



www.njshelter.org

Third Party Fundraising Event Guidelines

We encourage our friends in the local business and social service community to host events that will benefit the Mt. Pleasant Animal Shelter. By following these simple guidelines, we will ensure that your event meets with our standards, and puts both our Shelter and your business or organization in the best possible light.

- All fundraising events must be submitted in writing for review and approval at least 60 days prior to the proposed event date. Any targeted sponsors for the event must meet with the approval of Mt. Pleasant Animal Shelter at the time of application. This will help avoid overlap of regular sponsors.
- The Mt. Pleasant Animal Shelter name, logo, mission, or any visual representation of our mission may not be used without written approval from our Development Manager or Executive Director.
- Mt. Pleasant Animal Shelter cannot distribute flyers on behalf of any third party fundraiser, but will include it on our website, as appropriate. Publicity for your event is your own responsibility. Any print material, email, and social media announcements must meet with the approval of Mt. Pleasant Animal Shelter.
- The host business/organization is responsible for the creation of all promotional materials and post-event correspondence, subject to approval by Mt. Pleasant Animal Shelter.
- Typically, Mt. Pleasant Animal Shelter will not be able to provide staff to attend all fundraisers, but we will provide appropriate informational materials for your use. If you feel that staff presence is necessary, please specify the reason on this application, and your request will be reviewed.
- The host business/organization must recruit all event volunteers,
- The host business/organization is responsible for obtaining all permits, licenses, and insurance certificates for the event.
- Only net proceeds can be accepted and processed by Mt. Pleasant Animal Shelter, and a complete accounting of all funds collected and expenses related to the event must be submitted within 30 days following the event.
- Budget expenses for a third party fundraising event are the sole responsibility of the host business/organization. In addition, the percentage of the money raised on behalf of Mt. Pleasant Animal Shelter must be clear in all promotional materials and at the event itself.
- Mt. Pleasant Animal Shelter will not assume any financial liability or any liability for any injuries sustained during your fundraiser.
- Requests for adoptable animals to appear at your event will be reviewed along with your application.

Third Party Fundraising Event Application

Business/Organization Name: _____

Event Name: _____

Date/Time of the Event: _____

Location: _____

Contact Person: _____

Telephone: _____ Email: _____

Expected number of participants: _____

Percentage of proceeds to be donated to Mt. Pleasant Animal Shelter: _____

Please describe the event (Attach additional information as necessary): _____

Promotional materials needed? Yes _____ No _____

Any additional needs? _____

Organizer's signature/date of application: _____

Mt. Pleasant Animal Shelter approval/date: _____