

SKAGIT HUMANE

The Humane Society of Skagit Valley

Third Party Fundraising Toolkit

Thank you for your interest in raising funds to support the Humane Society of Skagit Valley! This toolkit will give you ideas of various types of fundraising events and help you get started planning a successful fundraiser. We wish you and your team a successful event. Thank you for supporting HSSV's mission!

A "third party fundraiser" is a fundraiser held on behalf of HSSV by a person or group not affiliated with HSSV where HSSV has no fiduciary responsibility or staff/volunteer involvement. **Contact us at cathieb.hssv@gmail.com with any fundraising ideas you might have. We would love to discuss them with you!**

The Humane Society of Skagit Valley is a non-profit organization founded in 1974. Our mission is to provide a safe haven to shelter and care for the abandoned, abused, or unwanted animals within Skagit County; treat the animals with dignity and respect; place these animals into loving and caring homes; create public education programs that increase the awareness of humane treatment and the necessity of spay and neuter of all animals; and coordinate resources for housing and placement of small animals evacuated during disaster.

Think about your fundraiser

First, what kind of fundraiser would you like to hold? If you aren't sure, here are some ideas and examples:

- Bake sales, car washes, book sales, dog washes, silent auctions, garage sales
- Sell cut flowers, holiday wreaths, pins/buttons, or art
- Birthdays, holidays, and other gift-giving occasions can become fundraisers - just let participants know that you would prefer a donation to HSSV to a gift.
- Walk-a-thons, 5K fun runs, bowling or golf tournaments, head shaving, dunk tanks, canine costume contests, essay or poetry contests, dance contests, trivia contests
- Pizza parties, karaoke nights, wine tasting, private dinner parties, neighborhood/block parties, formal tea
- If your group is a church or religious organization, grange, or fraternal society, you are eligible to host bingo, raffles, or carnival-style games - just be sure to follow Washington State laws.
- Business partnerships - pick a day or other time period and donate a percentage of your sales to help animals in need. This is a great way to get extra publicity for your business during a slow season! You could also put a donation jar on your counter and/or feature an adoptable HSSV rescue animal of the week.

Plan it!

- Decide when and where your fundraiser will take place. Remember there may be permission or permits needed depending on your fundraiser.
- Think about how many helpers you will need and recruit them.
- Consider asking a friend to help with planning if this is your first time organizing a fundraiser.
- Track your donations - this packet includes a sample donation tracking sheet that you may use if you like. Be the first to donate to your own fundraiser! Checks can be made payable to "Humane Society of Skagit Valley".
- Be sure to check with HSSV before doing your fundraiser. We may be able help you avoid some roadblocks or help you get approval to use certain resources.
- Remember, your promotional materials must reflect that this is a third-party fundraiser done on behalf of HSSV rather than an official HSSV event. For example, if you hold a car wash fundraiser, you can make signs that say "CAR WASH - 100% of donations benefit HSSV" but you can't make signs that say "HSSV Car Wash".

Get support for your fundraiser

- Don't forget to ask family, friends, co-workers, and others for support!
- Consider working with your school or employer to host or support the fundraiser.
- See if you can double your donations by getting a donor or business partner to match funds!
- Advertise your fundraiser with posters, social media (like Facebook, Instagram, or Twitter) and/or other methods appropriate to your fundraiser.

We may be able help with:

- Use of our logo and promotion through our social media outlets (when appropriate) once your fundraiser is approved with HSSV
- Tax receipts for donors, if enough information is provided to us
- HSSV donation jar
- Donation tracking resources

We are unable to help with:

- Funding or reimbursement for event expenses
- Names or contact information of past donors, volunteers, staff, or clients
- Obtaining prizes, publicity, or sponsors for your event
- Guaranteeing promotion, publicity, or success for your event
- Physical or legal liabilities that may result from your event.

Additional Policies:

In order to ensure that Humane Society of Skagit Valley's name, image and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events. Thank you for your generosity in helping us save the lives of animals in need!

1. The Humane Society of Skagit Valley can provide informational materials about the Humane Society of Skagit Valley and our programs and services. Advance notice is needed with quantity and types of information requested in order for the Humane Society of Skagit Valley to provide these materials. The Humane Society of Skagit Valley does not provide any custom signage for each event, so you will need to create your own signage.
2. Due to the number of requests we receive, the Humane Society of Skagit Valley may attempt, but cannot guarantee:
 - a. Promotion of your event in our publications
 - i. We can try, however, to include your event on our community events calendar.
 - b. Staff, volunteers or animals at the event
 - c. Distribution of posters or literature for your event
3. While we may be able to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event, including: underwriting or providing all of the related costs, recruiting volunteers to help at the event, creating flyers for the event and working the actual event.
4. The event must be promoted in a manner to avoid statements or the appearance that the Humane Society of Skagit Valley endorses any product, firm, organization, individual or service.
5. All promotional materials must clearly state the percentage or portion of proceeds that will benefit the Humane Society of Skagit Valley.
6. Event organizers are responsible for obtaining all permits as well as their own liability insurance to cover the event. The Humane Society of Skagit Valley is not financially liable for the promotion and/or staging of third-party events. We cannot cover any events including but not limited to alcohol, inflatables, carnival rides, aerial stunts or pony rides.
7. We cannot process third-party event expenses. Only final net proceeds from the event can be processed by the Humane Society of Skagit Valley.
8. Please note that third-party and community fundraisers cannot be held at the Humane Society of Skagit Valley, unless approved by the Executive Director exclusively.
9. We are happy to provide acknowledgments to individuals and businesses who have made donations to the Humane Society of Skagit Valley through your event, but we must receive each person/business full name, address, donation type and amount.
10. The Humane Society of Skagit Valley logo cannot be used in any form without explicit permission from the Humane Society of Skagit Valley. Please contact cathieb.hssv@gmail.com for permission and an appropriate logo file. You may not recreate the Humane Society of Skagit Valley logo, create your own logo in lieu of ours to represent the Humane Society of Skagit Valley, or alter the Humane Society of Skagit Valley logo in any way, including but not limited to change of color, stretching horizontally or vertically or removing words from the symbol.
11. If you have additional questions about your fundraising event, please contact Cathie Byrd at cathieb.hssv@gmail.com.

Social media Tips

Send out emails to your friends and family encouraging them to join your efforts and contribute! *Hint* send multiple emails...often times people want to give, but lose the email or forget so a reminder email is a great thing! Then promote your event through social media. In addition, add pictures and share your personal story explaining *why* you are passionate about raising funds for the Humane Society of Skagit Valley.

Facebook

- Post information about your fundraiser on your Facebook profile. Include details so your friends can get involved.
- Like the Humane Society of Skagit Valley Facebook page
- Share posts from the Humane Society of Skagit Valley page on your personal Facebook page.
- Create an 'event' on Facebook and invite your friends

Twitter

- Follow the Humane Society of Skagit Valley on Twitter @director_hsofsv
- Retweet Humane Society of Skagit Valley tweets
- Promote your event on your personal Twitter page using #hashtag #humanesocietyofskagitvalley and #director_hsofsv

Instagram

- Follow the Humane Society of Skagit Valley on Instagram @humanesocietyofskagitvalley
- Regram the Humane Society of Skagit Valley posts
- Promote your event on your personal Instagram page using hashtag#humansocietyofskagitvalley
- Post in your Insta story about why you are so passionate about fundraising for the Humane Society of Skagit Valley

Sample Posts

"Did you know there are hundreds of homeless, abused and abandoned animals right here in our own community? Often the first time they have had a warm bed or full meal is when they are being cared for by Humane Society of Skagit Valley. I'm doing my part to help these animals feel the love by raising funds for the Humane Society of Skagit Valley. Donate today and help me reach my goal!"

"I'm excited to host an event for Humane Society of Skagit Valley and I could use YOUR help. Please support my efforts!"

"I'm raising funds for Humane Society of Skagit Valley in honor of {insert personal story}. Support me today!"

"I'm halfway there! Thanks to generous supporters, I've raised \$XXX towards my goal of \$XXX. Don't miss your chance to support my efforts. Donate Now!"

About the Humane Society of Skagit Valley

Our history, from livestock to feral

The Humane Society of Skagit Valley was founded by volunteers who worked out of a converted horse barn to shelter and care for animals. What started as a mission to curtail agricultural animal cruelty (horses, livestock and puppy mills) expanded to education and overpopulation spay and neuter services. In 1974, the volunteers and County Commissioners built a seven room, twenty-five dog kennel with bathroom. That facility was expanded in 1995. The new renovations included three offices, an education center, and exam/surgery room.

Our facility today

In 2006, HSSV moved to an adjacent new building. Our modern shelter has indoor/outdoor dog kennels with radiant heat floors, a cat roaming room with access doors to enclosed cat-patio, and offices where our expert staff provide adoption counseling, humane education, and other professional services to the community free of charge. We also keep a feral cat colony onsite with shelters and feeding stations.

Looking forward to the next few years, we envision our shelter facility with improved noise dampening in kennels, expanded get-acquainted rooms, veterinary exam areas, and renovation of our previous shelter to re-house a clinic suite, disaster/emergency kennels, and cat habitats. We also hope to expand our community services to include grief counseling.

We are community-supported

While we do provide some contracted services to Skagit County and several local cities, HSSV is a private non-profit shelter that relies heavily on fundraising events throughout the year as well as donations, endowments, and gifts left to us in wills.

We truly appreciate the generosity of our community members as well as the amazing efforts of volunteers at the shelter and at fundraising events.

HSSV is an open-admission facility

In other words, we accept any companion animals who need our care - in fact, we help over 2,500 animals each year. Animals at our shelter receive care, comfort, training, and professional veterinary services - even animals that have extensive medical needs get the attention they require.

We are here for animals for as long as they need us.

Sometimes that means several years for animals with special needs. Even feral cats find homes with people seeking barn cats or are given a permanent home in our on-site feral cat colony.

Euthanasia is a last resort used only to ease the suffering of animals with untreatable conditions or when an animal is too dangerous to integrate with human society.

Caring for animals in the community

Last year we spayed and neutered more than 650 animals in conjunction with our veterinary partners. We also receive hundreds of calls every month relating to animal emergencies and concerns. We triage animal questions, refer the caller to the correct service agency or suggest solutions to questions or problems.

Helping animals find the right home

We provide adoption counseling to match the families with the right pets, as well as Humane Education in responsible pet care, bite prevention, and spay and neuter education.

Helping humans, too

HSSV is a job training work-site partner for several agency programs that serve to re-employ our communities, including Northwest Workforce Council, Job Corps, Chinook Enterprises (Disabilities), United Way Volunteers, and Community Action of Skagit County.

Low-income assistance

With the help of our community partners, we provide low cost spay and neuter clinics to low-income people in our community. We also provide 1600-2500 lbs of healthy pet food every year to families in our community who may not otherwise be able to afford to feed their pets.

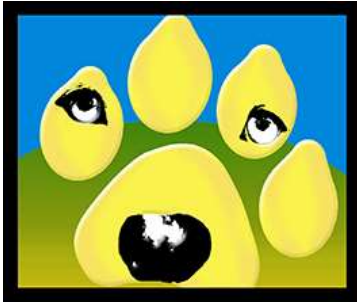
Paying the bills

As you may guess, the cost of providing these services adds up. In fact, the Humane Society of Skagit Valley costs about half a million dollars to run every year. This not only keeps the lights on, but also allows us to purchase the thousands of pounds of food, bedding, and other supplies that animals in our shelter need every year. Since HSSV is community-supported, this means that your fundraiser's contributions provide critical funds to allow us to do our work in the community. Thank you for your support!

First Name	Last Name	Address	City	State	Zip	Phone	Email	Amount Donated	Cash or Check

Please deliver all funds to:

Humane Society of Skagit Valley
 18841 Kelleher Rd, Burlington, WA 98233



SKAGIT HUMANE

The Humane Society of Skagit Valley

Fundraiser Donation Submission Form

Thank you for raising funds on behalf of the Humane Society of Skagit Valley! Please complete this form and submit after your event along with your contributions and tracking form to:

The Humane Society of Skagit Valley
18841 Kelleher Rd, Burlington, WA 98233
Phone: (360) 757-0445

Third Party Volunteer Information:

Group Name: _____

Contact Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email address: _____

Fundraiser Representative Name: _____

How many hours did organizers and volunteers donate to this event? _____

Event Information:

Description of fundraising activity (attach additional page if necessary):

Funds Attached:

Cash/Check/Money Order Donations (tracking form attached): \$ _____

PayPal Donations (use separate tracking form): \$ _____

Total Amount Raised: \$ _____

Event flyer templete

Event Title

Add event description here.



Month XX, 2017

Time

Location

Get Involved

Explain how to get involved or join in the event.

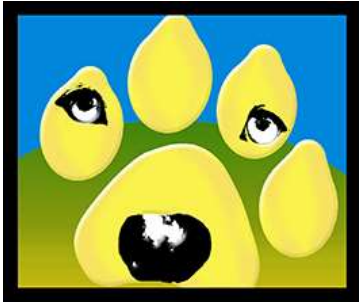
Questions? Please contact us at XXX-XXX-XXXX or youremail@email.com.

EVENT PROCEEDS WILL BENEFIT THE HUMANE SOCIETY OF SKAGIT VALLEY



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Tax Identification: 91-0903532



SKAGIT HUMANE

The Humane Society of Skagit Valley

18841 Kelleher Rd. Burlington. WA.

Fundraiser INFORMATION Form

Thank you for raising funds on behalf of the Humane Society of Skagit Valley! Thank you for Please complete the following informational form and submit at least 30 days prior to your event. Please note HSSV cannot do adoption events off-site associated with your event.

The Humane Society of Skagit Valley
18841 Kelleher Rd, Burlington, WA 98233
Phone: (360) 757-0445
Or to
cathieb.hssv@gmail.com

Third Party Volunteer Information:

Group Name: _____

Contact Name(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email address: _____

Fundraiser Representative Name: _____

How many hours did organizers and volunteers donate to this event? _____

Event Information:

Please give a brief description of your event:

Date of Event:

Time of Event: Location of Event:

Has this event ever been done before? YES / NO

How will this event be publicized?

Estimated number of participants: Are there any other organizations associated with this event?
YES / NO If yes, what other organizations?

Will you be collecting items, funds or both? If applicable, how will funds be raised for HSSV?

What is your goal for final donation amount to the HSSV?

Please describe the assistance, if any, you are requesting from the HSSV staff and/or volunteers.
(Please note we cannot do adoption events off-site and we cannot guarantee attendance at, or promotional support of your event.)

Please list any additional information you feel is important for us to know: