



Third-Party Fundraiser Guidelines

Thank you for your interest in supporting Charleston Animal Society by choosing to partner with us for an event or fundraiser. Donations to Charleston Animal Society are extremely important and critical for our lifesaving efforts!

Charleston Animal Society defines a “Third-Party Event” as any fundraising activity by a non-affiliated group or individual where Charleston Animal Society has no fiduciary responsibilities and minimal or no staff involvement. Charleston Animal Society is accountable to the public and Internal Revenue Service for fundraising activities using the name of Charleston Animal Society. To this end, the following guidelines have been developed to serve as standards for those who organize special events, benefits, or promotions on behalf of Charleston Animal Society. (“Sponsor” is the event organizer.)

Please review the guidelines below to help make your event a success!

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| <p>Charleston Animal Society can provide...</p> <ul style="list-style-type: none"> • Promotion of your event and/or post event recognition, when appropriate, to Charleston Animal Society community supporters and followers through social media, email, or other channels. • Approval of the use of Charleston Animal Society name, logo and collateral materials. • Acknowledgment and distribution of tax receipts. | <p>Charleston Animal Society <u>can not</u> provide...</p> <ul style="list-style-type: none"> • Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies. • Guaranteed volunteer, board member, or staff attendance at the event, or access to donor lists or contacts. • Charleston Animal Society sales tax-exemption number for making any purchases related to your event. |
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Marketing and Event Set Up

- Promotions for the event should reflect Charleston Animal Society as a beneficiary (i.e. “proceeds from XYZ Fundraising Event will benefit Charleston Animal Society”).
- Third-party events may not be represented as events sponsored by Charleston Animal Society.
- All promotional materials related to an event benefiting Charleston Animal Society must be reviewed and approved by Charleston Animal Society prior to distribution (e.g. flyers, press releases, tickets, brochures, posters, etc.)
 - All references to Charleston Animal Society in publicity and promotional materials for the event or promotion should refer to “Charleston Animal Society.”
- Sponsor is responsible for obtaining any necessary permits and clearances required by local and state government and appropriate insurance coverage, complying with all applicable laws.
- Expenses incurred for conducting the event are the responsibility of the hosting volunteers and the Sponsor of the event. Charleston Animal Society will not be liable for any costs, expenses, or reimbursements.

- All third-party events should ideally be accessible to people with disabilities. Ideally the event should take place at a venue that meets ADA regulations. Sponsor is expected to promote and make arrangements for any special accommodations and needs by participants.

Event Income

- The event Sponsor is responsible for opening and maintaining their own bank account for the event. Bank accounts may not be opened in the name of Charleston Animal Society.
- Any check payable to Charleston Animal Society must be sent directly to Charleston Animal Society at 2455 Remount Rd. North Charleston, SC 29406.
 - Only checks payable to Charleston Animal Society will be provided with a tax deductible acknowledgement letter in accordance with IRS and state tax regulations.
 - Donations made out to an organizer or other source may be sent a general acknowledgment letter with no value attached.
- If you are deducting expenses before sending net proceeds to Charleston Animal Society, you should not state or imply to your donors that any funds given to you are tax deductible, and you should not use the word “donation” because it implies that they are tax deductible.
- Sponsor agrees to inform Charleston Animal Society of any effort to recruit major financial underwriters to ensure there is no duplication of underwriting efforts already underway by Charleston Animal Society.
- Kindly submit appropriate documentation from individuals and/or businesses regarding their financial donations.
- The event fee of \$500 is due prior to the event. Kindly submit any additional funds raised, payable to Charleston Animal Society, within 60 days of the event.

Tax Guidelines and Implications

- As a responsible steward of public funds, Charleston Animal Society holds to the standard set forth in the Better Business Bureau guidelines. Events held to benefit Charleston Animal Society are expected to keep expenses to a minimum.
- If Sponsor represents to the public that proceeds will benefit other organizations in addition to Charleston Animal Society, Sponsor should be prepared to provide access to an accounting of revenues and expenses. If so requested, an accounting and fund distribution will be expected within 60 days after the conclusion of the special event or promotion.
- Sponsor is responsible for complying with all IRS regulations registrations applicable to the event.
- Federal tax laws disallow third-party events from using Charleston Animal Society Tax Exemption number or Federal Employer Identification number when purchasing any goods or services from suppliers or vendors.

If you have any questions, please contact Anna Lanford, Advancement Assistant and Events Coordinator at ALanford@CharlestonAnimalSociety.org.