



Canine Companions Independent Fundraising Event Policy

An Independent Fundraiser is an event organized by an individual, company, or organization in support of Canine Companions. These events may include galas, golf tournaments, runs or walks, and other fundraising activities. Events that were previously hosted or sponsored by Canine Companions, once transitioned to independent status, are considered Independent Fundraisers and follow the policies outlined below.

Canine Companions Chapters are considered representatives of our organization, not independent entities, and therefore are ineligible to host or organize Independent Fundraisers. Chapters may support approved Independent Fundraisers in their community; however, all event planning, contracts, and proceeds management must be handled by the independent organizer.

Thank you for your support of Canine Companions. Before planning your fundraiser, please review the policies below and follow them as you plan and execute your event.

Registration & Approval

Independent Fundraisers must submit an application online at <https://canine.org/independent-fundraiser-contact-form/> no less than 60 days prior to the event.

Canine Companions will review the application and respond with approval in writing. Organizers may not move forward with event planning, contracts, or public promotion until written approval is received.

Approval is granted at the sole discretion of Canine Companions and may be revoked at any time if the event no longer aligns with organizational policies, brand standards,

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mission, or legal requirements, or if inaccurate information was provided during the application process.

Independent Fundraisers may not promote Canine Companions as the organizer of the event. Organizers may state that Canine Companions is the beneficiary of proceeds from the event. Canine Companions does not officially endorse Independent Fundraising events.

Event Name

Event names must not include “Canine Companions” in the title under any circumstances.

All Independent Fundraising Events must use the phrasing “benefiting Canine Companions” to indicate support.

Not permitted:

“1st Annual Canine Companions Dance Party”

Permitted:

“1st Annual Dance Party benefiting Canine Companions”

Promotional Material

All advertising and promotion of Independent Fundraising events is the sole responsibility and expense of the organizer.



All promotional and advertising materials, including but not limited to letters, flyers, and press releases, must be submitted to marketing@canine.org for review and approval prior to printing or public distribution.

Upon request, Canine Companions may provide brochures or fact sheets that communicate the organization's mission for distribution at the event.

Use of Canine Companions Communication Channels

Independent Fundraisers may not use Canine Companions communication channels for event promotion, solicitation, or outreach, including but not limited to:

- Canine Companions email lists or newsletters
- Canine Companions social media accounts
- Canine Companions websites or calendars
- Direct outreach to Canine Companions donors, volunteers, graduates, clients, staff, or partners

Independent Fundraisers may not request that Canine Companions promote, post, share, tag, or distribute event information. Unauthorized use of communication channels may result in immediate revocation of event approval.

Collecting Funds & Making Your Donation

Canine Companions is not responsible for any expenses incurred by an Independent Fundraiser event.

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If Canine Companions does not receive 100% of the proceeds from an Independent Fundraiser event, the exact portion or donation amount must be clearly stated in all promotional materials.

Examples:

“Proceeds will be split evenly between Canine Companions and another nonprofit organization.”

“Canine Companions will receive 10% of all proceeds from this dine and donate event.”

Proceeds must be submitted to Canine Companions within 30 days of the event date.

Donations must be payable to “Canine Companions.” Cash donations must be converted to check or money order prior to submission.

Mail proceeds to:

Canine Companions

Independent Fundraising Events

PO Box 446

Santa Rosa, CA 95402-0446

Tax Information

Tax receipts are issued only for donations made directly to Canine Companions after receipt and processing.

Eligible donations include checks payable to Canine Companions or gifts made through Canine Companions managed fundraising pages.

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Donations made payable to an individual, business, or Independent Fundraiser are not tax-deductible.

Canine Companions does not issue tax receipts for in-kind donations supporting Independent Fundraisers.

Canine Companions cannot provide tax advice. Donors should consult their tax professional.

Permits and Liability

Canine Companions assumes no legal or financial liability for Independent Fundraising events.

Organizers are responsible for securing all required permits and complying with local, state, and federal laws.

Organizers are encouraged to carry appropriate general liability insurance and obtain liability waivers for events involving physical activity.

What Canine Companions Can Do for an Independent Fundraiser

- Provide mission materials as available upon request
- Send acknowledgement letters to direct contributors to Canine Companions
- Coordinate requests for graduate speakers when available; requests are not guaranteed



What Canine Companions Cannot Do for an Independent Fundraiser

- Mail invitations or provide mailing lists
 - Solicit sponsorships or donations
 - Endorse or co-host the event
 - Provide volunteers, planning committee members, or event staffing
 - Pay or reimburse event expenses
 - Provide insurance coverage
 - Represent the event as a partnership
 - Guarantee attendance
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Independent Fundraiser Responsibilities

Independent Fundraisers:

- Must comply with all Canine Companions Independent Fundraising Event Policies
 - Must submit promotional materials for approval prior to distribution
 - Must indemnify and hold Canine Companions harmless from claims or costs
 - Must comply with all charitable solicitation laws
 - Must submit proceeds within 30 days of the event
 - Cannot represent themselves as Canine Companions
 - Cannot use the Canine Companions Tax ID
 - Cannot issue tax receipts or promise tax deductibility
 - Cannot use the Canine Companions logo in any form
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