has a legal obligation to be consistent with Canada Revenue Agency guidelines. To ensure there is a distinction between the Moose Jaw Humane Society and all third party events, the event organizer must handle all monies until the official donation is submitted to the Moose Jaw Humane Society.
- The public should be informed how The Moose Jaw Humane Society will benefit from the event or promotion. If The Moose Jaw Humane Society will not receive all of the proceeds, then the exact percentage that benefits the MJHS must be stated clearly on all related publicity.
- The Moose Jaw Humane Society must be notified if another organization will also benefit from this event.
- If you are doing a raffle, silent auction, or other activity that involves selling to the general public, you may need a license. If in Saskatchewan, please contact the Saskatchewan Liquor and Gaming Association, (306) 787-4213 for more information.

### **Event Planning**

- If you want to hold an event but aren't sure where to start, brainstorm some ideas. Here are a few to inspire you:
  - Bake sales (why not make some dog treats or catnip toys too?)
  - Birthday parties, anniversary parties or personal celebrations
  - Lemonade stands
  - Garage/yard sales
  - Car washes or dog washes
  - Host a theme party, catalogue order party, or other home-based business party
  - Raffles, penny parade
  - Penny drive
  - Collect recyclables in a bottle drive



- o Wedding games (ask us about “Kisses for Kritters”)
- Be sure you’ve chosen the right type of event. The type of event you choose should fit the size, interests, talents, goals and time/availability of you and/or your group. You want the event to be fun to plan and organize, as well as to attend.
- Identify your target audience. Who is your event for? Your neighbours, coworkers, friends, family, church, school group, other community members or the general public at large? Form a planning committee. Recruit enthusiastic people to help you. Your committee should have enough members to share the work and represent a variety of skills. Appoint a coordinator or committee chair. Assign roles and tasks for all committee members.
- Choose the potential date and location. Schedule your event for a day, time and location that provides you with plenty of time to plan and properly promote it; and also convenient for those who will be attending.
- Set realistic and measurable fundraising goals. It is important you know all your costs before embarking on an event. This will help you monitor your expenses. It will also help you determine your fundraising goal.
- Determine your budget. Identify possible sources of income and all expenses. The lower your cost, the higher the contribution; something everyone will feel good about.
- Develop a timeline. Draw up a critical path what needs to happen when and who is responsible for doing it.
- Determine how money will be collected and handled. Will you need a float? Work with the Moose Jaw Humane Society staff to determine a plan for tax receipts.
- Determine legal, insurance liability, permit and safety issues you may need to address.
- Solicit sponsors, invite participants, create an event day schedule and checklist, layout how the venue will be set up, plan set up and tear down.
- Please acknowledge everyone who participated in or supported your activity and let them know how much you appreciate their help. Be sure to let them know how much money was raised!

**Third Party Application Agreement**

**Please print a copy of the application and complete signature required** *(Please complete Parts 1, 2, and 3)*

*Fax back to 306-694-0720 or drop off at the Moose Jaw Humane Society*

**Part 1: Contact Information and Assurance**

Date of Application: ..... Is this a renewal of an event previously held? **YES NO**

Your Organization: .....

.....

Contact Person: ..... Title:

.....



Mailing Address: .....

City/Prov.....

Postal Code: ..... Phone: ..... Cell:

Fax: ..... Email:

I have read, understand, and agree to abide by the preceding guidelines for special events and promotions to benefit The Moose Jaw Humane Society.

Signature

Date

**Part 2: Event/Promotion Information**

Specific Description of Event:

Who is Intended Audience:

Name of Proposed Event or Promotion:

Date of Event: ..... Time(s):

Location of Event: ..... Does the event require a license? YES NO

Please indicate below the kind of fundraising activity(ies) you would like to implement on behalf of the MJHS

**A. One-time Special Event**

Projected attendance:

Briefly explain how funds will be raised (ticket sales, pledges, sponsorship, auction, etc.)



**B. Customer-Driven Promotion**

- Donate % from sale of a particular item(s) to the MJHS
- Donate % of total sales to MJHS
- “Round Up” purchase program (*“Your total is \$14.25; would you like to round up to \$15.00 to help with the care of the animals at the MJHS?”*)
- “Enter to Win” contest (*“If you give to the MJHS, you’ll be eligible for X% off your next purchase.”*)

**C. Employee-Driven Promotion**

- Offer certain benefits employees who give to the MJHS
- Specify benefits:

.....

- Hold a bake sale/pot-luck lunch, or casual day at your place of work with proceeds benefiting the MJHS
- Other

.....  
.....

**If approved, which of the following would you like to use to promote your event?**

Internal Promotion (i.e. company newsletters, mass email, etc.)

.....

Posters/Flyers

.....  
.

Advertisements (describe: print/radio/internet/etc.)

.....  
.....  
.....

Public Service Announcements (PSA)

.....

Other:

.....  
.....

**What support or assistance would you like from the MJHS?**

Moose Jaw Humane Society Representative to Speak at Event: **YES NO** Topic:

.....



Public Relations Support (i.e.: PSA, posters):  
.....

Other (please specify).....  
.....

**Request for Moose Jaw Humane Society Supplies:** *please check which materials you require and how many of each*

- Foster care information Quantity: .....     Adoption information Quantity: .....
- Volunteer information Quantity: .....     Membership information Quantity: .....
- Donation coin box(es) Quantity: .....    Large ..... Small .....
- MJHS displays/signage *contact shelter for availability*

**Part 3: Financial Information** - *If you have a detailed copy of the event budget, please attach.*

Estimated Income from the Event        \$ .....

Estimated Expenses from the Event      \$ .....

Estimated Donation to the MJHS        \$ .....

or ..... % of Ticket Sales

or ..... % of Raffle Sales

**WILL TAX RECEIPTS BE REQUIRED? YES NO**

Will other charitable organizations benefit from this event? **YES NO** If yes, please list:  
.....  
.....

**Note:** Once your event is approved, the MJHS then relies on your donation. It is very important that your donation be submitted to the MJHS **within 30 days** of your event. A detailed breakdown of your event expenses and profits is required along with your donation for coding and record keeping purposes.

Please be advised that by publicly naming the MJHS as the benefactor of your event or promotion, you are required to donate the amount you have specified on our behalf. The Moose Jaw Humane Society is **not responsible for any financial losses**. We greatly appreciate your support and effort in making a difference!

**The Moose Jaw Humane Society - Donation Receipting For Tax Purposes**

1. The MJHS will issue donation receipts for any monetary donation. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made the donation, and IF a tax receipt is requested, the receipt will be issued in the company name at their corporate address. An individual or corporation cannot receive a donation receipt for money that was not donated by them (i.e. an individual cannot be designated to receive the donation receipt for monies raised through a casual day event).



2. **In Kind Donations** (i.e. prizes, product) A donation receipt for income tax purposes can be issued for donations of in-kind equal to the fair market value of the property received. To process in kind donations, the MJHS needs a written invoice or other supporting documents that could ascertain the Fair Market Value of the in kind donation.
3. Goods and services are **NOT** eligible for a donation receipt including the purchase of items such as raffle or lottery tickets, admission tickets, golf green fees, and the cost of a donated service. This includes special services that necessitate hiring someone for the event (i.e. tent set-up and entertainment).
4. If you require a donation receipt to be issued to participants in your event, we ask that you include the MJHS charitable number (#13206-3330-RR0001) on all your publicity materials and that you state “tax receipts will be issued for donations of \$10 or more, or upon request”. After the event, in a timely manner, please provide the MJHS with a list (be sure that the information is legible), of names, full addresses including postal codes and phone number(s), and the amount of the gift that each individual is to be receipted. *Receipts will **not** be issued for donors who provide incomplete addresses.*
5. Corporation or business that agree to sponsor an event will receive an invoice or Thank-You letter from the MJHS that would enable them to claim back the full amount of their sponsorship as a marketing expense.
6. For fundraising events such as a dinner, auction and golf tournament, a tax receipt may be issued for the entry fee less the “cost per person to put on the event”. However, the cost amount cannot exceed **80%** of the entry fee.

**PLEASE RETURN ENTIRE APPLICATION BY MAIL, FAX or DROP OFF AT SHELTER:**

The Moose Jaw Humane Society, Attention: Karla Pratt Fundraising and Promotions Coordinator  
 1755 Stadacona Street West, Box 1658, Moose Jaw SK S6H 7K7  
 Phone: 306-692-1517, Fax: 306-694-0720, email: [donations@mjhs.ca](mailto:donations@mjhs.ca)

**For The Moose Jaw Humane Society use only:**

..... **Approved** ..... **Not Approved**

Comments.....  
 .....  
 .....

Authorized Signature ..... Date .....