



Thank you so much for selecting West Place Animal Sanctuary (“WPAS”) as the beneficiary of your interest in supporting us through your corporate campaign and we look forward to the success of your efforts. Today, many businesses see the value of a very public philanthropic footprint. If you are looking for a cause to align your company with, you have come to the right place. Your event will uniquely tie your business to our organization, whether you fundraise in person or online. A well-run third party program can attract a lot of attention from our local business community. We have created this packet for those caring companies who are planning an event to help wildlife and animals who have been victims of cruelty. Enclosed you will find fundraising ideas, guidelines, application, tax information, and advice on making your event a success.

Tons of “Fun(draising)” Ideas

Animal Art Auction: Have animal art donated by a local artist, or hand paint wine glasses or the like for auction.

Bake Sale: Hold a weekly bake sale or handmade dog treat sale at a busy office.

Bingo Night

Bowling Night

Brown Bag Lunch Day: Have your co-workers bring lunch and donate the money they would have spent.

Car Wash or Dog Wash

Coin Drive

Company Picnic

Concession Stands: If you know a local sports team, have them contribute a percentage or amount to WPAS.

Endurance Challenges: If your workers participate in a tough mudder, a marathon, an iron man, or any other insanely difficult things you love, raise donations for their sponsorship to benefit WPAS.

Email: Email your contacts for donations.

Facebook: Post about us, asking for donations, likes, and other support.

Golf Tournament

Host any type of office giving program

Matching Gifts: Tell your employees that you will match what they donate.

Movie Night: Host at work and “sell” tickets for donations.

Music Event

Newsletter: If your company or organization has a newsletter, include information about your campaign and ask for support for WPAS.

On-line: sites like www.generosity.com let you fundraise online for WPAS for free.

Open House: If your business offers a service (like yoga classes), pick a day to ask for donations instead of fees.

Percentage of Sales: Donate a percentage of a day’s sales back to WPAS and advertise to the public to increase traffic that day.

Sailing Nights: Does your office sponsor a sailing team? Turn your next race night into a fundraiser for WPAS by getting donations from entry vessels.

Silent Auction

Social Media: Mention your love of WPAS on facebook, Instagram, twitter or any other outlet you follow and ask for donations be sent.

Sporting Tournament: Host your own - pick your favorite sport and have teams pay an entrance fee. Even spectators can donate. Add costumes for even more fun.

Tailgate Party: Host your favorite sporting tailgate and charge for food to donate the proceeds.

Talent Show

T-shirt sales: Create your own animal-themed shirt for sale with proceeds benefiting WPAS.

There may be a lot here but they are still only a few ideas. Your only limitation is your imagination. Be creative and be involved!



Guidelines

What is a third-party fundraising event?

- Any fundraising activity organized by a non-affiliated individual or group.
- WPAS has no fiduciary responsibility and no staff involvement. WPAS employees, independent contractors, volunteers and board members are 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 third party events and fundraisers.
- Your event will be promoted in a manner to avoid statement or appearance of WPAS endorsing any product, firm, organization, individual, or service.

How can I/we get started?

After you create your idea and a plan of action, you may present it to WPAS either prior to or in conjunction with submitting your application (in this packet). After the application is approved, it becomes an agreement regarding expectations.

- Please submit the application 30 days prior to your event to allow time for approval, marketing materials and advertising.
- Reasons for denial of an application may include, but not limited to, 1. It does not support the mission of West Place Animal Sanctuary, 2. There is no system to ensure the accountability of funds raised, 3. It would conflict with existing philanthropic relationships, 4. It would conflict with a current campaign, or 5. It is considered unethical or inappropriate.

What are my/our responsibilities for an event?

- Underwriting any related costs;
- Recruiting volunteers to help at your event;
- Writing all letters, including solicitations, sponsor requests, etc. to potential donors, patrons, etc. All sponsors must be disclosed to West Place Animal Sanctuary. If your event includes soliciting local businesses for cash or in-kind support, please include your prospect list to ensure solicitations do not conflict with our existing relationships.

- Creating promotional materials. Any promotional materials that you want to provide must also be approved and must indicate that the event is “In support of West Place Animal Sanctuary” or “Proceeds benefit West Place Animal Sanctuary,” followed by our logo. Nowhere can it state that West Place Animal Sanctuary is a sponsor or co-sponsor. Materials must clearly state the percentage of proceeds that will benefit WPAS.
- Obtaining all permits required by law.
- Obtaining your own liability insurance to cover your event.
- Execute your event.
- You can collect donations in person (sheet provided below) and on-line by setting up your campaign on a site like www.generosity.com. It’s fast and free and will enhance your results.

How will West Place Animal Sanctuary be involved?

WPAS will provide you with our official logo, and if you so choose we can provide our brochures, stickers, volunteer information, email sign up for our newsletter, our QR code for easy access to our website at your event.

WPAS is unable to provide the addresses or other information of our donors, staff, volunteers and board members to any outside individual or organization.

What happens after the event?

We ask that all donations be provided to WPAS within 30 days of your event. Under no circumstances will the event revenue or expenses flow through WPAS. Only the final net proceeds from the event will be processed by WPAS.

We are happy to promote your efforts. If you would you like to make a formal presentation of funds with photo, website posting and other social media done by WPAS, we will do so at your request.

You are responsible for sending out thank you notes to donors, patrons, sponsors, etc.

If your supporters require charitable tax receipting from WPAS, please see the relevant information below the application.



Personal Campaign/Third-Party Event/Fundraising Application

Name of group/organization or individual Host:

Contact Person (if different):

Address:

City/State/Zip:

Phone (best):

Fax:

Email:

Website (if applicable):

Name of Event:

Type of Event:

Description of Event and fund raising components (i.e. ticket sales, raffle, auctions, sponsorships, etc.):

Date:

Time:

Location:

Expected number of participants:

Fundraising Goal (proceeds):

Ideas to promote your event:

If the proceeds are to be shared with another organization, please provide information on that organization:

Agreement: I have read and understand the accompanying guidelines. I hereby agree to abide by the aforementioned guidelines and provisions, and provide all requested information in the manner and timeframe described. I also agree that WPAS is not responsible for any expenses, loses, claims or damages resulting from the fundraising event.

Print name: _____

Signature: _____ Date: _____

Approval: _____ Date: _____
WPAS Representative Signature

Please return completed and signed contract via mail, email or fax:

West Place Animal Sanctuary
ATTN: Wendy Taylor, Executive Director
3198 Main Road
Tiverton, RI 02878
fundraising@westplace.org
fax: 401-625-1425



Charitable Tax Receipting Information

- WPAS will issue receipts for any documented donation, issued to that individual or corporation. We require name, address and email.
- Goods and services not eligible for a donation receipt include purchase of items such as raffle or lottery tickets, admission tickets, golf green fees, and the cost of donated services.
- If you require donation receipts to be issued to participants in your event, we ask that you include the WPAS tax identification number (14-2005606) on all your publicity and that you state “tax receipts will be issued for donation of \$10 or more, upon request.” After the event, please provide WPAS with a list of names, full addresses, email addresses and the amount of each gift received by every individual.
- Corporations or businesses that agree to sponsor your event will receive an invoice and thank you letter from WPAS that will enable them to claim the full amount of the sponsorship.
- For events such as dinners, auctions or golf tournaments, a tax receipt may be issued for the entry fee less the “cost per person to put on the event.” Please note the cost may not exceed 80% of the entry fee.



Personal Campaign/Third-Party Event Donation Tracking Sheet

Event Name: _____

<u>Name</u>	<u>Address</u>	<u>Email</u>	<u>Amount</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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