



Fundraising & Sponsorship Policy

Fundraising

Canine Companions engages in a variety of fundraising activities to support its program operations and fulfill its mission¹.

Volunteers and third-party fundraising agencies should follow or fit within the framework of principles conveyed in this policy.

Key fundraising activities and partners include:

- DogFest, our signature event held around the country, and other volunteer-driven special events.
- Organization-arranged events for awareness or fundraising.
- Corporations and foundations that align with and support our mission.
- Direct marketing to private individuals.
- Major gifts from private individuals.
- Bequests, estate plans and trusts

Our policy as an organization is to prohibit the following activities in our fundraising efforts:

- Consignment sales of services or merchandise.
- Gaming activities as defined by the IRS² and other state³ and federal regulations. This includes but is not limited to bingo, beano, raffles, lotteries, pull-tabs, scratch-offs, pari-mutuel betting, Calcutta wagering, pickle jars, punchboards, tip boards, tip jars, certain video games and other games of chance.

Sponsorship

Canine Companions offers various sponsorship opportunities for individuals,

corporations and foundations to support its program operations and fulfill its mission.

The sponsorship should be based upon the principle of good trust. Both parties should benefit from the arrangement; however, as a nonprofit, the reputation and integrity of Canine Companions should not be diminished by the sponsor. The sponsorship level should be appropriate and within the guidelines set by the Canine Companions partnership strategy.

Sponsorships accepted from individuals, companies and corporate foundations should:

- Support the dignity and independence of people with disabilities.
- Promote the power of the human-canine bond.
- Advance our role as advocates for people with disabilities.
- Align with Canine Companions' best practices for the health and safety of dogs and clients.

Sponsorships should uphold our organization core values:

- *Teamwork* – We believe in the joyful, transformative power of the human-canine partnership.
- *Compassionate Service* – We act with respect, empathy and collaboration in service of our community, our constituents and each other.
- *Integrity* – We do what is right guided by honesty, accountability and sincerity.
- *Community* – We practice inclusion and acceptance to build impactful relationships within our diverse community.
- *Excellence* – We conduct ourselves with professionalism in pursuit of the highest standards.
- *Innovation* – We reinvent possibility to unleash our greatest potential.

Sponsorships should represent the integrity of our brand:

- Operate with transparency.
- Strive for excellence and innovation in their field.
- Align with our program initiatives.
- Support social, financial and environmental responsibility.

Sponsorship acknowledgment messages and materials may include:

- Sponsor's legal name.
- A generic description of sponsor's products or services.
- Brief contact information of the sponsor, such as the phone number,

address or internet website.

Sponsorship acknowledgement messages and materials may not include:

- Logos, slogans or descriptions that contain qualitative or comparative descriptions of sponsor's products, services, facilities or company.
- Descriptions of sponsor's products or services that contain endorsements of the products or services or which make claims assessing the value of the products or services, including price information.

Sponsorships are prohibited from individuals, companies and corporate foundations who are exclusively or primarily engaged in the manufacture, sale, distribution or promotion of any of the following activities, policies, issues or products:

- Tobacco products or the use of tobacco products.
- Illegal drugs, illegal drug use or illegal drug materials.
- CBD⁴ or CBD derivative products or the use of such products.
- Pornography.
- Firearms, explosives or other weapons, and hunting related activities
- Political issues.
- Election issues or candidates for election.
- Are discriminatory based on race, gender, age, sexual orientation, ethnicity, religion or disability.
- Have been found guilty of fraud, corruption, human rights abuse, animal cruelty, environmental degradation or tax evasion.
- Actions taken that are not listed but are considered discriminatory or would be considered to cause reputational harm to Canine Companions.

Starting in 2024, Eukanuba holds exclusive rights as the pet food provider for Canine Companions at both the national and regional levels. Canine Companions will not enter into any agreements with other pet food brands, which includes the promotion or sale of pet food or treats at any Canine Companions events including but not limited to DogFest, galas and golf events.

Use of the Canine Companions' logos and service marks for third-party fundraising purposes must receive prior written approval from the organization.

Use of donor lists by sponsors or third-party fundraising for any reason other than reasonable and customary communications must be contractually agreed upon in advance or receive prior written approval from the organization.

Any expenditure made by a sponsor or third-party fundraiser to be reimbursed by

Canine Companions must be pre-authorized by a Canine Companions staff member; failure to obtain pre-authorization may result in the expenditure not being eligible for reimbursement.

Sponsorships are also prohibited from any other individual, company or corporate foundation that the CEO or CFO deems to be in conflict with Canine Companions' core values, as determined on a case-by-case basis.

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1. The organization's gift policy is available upon request.
 2. Publication 3079 (Rev. 10-2018) Catalog Number 25706L Department of the Treasury Internal Revenue Service [www.irs.gov \(https://www.irs.gov/pub/irs-pdf/p3079.pdf\)](https://www.irs.gov/pub/irs-pdf/p3079.pdf).
 3. State of California Gambling Law, Regulations, and Resource Book (https://oag.ca.gov/gambling/gambling_law).
 4. FDA Regulation of Cannabis and Cannabis-Derived Products, Including Cannabidiol (CBD) – US Food & Drug Administration (<https://www.fda.gov/news-events/public-health-focus/fda-regulation-cannabis-and-cannabis-derived-products-including-cannabidiol-cbd>).