



Third-Party Event Policy

Thank you so much for your interest in raising funds to benefit animals and programs at the Upper Valley Humane Society (UVHS). We value your interest and willingness to coordinate an event to benefit our organization. We greatly appreciate all support from our community and wish we could attend every event hosted on our behalf. However, we have limited staff and resources and so have put together a few guidelines to help generous folks and businesses as they set out to raise funds for us.

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 UVHS and in which UVHS has no financial responsibility and minimal or no staff involvement is required.

We strive to support third-party events to the greatest extent possible with the resources we have. However, we kindly ask that we be notified of and approve all such events in advance. Please inform us of your desire to coordinate a third-party event at least 30-days prior to the scheduled day.

UVHS reserves the right to decline association with an event for any reason. Generally, the following events will NOT be approved:

- Events that do not adhere to the UVHS third-party event guidelines
- Events that require significant involvement from UVHS staff or volunteers
- Events scheduled in close proximity to a UVHS fundraising event
- Events that are controversial in nature or do not represent a positive image for UVHS

Third-Party Event Guidelines

The following guidelines have been developed to protect individuals, organizations and Corporations (referred to as "Sponsor" from this point forward) hosting events and the Upper Valley Humane Society (UVHS).

Third-party events cannot be in conflict with UVHS's mission of inspiring compassion for all living creatures and strengthening the bonds between animals and the people they love.

In addition, Sponsor must agree to the following guidelines:

1. Sponsor is responsible for all event coordination, marketing/promotion and sales. UVHS will assist in event promotion via social media channels.
2. All promotional materials must clearly state the percentage of proceeds that will benefit UVHS.
3. Any use of the UVHS logo or inclusion of the UVHS name must be approved by UVHS at least two weeks in advance of the event. Any contact with press or other media to promote the event must be coordinated with UVHS's Executive Director.
4. UVHS cannot finance any expenses related to a third-party event or assume responsibility for any debts incurred. Exceptions to this guideline may be granted by the Executive Director at UVHS's discretion.
5. Sponsor agrees to coordinate with, and request permission from, UVHS before soliciting any individuals, organizations or businesses in order to avoid duplicating effort or making undue support requests within our community.
6. Due to limited resources, UVHS cannot guarantee that staff, volunteers or animals will attend or participate in the Sponsor's event. Good faith efforts to attend will be made, but there is no guarantee.
7. Depending on our internal fundraising schedule, UVHS may or may not solicit participation from our supporters for Third-Party events. UVHS cannot approve Third-Party use of our mailing lists.

We hope these guidelines will assist you in coordinating your event. If you would like to move forward with an event to help benefit the Upper Valley Humane Society, please email us with the following information at least 30 days before your event:

- Your Name
- Your Organization's Name
- The date and location of the fundraiser
- A brief description of the fundraiser

Marina Welch

Development Assistant-Communications & Events

603-448-6888 ext.114

Marina@UVHS.org

Thank you again for your support of the Upper Valley Humane Society!