



Santa Barbara Humane Society for the  
Prevention of Cruelty to Animals  
5399 Overpass Road  
Santa Barbara, CA. 93111  
[www.sbhumanesociety.org](http://www.sbhumanesociety.org)

## Santa Barbara Humane Society Third-Party Event Guidelines

Thank you for your interest in raising funds to support the programs that benefit the animals and programs of the Santa Barbara Humane Society. We value your interest and willingness to coordinate an event that benefits our organization, and we have put together these handy guidelines to help you in planning your event.

### **What is a Third-Party Event?**

A Third-Party Event is any fundraising activity by a non-affiliated group, organization or individual (Sponsor) which benefits the Santa Barbara Humane Society, where the Santa Barbara Humane Society has no financial responsibility and minimal or no staff involvement is required.

We strive to support Third-Party fundraising events to the greatest extent possible with the resources we have; however we kindly ask that all such events follow the Santa Barbara Humane Society guidelines and be approved in advance. Third-Party Event proposals should be submitted no later than two weeks prior to the scheduled event, although a minimum of thirty days is preferred. Each proposal will be carefully reviewed for feasibility and suitability with our organization's mission, goals and objectives. This is an important safeguard to preserving the integrity of the Santa Barbara Humane Society and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner.

Third-Party Events must be consistent with the SANTA BARBARA HUMANE SOCIETY'S mission to promote the welfare of animals through example, action, and education.

### **Guidelines**

*The following guidelines have been developed to protect both the individuals, organizations and corporations hosting events ("Sponsor") and the Santa Barbara Humane Society ("SANTA BARBARA HUMANE SOCIETY").*

Sponsor is responsible for ALL event coordination, marketing/promotion and sales.

All promotional materials must clearly state the percentage of proceeds that will benefit the SANTA BARBARA HUMANE SOCIETY.

Any use of the SANTA BARBARA HUMANE SOCIETY logo or inclusion of the Santa Barbara Humane Society name must be approved by THE SANTA BARBARA HUMANE SOCIETY at least two weeks in advance of the event. Any contact with press or other media must be coordinated with the SANTA BARBARA HUMANE SOCIETY.

The SANTA BARBARA HUMANE SOCIETY cannot and will not finance any expenses related to a Third-Party Event or assume responsibility for any debts incurred.

The Sponsor agrees to indemnify and hold harmless SANTA BARBARA HUMANE SOCIETY of and from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including attorneys' fees and costs, **but only to the extent caused by**, arising out of, or relating to the Third-Party Event.

Sponsor agrees to coordinate with and request permission from the SANTA BARBARA HUMANE SOCIETY before soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.

Sponsor must state the terms of the donation (either monetary or material) that the SANTA BARBARA HUMANE SOCIETY can expect from the Third-Party Event and must tender the donation within thirty (30) days of the event.

A donation solicited on behalf of the SANTA BARBARA HUMANE SOCIETY, whether the donation is an item or cash, is tax deductible only when it is made directly and entirely to the SANTA BARBARA HUMANE SOCIETY.

Donors to Third-Party events who wish to be receipted must make checks payable to Santa Barbara Humane Society and provide an address. Cash donations must be received with a list of donors, addresses and specific amounts; otherwise cash will be collected as an anonymous gift. Cash should not be deposited into a personal account in order to write the SANTA BARBARA HUMANE SOCIETY a check for the amount. If the event is a benefit event (i.e. benefit concert), the donor will only be receipted for the donation amount minus the fair market value of the benefit.

When a portion of the ticket price or suggested donation from a participant of the Sponsor's event is not tax-deductible, the Sponsor must clearly state this on all materials.

Due to limited resources, the SANTA BARBARA HUMANE SOCIETY cannot guarantee the SANTA BARBARA HUMANE SOCIETY staff or volunteers will attend the Third-Party Event.

The SANTA BARBARA HUMANE SOCIETY typically does not solicit participation from our supporters for Third-Party Events and will not approve Third-Party use of the SANTA BARBARA HUMANE SOCIETY mailing lists.

**The Santa Barbara Humane Society reserves the right to decline participation or cancel participation in an event for any reason. Generally, the following events will NOT be approved:**

- Events that do not adhere to the SANTA BARBARA HUMANE SOCIETY'S Third-Party Event Guidelines
- Raffles
- Events that require significant attendance from the SANTA BARBARA HUMANE SOCIETY staff or volunteers

- Events scheduled in close proximity to a SANTA BARBARA HUMANE SOCIETY fundraising event (i.e. Annual Open House, Off-site Adoption Events, etc.)
- Events that are controversial in nature or do not represent a positive image for the SANTA BARBARA HUMANE SOCIETY

After you have reviewed the above guidelines, please complete the Third-Party Event Proposal Form and submit it at least two weeks prior to your proposed event. Once the proposal has been received, the SANTA BARBARA HUMANE SOCIETY staff will notify you of any questions/concerns. A SANTA BARBARA HUMANE SOCIETY Third-Party Event Committee will then review the proposal and you will receive written confirmation regarding their decision.

*Thank you again for your support of the Santa Barbara Humane Society!*

## **Santa Barbara Humane Society** **General Organizational Background**

The Santa Barbara Humane Society's mission is to promote the welfare of animals through example, action, and education.

Serving Santa Barbara County since 1887, the organization provides vital programs and services to animals and people alike through caring for and adopting animals, providing positive reinforcement behavior training for adoptable animals, and for owned animals through public training classes, investigating animal cruelty and neglect, providing adult and youth education programs, and rescuing animals in emergency situations.

The Santa Barbara Humane Society is a private, nonprofit organization that receives no government grant funding, and is supported solely by contributions, grants, bequests, endowment funds, and fees for service.

### **Santa Barbara Humane Society Programs & Services Include:**

- Adoptions – All adopted animals come with spay/neuter, microchips, vaccinations, health & behavioral testing.
- Member Services (low fee vaccinations and microchipping, pet boarding, and reduced pricing for flea products)
- Sponsor-a-Pet (Sponsorships for adoptable pets)
- Seniors for Seniors (Adoption discounts for people over 60 who adopt a pet over 7 years old)
- Owner Requested Euthanasia (For terminally ill or suffering animals)
- Pet-Assisted Therapy
- Animal Cruelty and Neglect Investigations
- Animal Rescue Team comprised of trained Staff and Volunteers
- Group Dog Behavior & Training Classes and Private Consultations
- Community Outreach
- Educational Programs for Youth & Adults
- Facility Tours
- Summer Kid's Critter Camp