

THIRD PARTY EVENT GUIDELINES



Thank you for considering raising funds or collecting supplies for ACCT Philly.

ACCT Philly is extremely grateful to the many people who wish to support our lifesaving programs through third party events.

These events raise awareness, donations and help us save animal lives.

As a nonprofit organization that relies heavily on the kindness of the community, our guidelines were established to protect donors, ACCT Philly and you. While many events are simple to organize and host, and some guidelines may not apply, we encourage you to become familiar with all of them. Thank you for reading them carefully.

Then get ready to have fun!

Third Party Events

A third party event is an event or promotion that will benefit the Animal Care and Control Team (ACCT Philly) and is sponsored by a person or organization (the “Organizer”) not affiliated with ACCT Philly – like you!

Third party events are only limited by the creativity of their Organizer! Event ideas might include dinners, golf tournaments, bike rides, supply drives, piggy bank round-ups, tattoo-a-thons – you get the idea, right?

Third party events help bring *new* supporters to ACCT Philly when you reach out to your neighbors and friends, your social network of contacts who may not even be aware of ACCT Philly’s lifesaving work for animals.

How ACCT Philly can help you

- ❖ We can provide a letter of support to be used to validate the authenticity of approved events and their Organizers.
- ❖ We can publicize your upcoming event (if requested, for public events, one time) to ACCT Philly’s Facebook fans*.
- ❖ We can announce the success of your event (if requested, for any event, one time) on ACCT Philly’s Facebook page*.
- ❖ We can add your event (single listing, for public events, if requested) to ACCT Philly’s event calendar*.
- ❖ ACCT Philly can attempt to provide, but cannot guarantee, a staff or volunteer representative at your event.

The important stuff

ACCT Philly has a fiduciary duty to ensure our name is being used properly, that all funds are being handled and accounted for in a reasonable manner, and that the event is being conducted in a manner consistent with ACCT Philly’s mission and public image. To that end, all third party events need to be registered and approved by ACCT Philly prior to any planning or promotion.

As a responsible steward of donated funds, ACCT Philly believes that a reasonable percentage of gross revenues from all fundraising events should be directed towards ACCT Philly when promoting an event as benefiting ACCT Philly. Organizers are asked to keep expenses to less than 30% of gross revenue.

In the case of a sales promotion, if a portion of proceeds or sales will benefit ACCT Philly, the percent or amount to be donated needs to be clearly stated by the Organizer in all promotions and communications and the Organizer will provide an accounting of transactions to donors or ACCT Philly if requested.

Events should be promoted as “benefiting ACCT Philly”. For example a walkathon may be promoted as “Walkathon to benefit ACCT Philly” but not the “ACCT Philly Walkathon” and any use of ACCT Philly’s name or logo needs to be approved by ACCT Philly prior to any event. ACCT Philly’s logo may not be altered in any way.

Organizer is responsible for obtaining any necessary permits, clearances and insurance coverage as necessary. Organizer must, in its sole discretion, determine the extent of required insurance for the event in order to protect itself from claims which may arise out of the event.

Organizer is responsible for planning and execution of the event, including all set-up, promotion, staffing and financial liability.

Organizer is responsible for complying with all local, state and IRS regulations regarding the event.

Organizer agrees to indemnify and hold ACCT Philly harmless from and against any and all losses, damages, costs, attorney’s fees, expenses and liabilities incurred in connection with, or in the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.

The really important stuff: Tax Deduction & Acknowledgment

Organizers are responsible for collecting names and contact information of all participants, sponsors, donors and volunteers for acknowledgment purposes and should supply that information to ACCT Philly within 30 days of the completion of the event.

Importantly: If payments are made to **ACCT Philly**, a 501(c)3 organization, they qualify as tax deductible to the fullest extent allowed by law. If payments are made to the **Organizer**, and the Organizer is not an IRS qualified organization, the payments will not be tax deductible for income tax purposes.

Additionally: A donor must be informed that the tax deductible amount (per IRS regulations) is only the amount that is over and above what was received in goods and services. For example, if a participant pays \$200 to play in a golf outing and the cost per golfer is \$50, the tax deductible amount is \$150.

What we can’t do

- ❖ ACCT Philly *cannot* pay vendors (i.e. caterers, venues, etc.) on the Organizer’s behalf. Organizers assume complete responsibility for making payments or arrangements for goods or services needed for the event.
- ❖ ACCT Philly *cannot* solicit sponsors or participants for your fundraising event and does not provide donor or volunteer contact information.
- ❖ ACCT Philly *cannot* staff your event or guarantee staff attendance.

ACCT Philly reserves the right to decline association with any person or event when it believes that such an association may have a negative effect on the image of ACCT Philly, for breach of agreement or for any other reason.

**ACCT Philly has sole discretion as to the wording of its calendar and Facebook posts. Organizer recognizes and agrees that ACCT Philly has no control over the number of views gained by any Facebook post.*

REGISTER YOUR EVENT

ACCT Philly Third Party Event Registration Form

Your Name

Organization Name (if applicable)

Address

City, State, Zip

Phone

Email

Event Name and Description

Type of Event (fundraiser, supply drive, etc.)

Is your event public (anyone can come) or private (friends, family or coworkers only)?

Have you read ACCT Philly's Third Party Event Guidelines?

Do you need a letter of support for your event?

For public events: Do you want ACCT Philly to promote your event (limit one time) to our Facebook and Twitter followers?

For public events that occur on a specific date: Would you like to request a staff or volunteer representative (please see guidelines)?

Agreement: I understand that I am responsible for any and all liability, for all promotion, for accurate record keeping, for preapproved use only of ACCT Philly's name and logo, and I have read, understood and agree to abide by ACCT Philly's Third Party Event Guidelines:

Signature

Date

Email your completed form to ame@acctphilly.org or mail to 111 West Hunting Park Ave, Philadelphia, PA 19140 and an ACCT Philly representative will be in touch with you.

