



Thank you for raising funds or supplies for the Animal Adoption Center. We are very grateful to the people who support us through third party events! These events raise awareness and donations, and help to save animal's lives.

As a nonprofit organization that relies heavily on the kindness of the community, these guidelines were established to protect donors, AAC, and you. While many events are simple to organize and host, and some guidelines may not apply to your event, we encourage you to become familiar with them. Thank you for reading them carefully.

### Third Party Events

A *third party event* is an event or promotion that will benefit the Animal Adoption Center ("AAC") and is sponsored by a person or organization ("Organizer") not affiliated with AAC – like you!

All third party events to benefit AAC must be registered and approved by AAC.

Third party events are limited only by the creativity of the Organizer. Event ideas include supply drives, dog washes, golf tournaments, walkathons, adoption carnivals, kitten showers – and more!

Third party events help bring new supporters to AAC when you reach out to your family, co-workers, neighbors, friends, and personal social network, many who may not be aware of AAC's lifesaving work for animals.

### How AAC Can Help You

- We can provide a letter of support to validate the authenticity of approved events and Organizers.
- We can publicize your event on Facebook and Twitter.
- We can post a brief update about the success of your event on our Facebook Page.
- We can add your event to our Facebook Events Calendar.
- We can, if possible, provide a staff member or volunteer representative at your event.

### The Important Stuff

AAC has a fiduciary duty to ensure our name is being used properly, that all event funds are being handled and accounted for in a reasonable fashion, and that the event is being conducted in a manner consistent with AAC's mission and public image. *To that end, all third party events must be registered and approved by AAC prior to any planning or promotion.* These may include but are not limited to: online fundraising for specific animals; establishment of percentage shopping affiliations, such as with *Amazon* or *iGive*; establishment of online wish lists or shopping lists; and any other online fundraising systems.

As a responsible steward of donated funds, AAC requires that a reasonable percentage of gross revenue from all fundraising events be directed toward the shelter if the event is promoted as benefiting the shelter. Organizers are asked to keep expenses less than 30% of gross revenue.

In the case of a sales promotion where a percentage or portion of proceeds will benefit AAC, the percent or portion donated must be clearly stated by the Organizer in all promotional material. The Organizer will provide an accounting of transactions to donors or AAC if requested.

All approved events should be promoted as “benefiting AAC.” For example, a car wash may be promoted as “Car Wash to Benefit the Animal Adoption Center” but not “The Animal Adoption Center Car Wash.” Any use of AAC’s name or logo needs to be approved in advance. AAC’s logo may not be altered in any way.

Organizer is responsible for obtaining the necessary permits, clearances, and insurance coverage as needed. Organizer must determine the amount of insurance required to protect itself from possible claims.

Organizer is responsible for planning and execution of the event, including all setup, promotion, staffing, and financial liability.

Organizer is responsible for complying with all local, state, and IRS regulations regarding the event.

Organizer agrees to indemnify and hold AAC harmless from and against any and all losses, damages, costs, attorney’s fees, expenses, and liabilities incurred in connection with, or in defense of, and claim or action or proceeding arising out of or incurred in connection with the event.

## **The Really Important Stuff – Tax Deduction and Acknowledgment**

Organizers are responsible for collecting the names and contact information of all participants, sponsors, donors, and volunteers for acknowledgment purposes, and should supply the information to AAC within 30 days of the completion of the event.

PLEASE TAKE NOTE: If a donor makes a contribution directly to AAC, a 501(c)(3) charitable organization, that donation qualifies as tax deductible. However, if a donor makes a contribution to the Organizer, and the Organizer is not an IRS qualified charitable organization, that donation does *not* qualify as tax deductible.

ADDITIONALLY: Per IRS regulations, all donors must be informed before an event that the tax deductible amount of their contribution is only the value over and above goods or services provided. For example, if a donor pays \$200 for a ticket to a golf fundraiser, and the cost to golf is \$50, the deductible amount is \$150.

### **Please Do Note:**

- AAC cannot pay vendors (caterers, venues, etc.) on the Organizer’s behalf. Organizers assume all responsibility for payments or arrangements for goods and services needed for the event.
- AAC cannot solicit sponsors or participants for your event, and does not provide donor or volunteer contact information.
- AAC cannot staff your event, or guarantee staff attendance.

Finally, AAC reserves the right to decline association with any person or event when it believes such an association may have a negative effect on AAC’s mission or public image. AAC may also decline association for breach of contract, or any other reason, at its discretion.



# ANIMAL ADOPTION CENTER

501 N BERLIN RD LINDENWOLD, NJ 08021 ANIMALADOPTION.COM 856.435.9116

## THIRD PARTY EVENT AGREEMENT

Your name: \_\_\_\_\_

Organization name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Event name and description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type of event (fundraiser, supply drive, etc.): \_\_\_\_\_

\_\_\_\_\_

Is your event:  **public** (anyone can attend), or  **private** (friends, family, co-workers only)?

**Y**  **N** Have you read the AAC's Third Party Event Guidelines?

**Y**  **N** Do you need a letter of support for your event?

**Y**  **N** For public events: Do you want AAC to promote your event on Facebook and Twitter?

**Y**  **N** For public events that occur on a specific date: Would you like to request a staff member or volunteer representative (see guidelines)?

### AGREEMENT

I have read, understand, and agree to abide by AAC's Third Party Event Guidelines. I understand that I am responsible for any and all liability, for all promotion, for accurate record keeping, and for preapproved use of AAC's name and logo.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please email, mail, or deliver your completed form to [info@animaladoption.com](mailto:info@animaladoption.com), or Animal Adoption Center, 501 N Berlin Rd, Lindenwold, NJ 08021. A staff member will contact you regarding approval. Thank you!