



Third-Party Event Guidelines

Thank you for your interest and enthusiasm in hosting an event to benefit the York County SPCA! Below you will find our event guidelines, along with an online form. Our team is small, but we typically review and respond to event inquiries within a week. If you need to reach our team immediately, please email kdempwolf@ycspca.org.

How does the YCSPCA define a “third-party” event?

A third-party event is any fundraising activity hosted/organized by a non-YCSPCA employee or organization that benefits the YCSPCA and where the YCSPCA has no financial responsibility and minimal or no staff/volunteer involvement is required. The YCSPCA receives numerous requests from organizations and individuals interested in raising funds for the YCSPCA so that we can continue to save the lives of animals in our community. The following guidelines help ensure your event to benefit the YCSPCA is successful!

Agreement between the event organizer and the YCSPCA:

- Event Organizer agrees to notify the YCSPCA of any event **at least 30 days before the planned event**. YCSPCA staff must be aware of any event planned to raise funds or awareness for the YCSPCA. We must be prepared should any community member ask about your event to authenticate it. If you are approaching sponsors for your event, the list of sponsors and/or partners must be approved by the YCSPCA in advance to avoid duplication of efforts and over asking our supporters.
- The Event Organizer agrees to **identify a point person** and provide contact information. This person is responsible for organizing the event, collecting and depositing any donated funds for the YCSPCA, and coordinating the event, marketing/promotion, and sales.
- Event Organizer agrees to send any event/marketing material using the YCSPCA name or logo to be pre-approved. *Please allow five business days from receipt of any materials for the decision.* Please clearly state on any printed materials the name of the group responsible for the event and the percentage of proceeds or ticket sales that will benefit the YCSPCA.
- Event Organizer is responsible for complying with all IRS regulations regarding the event or any charitable deductions.

- Event Organizer agrees to supply any permits and liability insurance necessary for your event. Many events require special permits and/or liability coverage, which will be your responsibility.
- Event Organizer agrees to remit event donation (monetary) to the YCSPCA within two weeks of the event. Checks should be payable to the York County SPCA (Society for the Prevention of Cruelty to Animals) and mailed at the address listed on the application.

Important Notes:

- **Marketing:** As the event organizer, you are responsible for the marketing and advertising of the event. The YCSPCA cannot promote third-party events through our social media or email lists. We appreciate your willingness to support our organization and do remind you that our primary marketing focus is finding homes for our animals and promoting our major fundraisers and campaigns. Therefore, the success of a third-party event must rely on the host's marketing efforts, staffing, and planning. Thank you for your understanding!
- **Financial Responsibility:** The YCSPCA cannot finance any expenses related to a third-party event or assume responsibility for any debts incurred.
- **Volunteers:** The YCSPCA has very limited manpower resources. We will ask our volunteers if they are available to host a table at third-party events, but please understand this is dependent on their availability and may not always be possible.
- **Print Materials:** YCSPCA flyers and brochures are available for your use at your event. *Please contact us with at least five business days' notice to receive.* Marketing materials must be picked up at the shelter.
- **Promotion:** The YCSPCA needs to be informed of all press and social media coverage.
- **Involvement:** The YCSPCA reserves the right to decline or cancel participation in any third-party event for any reason. Typically, cancellations happen when our shelter is at capacity, and our limited resources are focused on saving lives.

Generally, the following types of events will NOT be approved:

- Events that do not abide by the YCSPCA third-party event guidelines
- Events that require significant use of YCSPCA staff and/or volunteers' time when it is not available or cannot be guaranteed

- Events scheduled too close to a major YCSPCA event
- Events that are controversial or do not promote a positive image for the YCSPCA

Recognition for your third-party event is very important to us. This is how the YCSPCA will acknowledge your event that raises:

- Under \$2,499: Your organization will receive a written acknowledgment letter.
- Between \$2,500 and \$4,999: Your organization will receive a written acknowledgment letter, a photo opportunity at our shelter, and a kennel cage sign at the YCSPCA for one year. This kennel card includes a customized message and naming on the card.
- Between \$5,000 and above: In addition to receiving all the above, you will receive recognition on our social media and in print newsletter.

After you have reviewed these guidelines, please complete the YCSPCA Third-party Event Application on our website and submit it at least 30 days prior to your event. Once received and reviewed, an employee from the YCSPCA will contact you. Thank you for your desire to assist the YCSPCA. Our animals are very appreciative of your efforts!