



## Third Party Fundraising Handbook

So, you've decided to host a fundraising event... Thank you!

Your involvement helps improve the lives of surrendered  
pets in the City of London and the Counties of Elgin,  
Middlesex and Oxford.

**Your support makes a difference:**

Thanks to amazing supporters like you, Humane Society London & Middlesex is able to provide medical care and shelter to thousands of pets in the City of London and the Counties of Elgin, Middlesex and Oxford, every year. Through third party events such as golf tournaments, bake sales and auctions, donors and volunteers like you are positively impacting the lives of local animals in need.

We are so grateful to the many groups and individuals who organize community fundraising events to help support Humane Society London & Middlesex.

No matter how large or small, these initiatives are invaluable to the overall fundraising of our shelter.

Enclosed you will find some guidelines to help manage your event.

**Contents:**

The Application Process.....	Page 3
3 <sup>rd</sup> Party Event Policy/Guidelines.....	Page 4
Event Ideas to Get Started.....	Page 5
Contact Information.....	Page 5

## The Application Process:

### Step One:

**Pick your fundraiser!** Decide what you would like to do and how you will raise funds. (See page 5 of this handbook for some ideas).

### Step Two:

**Complete the Third Party Fundraising Event Agreement** form online ([www.hslm.ca/third-party-events/](http://www.hslm.ca/third-party-events/))

### Step Three:

**Wait for approval.** Once you have submitted your application form please wait for approval from Humane Society London & Middlesex before you begin promoting your event. The approval process usually takes 5 business days.

### Step Four:

Plan and host your event! Here are some helpful hints:

- **Set a realistic goal** and develop a budget.
- **Recruit volunteers** to support your initiative.
- **Reduce expenses** by requesting donations from local business such as auction items, hall space, food and drink or free advertising space.
- **Solicit support** from companies who may be interested in supporting your initiative by providing funds to cover expenses.
- **Promote your event!** Consider approaching radio, TV and community newspapers and make use of social media. To align your event with your fundraising cause, you may also request permission to use Humane Society London & Middlesex logo on your marketing materials. Humane Society London & Middlesex reserves the right to final logo approval on all promotional material.
- **Use social media channels** during your event and encourage your participants to share, if appropriate to the flow of your event.
- **Have fun!**

### Step Five:

Once your event is over:

- **Please share** any photographs taken.
- **Please submit your donation** within 30 days of your event. Donations by cheque must be made payable to “Humane Society London & Middlesex.”
- **Please return borrowed materials** within a week of the event.
- **Revel in the good you have done** – we will contact you to share your impact!

### 3<sup>rd</sup> Party Event Policy/Guidelines:

We know there is a lot of time and effort that goes into fundraising and we appreciate your energy and hard work!

Below are some guidelines to help make your fundraiser run smoothly:

- The organizer agrees to handle all monetary transactions for the fundraising event.
- Cheques for sponsorship to be used to cover expenses should be made payable to your event or organizing committee.
- Promotional material must state “In support Humane Society London & Middlesex” and be approved by Humane Society London & Middlesex prior to distribution.
- In an effort to maximize your donation, the event organizer is responsible for all aspects of the initiative including volunteers, advertising, ticket sales, sponsorship and all expenses incurred.
- If the support of HSLM staff, volunteers or other support is needed, the organizer will contact the Marketing & Events Coordinator with ample notice. Support will be given on the basis of availability and is not guaranteed with the signing of the Event Agreement.
- If you are submitting funding requests where you must apply on behalf of Humane Society London & Middlesex and use its charitable registration number, these must be reviewed with the Marketing & Community Engagement Coordinator prior to the application.
- Unless otherwise agreed upon, event insurance, licenses, security deposits and any other legal or contractual requirements are the sole responsibility of the event organizer. Humane Society London & Middlesex cannot assume any liability for the event.
- Humane Society London & Middlesex does not support initiatives that pose a health hazard or engage in illegal activity. All outreach must be compliant with Canada’s anti-spam legislation (CASL).

## Event Ideas:

### A-thon's

- Dance
- Skate
- Swim
- Walk
- Bowl
- Run

### Auctions

- Art Auction
- Live Auction
- Silent Auction
- Online Auction

### Contests & Games

- Trivia
- Bingo
- Cook-off
- Dunk Tank
- Pumpkin Carving
- Costume Contest
- Guessing Contest
- Singing/Talent Contest

### Sales &

#### Concessions

- Art/Craft Sale
- Bake Sale
- Book Sale
- Garage Sale
- Re-gifting Sale
- Concession Stand

#### Social Events

- Barbecues
- Birthdays
- Dog wash
- Retirements
- Anniversaries
- Carnivals/Fairs

#### Tournaments

- Board Games
- Dodge Ball
- Paintball
- Bowling
- Hockey
- Pool
- Golf

### Other Ideas

- Appreciation Day
- Battle of the Bands
- Brown Bag Lunch Day
- Car Wash
- Concert
- Dance
- Donate in lieu of gifts at Staff or Birthday Party
- Fashion Show
- Garden Party
- Head/Beard Shave
- Holiday Flower Sale
- Holiday Tree Festival
- Jeans Day/Casual Day
- Super Bowl Party
- Jewellery Party
- Karaoke Night
- Pie Toss
- Potluck Party
- Treasure Hunt
- Store Opening

## Contact Information:

Humane Society London & Middlesex  
624 Clarke Rd, London, ON N5V 3K5  
www.hslm.ca

### **Claire Belsheim, Marketing & Community Engagement Coordinator**

Email: cbelsheim@hslm.ca  
Direct: 519-451-0630 Ext. 222

Main: 519-451-0630  
Fax: 519-451-8995