



INDEPENDENT FUNDRAISING EVENT GUIDELINES

Purpose: Independent fundraising events are a great way to financially support Lollypop Farm and provide a better future for the thousands of homeless animals that need help in our community. All fundraisers are greatly appreciated; however, Lollypop Farm reserves the right to decline participation or cancel participation in an event for any reason. Coordination with staff is crucial to a successful event.

Permission: Lollypop Farm has a fiduciary duty to ensure that our name is being used properly, that funds are being handled and accounted for in a responsible manner and that the fundraising is being conducted in a manner consistent with the mission and image of Lollypop Farm. All fundraising events require permission in advance; please do not make public announcements or promote any event until it is approved by Lollypop Farm. An Independent Fundraising event Form **MUST** be submitted at least four weeks prior to the event. No action should be taken on any event until the form is submitted and approval is received from Lollypop Farm staff.

The following guidelines have been developed to protect both the individuals, organizations and corporations (“Sponsor”) hosting events and Lollypop Farm (“Lollypop Farm”).

Event Promotion and Logo Usage:

- Any use of the Lollypop Farm logo or inclusion of the Lollypop Farm name in any event promotion **MUST** be approved by Lollypop Farm in advance.
- Press Releases are the sole responsibility of the third party event organizer.
- Sponsor is responsible for **ALL** event coordination, marketing/promotion, and ticket sales.

Event Language:

- Any promotional materials need to be clear that the event or fundraiser is raising funds that will benefit Lollypop Farm. (ex. ***all proceeds to benefit Lollypop Farm***)

Financial Guidelines:

- Lollypop Farm will not finance any expenses related to an independent fundraising event or assume responsibility for any debts incurred.
- Sponsor is responsible for complying with all applicable local, state, and federal regulations regarding a charitable event.
- When soliciting cash or gifts, an independent organization must not state or imply a representation of Lollypop Farm. It should be made clear when communicating that you are an outside organization / individual helping to raise money in support of Lollypop Farm.

Sponsorship:

- Lollypop Farm typically does not solicit participation from our supporters for independent fundraising events and will not approve the use of our mailing lists.
- Lollypop Farm **CAN** provide a letter of support to be used to validate the authenticity of the event and its organizers.

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Tax Receipts and Donor Acknowledgement:

- A donation solicited on Lollypop Farm's behalf, whether the donation is an item or cash, is fully tax-deductible only when it is made directly and entirely to Lollypop Farm. Lollypop Farm will determine what types of gifts can be considered tax-deductible prior to Sponsor solicitation or promotion, as only Lollypop Farm can verify that such a gift was made, and its nature, to the IRS. This information must be made explicitly clear in promotion of the Sponsor's event.
- Sponsor agrees to coordinate with and request permission from Lollypop Farm before soliciting any individuals, organizations or businesses in order to avoid duplicated efforts.
- Sponsor must state the precise terms of the donation that Lollypop Farm can expect from the event and must tender the donation within sixty (60) days of the event.
- Lollypop Farm asks that no more than 25% of revenue generated is used to cover event expenses.
- Donors to Independent Fundraising Events who wish to be receipted must make checks payable to Lollypop Farm 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 Lollypop Farm a check for the amount.
- If event is a benefit, 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, Sponsor must clearly state this on all materials.
- Lollypop Farm will acknowledge all donors from whom a check is received. If the check submitted includes cumulative cash donations, we will also need contact information for individuals and organizations that need receipts for tax purposes (this includes in-kind donations and gifts of \$25 or more).
- Due to limited resources, Lollypop Farm cannot guarantee Lollypop Farm staff or volunteers will attend an event. It is considered the responsibility of the person or organization conducting the event to fill volunteer positions.
- Lollypop Farm requires the independent fundraiser to furnish a Certificate of Insurance naming Lollypop Farm as an additional name insured before the event or activity is promoted or conducted. To be acceptable, the Certificate of Insurance must cover all risks associated with the event or activity contemplated and is issued at limits acceptable to the SPCA.

What Lollypop may do for event organizers?

- Acknowledge direct contributions to Lollypop Farm.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Events anticipated to be larger in scope, audience, and fundraising capacity may be added to the Lollypop Farm website event schedule. Limited publicity or marketing through social media may be available on a case by case basis.
- Depending on date and availability, Lollypop Farm may provide a representative (volunteer or staff) at event (must be approved by Lollypop Farm prior to scheduling of event).

Generally, the following events will NOT be approved:

- Events that do not adhere to the Lollypop Farm Independent Fundraiser Event Guidelines.
- Raffles.
- Events or campaigns which promise the public that a percentage of profits will go to Lollypop Farm, unless documented and verifiable.
- Events that require significant attendance from Lollypop Farm staff or volunteers.
- Events scheduled in close proximity to other Lollypop Farm events.
- Events that are controversial in nature or do not represent a positive image for Lollypop Farm.

Lollypop Farm reserves the right to decline participation or cancel participation in an event for any reason.

For more information contact: Maddie Payton, Event Specialist, Lollypop Farm, Humane Society of Greater Rochester at (585) 223-1330 x172 or mpayton@lollypop.org.



Independent Fundraiser Application

Lollypop Farm appreciates your interest in conducting a fundraising event or promotion on behalf of the animals.

Please take a moment to provide us with the following information and return this form to mpayton@lollypop.org for approval before beginning to plan your event. Lollypop Farm reserves the right to decline participation or cancel participation in an event for any reason.

TODAY'S DATE: _____

EVENT'S DATE: _____

NAME OF EVENT: _____

- Name Contact Person(s) _____
- Address _____
- City State Zip _____
- Phone _____
- E-mail _____
- Event Description (Please include any ticket prices or entrance fee information if applicable)

- Estimated Total Revenue \$ _____ Estimated Total Expenses \$ _____
Estimated Attendance _____ % of Proceeds for Lollypop Farm _____
- Please name any other charitable organizations that will benefit from this event (if any):

- Is this a one-time event or do you hope to make it annual? _____
- How will the funds be raised for Lollypop Farm: (check those that apply)
____ Ticket Sales – Cost of ticket \$ _____
____ Other (please explain) _____
____ No Funds – in-kind donations only
- What type of promotion do you plan to do for the event? _____

- Will businesses be solicited? (if yes, please attach list of potential businesses)

RETURN COMPLETED FORM TO:

Maddie Payton, Events Specialist
mpayton@lollypop.org 585-223-1330 ext. 172
Lollypop Farm, Humane Society of Greater Rochester
99 Victor Rd., Fairport NY 14450