



Independent Fundraising Event Guidelines

Thank you for your support of Canine Companions. Before you plan your fundraiser, we would like to make you aware of our guidelines for independent fundraising events. We are grateful for your support, and we ask that you follow the guidelines below as you plan and execute your event.

Registering your fundraiser and following these guidelines ensures that Canine Companions is aware of your event and can support you to the best of our ability. It also enables Canine Companions to answer any questions that may arise regarding your event.

All independent fundraisers must submit the proposal form online at <https://canine.org/independent-fundraiser-contact-form/> no less than 60 days prior to the event.

The Canine Companions staff will review the application and respond within 10 business days of submission. Please do not move forward with any event planning or public advertising until you have received approval for your event. This is extremely important in preserving the name and integrity of Canine Companions.

All independent fundraisers will **not** promote Canine Companions as the organizer of the event, but rather the beneficiary. In an effort to protect our name, brand, image, and mission, we cannot officially endorse your event.

Event Name

We prefer your event name include “benefiting Canine Companions” but cannot include “Canine Companions” in the event name. For example, you may not call your event “1st Annual Canine Companions Dance Party”, but you can call it “1st Annual Dance Party to Benefit Canine Companions”.

Logo Usage

Upon approval, all independent fundraisers will have permission to use the Canine Companions logo. All logo usage must follow the Logo Guidelines that are provided with the logo file. Any and all promotional material for the event must be submitted for approval to Canine Companions before printing and publicizing.



Promotional Material

All advertising and promotion of independent fundraising events are at the sole expense of the organizer. All promotional materials including, but not limited to advertising letters, flyers and press releases must be sent to marketing@canine.org to be reviewed and approved by Canine Companions before printing and publicizing.

Upon request, Canine Companions can provide you with brochures that convey our mission, which can be given out to event attendees.

Collecting Funds & Making Your Donation

Keeping accurate accounts of your fundraising financials is extremely important. Canine Companions will not be responsible for any expenses incurred for independent fundraising activity. If Canine Companions is not receiving 100% of the proceeds from an independent fundraising event, the exact portion or donation amount must be clearly stated in all promotional material and publicity. For example, "Proceeds will be split evenly between Canine Companions and (another nonprofit organization)".

Proceeds from independent fundraisers should be sent to Canine Companions within 45 days of the event date. Donations should be made payable to "Canine Companions" and should be submitted by check or money order. If cash donations are accepted during your event, please convert all cash to check or money order form before submitting the donation.

Proceeds must be sent to the facility address in your region (<https://canine.org/locations>) or: Canine Companions, PO Box 446, Santa Rosa, CA 95402-0446.

Tax Information

Contributions are tax-deductible only if they are made directly to Canine Companions. Tax receipts will be issued by Canine Companions once donations have been received and processed at our office. Tax receipts for personal checks from individual donors will be sent directly to the name and address on the check, not the event organizer.

Tax receipts will be issued only if the donor did not receive anything of value (other than items of minimal value such as a boxed lunch, small event token, general sponsor recognition and/or promotion at the event). Funds received by the event for purchase of auction items or similar items of value cannot be given a tax receipt. Instead, the person should consult with their tax professional for the proper treatment for tax purposes.



Permits and Liability

Canine Companions will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising in any manner related to your event. The organizer of each event must take the proper precautions with regards to insurance and coverage. Canine Companions cannot insure your event. Canine Companions is not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.

What Canine Companions *can* do for an Independent Fundraiser:

- Provide the Canine Companions logo to be used in event promotion
- Post a flyer or calendar listing for the event on our website's events calendar
- Provide promotional material for attendees or to be placed at an awareness table
- Provide a Canine Companions representative at the event
- Send acknowledgment letters to all direct contributors to Canine Companions
- Issue thank you letters to you and, as requested, to your supporters
- For events guaranteed to result in a donation of \$25,000 or more, additional staff support is available.

What Canine Companions *cannot* do for an Independent Fundraiser:

- Mail invitations to Canine Companions constituents
- Provide mailing lists to the event organizer
- Solicit sponsorships or donations for the event
- Endorse the event or its organizers
- Provide volunteers to serve on event organizing/planning committee, serve in a leadership role at the event, or staff the event
- Have decision making authority at the event or over event operators
- Pay the event expenses or reimburse the organizer for event expenses
- Provide insurance for the event
- Allow the Canine Companions name to be represented as a partner, sponsor or organizer of this event
- Guarantee attendance

As an Independent Fundraiser, you:

- Must abide by all of the Canine Companions Fundraising Guidelines and Logo Guidelines.
- Must provide any event promotion materials to Canine Companions for approval before publishing. Please send materials to marketing@canine.org for review and approval.
- Must indemnify, defend and hold Canine Companions harmless, including its chartered units and its governors, directors, officers, employees, agents and volunteers from and against any and all suits, claims, demands, liabilities, damages, costs and expenses



(including reasonable attorneys' fees) arising out of or relating in any way to your fundraising activity.

- Must submit any collected funds to Canine Companions immediately if, for any reason, the fundraiser is cancelled.
- Must comply with all federal, state and local charitable solicitation statutes, regulations and ordinances that affect or apply to the fundraising activity.
- Must apply due diligence not to use any copyrighted or trademarked material in naming the event or in the creation of slogans and flyers.
- Must submit proceeds from the fundraiser to Canine Companions no more than 30 days after the event. Proceeds must be sent to the facility address in your region or: Canine Companions, PO Box 446, Santa Rosa, CA 95402-0446.
- Must collect the names, addresses, phone numbers, and emails for each volunteer and donor and submit them to Canine Companions. This is important information that will help Canine Companions thank all volunteers and donors.
- Cannot claim to be a representative of Canine Companions.
- Cannot use the Canine Companions Tax ID number to avoid sales or other taxes.
- Cannot provide receipts to donors or promise tax deductions for event sponsorships or fees.
- Cannot use the Canine Companions logo without written permission from Canine Companions.

Thank you for your support of Canine Companions!