



Animal Protective Foundation

Thank you for your interest in helping the Animal Protective Foundation! We are excited that you want to organize a fundraiser or event to benefit our furry friends. We appreciate your interest and are grateful for your generosity. To help us work with you in your efforts, please complete this form in its entirety and return to the Director of Development, Colleen Keating, at keating@animalprotective.org or mail to APF, 53 Maple Avenue, Scotia, NY 12302. If you have any questions, please call 518-374-3944 Ext 122.

Name of Group/Organization planning this event: _____

Contact name: _____

Address: _____

Phone: _____

Email: _____

Name and/or type of proposed fundraising event: _____

Event date and time: _____

Location: _____

Type of Event: _____

Is the event open to the public? ___ Yes ___ No Is the event by invitation only? ___ Yes ___ No

Has this event taken place before? ___ Yes ___ No When? _____

Will this be an annual event benefiting the APF? ___ Yes ___ No

Total Projected Gross Income: \$ _____

Total Projected Expenses: \$ _____

Will the APF be receiving full or partial proceeds of your event? _____

Will proceeds be shared with another organization? If so, who? _____

What percentage will be donated? _____

How many people do you expect to attend? _____

Please attach a detailed budget and a list of businesses you will be soliciting for sponsorship or in-kind contributions.

Please describe the event and the fundraising components (i.e. ticket sales, raffle, auction, sponsors, etc.)

If possible, would you like a representative from the APF present at the event? ___ Yes ___ No

If yes, what time and what role will he/she play? _____

How will the event be publicized? (invitations, press releases, advertisements, fliers, etc.) Attach any samples.

Do you plan to use the APF logo in your promotional materials? ___Yes ___ No

What address can we email the logo to? _____

Guidelines

Please submit this form at least 30 days prior to event. Once the proposal has been received, APF staff will notify you of any questions or concerns. The organizer is responsible for all details including:

- Underwriting of all event related costs.
- Event coordination, marketing/promotion and sales.
- Recruiting volunteers to help out at the event.
- Writing all letters, including sponsor requests and thank you letters to potential donors and sponsors.
- Working at the actual event.
- Organizers must sign a Third Party Event Proposal Form.
- The APF must approve all promotional materials, including advertising, letters, brochures, fliers and press releases prior to production or distribution.
- All promotional materials must clearly state the percentage of proceeds that will benefit the APF.
- The APF should receive a list of targeted sponsors for the event before they are approached to minimize overlap with other APF events or fundraising campaigns that may be underway.
- Event organizers are responsible for obtaining all permits and liability insurance to cover the event.
- The APF is not financially liable for the promotion and/or staging of third party events.
- Due to limited resources, APF cannot guarantee APF staff or volunteers will attend the event.

REQUIREMENTS:

We ask that anyone requesting to host a fundraiser for the Animal Protective Foundation to abide by the following guidelines:

- Please use our correct name, the Animal Protective Foundation, in all advertising and promotion and include our correct address, phone number, and website. Our logo can be made available for your use upon request.
- Fundraisers must fully and truthfully state the portion of the proceeds which will be donated to the APF in all advertising, promotions and in all contact with donors, sponsors, and participants. The "portion of proceeds" may be stated as a percentage of net proceeds, a portion of a product price or a fixed amount per sale/transaction that is to benefit the APF.
- Funds raised for the APF must be submitted within two weeks from the close of the event.
- Fundraisers must comply with all state and/or municipal charitable solicitation statutes and/or ordinances applicable to the fundraiser.

I have read the above information and I agree to abide by these guidelines:

Signature of Fundraiser or Representative

Date: _____

The APF is a private, 501(c)3 not-for-profit organization. We rely on the generosity of individuals and businesses in our community to continue our mission; we are not affiliated with, nor do we receive funding from any other humane organizations. We will mail you a receipt for your contribution, which is tax deductible in accordance with the rules of the IRS.

For more information on contributing to the APF, please visit our website www.animalprotective.org, call (518) 374-3944, ext. 122.

Thank you for your support!