

# Partner with Us fundraising events



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paws4people foundation  
Fundraising Event guidelines



# Partner with fundraising event guidelines

Thank you for your interest in holding an event to benefit the paws4people foundation! In order to best represent the foundation and uphold our standards of conduct and performance, we ask that you follow all of the following criteria closely at all times.

## Getting Started

A fundraising event is any event held to raise awareness and/or funding with any and **all** proceeds benefiting paws4people, Inc. and/or any of its programs and initiatives (e.g. paws4vets).

Fundraising events may not be held without the advanced, **written permission** of the paws4people Executive Committee.

paws4people fundraising events must reflect positively on the foundation, and **must** abide by all laws- local, state, and federal. paws4people fundraising events cannot be political or sexual in nature.

Popular fundraising events include: 1 mile fun walk/5K run, golf tournament, cocktail night, restaurant partnerships (e.g., 15% of sales from 5-10pm at X Restaurant will be donated to paws4people), dog wash, etc.

## Naming Your Event

Fundraising events should be a creative way to highlight your enthusiasm and support for the paws4people foundation. You may respectively use the verbiage "in support of the paws4people foundation [or program name]," or "benefiting the paws4people foundation [or program name]" throughout your event name and marketing materials.

To help protect our trademark, we require that you **always** spell out paws4people [and all subsidiary program names, e.g. paws4vets] using:

- All one word, with no spaces
- All lowercase letters *at all times*
- The numeral 4, never the word "for"

## Use of Name and Logo

Logos will be provided on a case-by-case basis by the paws4people staff member helping to coordinate your event. Any use of the logo will require that **all** materials be reviewed and pre-approved by the paws4people staff member helping to coordinate your event.

## Registration

We ask that you register your event at <http://www.paws4people.org> with enough time for paws4people staff to both address the request, and to approve any use of logoed materials. We recommend registering at a minimum of 4-6 weeks prior to your event. The approval process will take 7-10 business days. You may **not** host a fundraising event without registration and approval. In the case that you have more than one event planned, please register each event separately. For reoccurring events, please remember to register the fundraiser each year.

## paws4people Event Support

Once registered and approved, paws4people will support your event by adding it to the master calendar located on the paws4people website ([www.paws4people.org](http://www.paws4people.org)) as well as by listing on both the paws4people and paws4vets Facebook pages. The staff member assisting you to coordinate your event will send you promotional materials, digital brochures for printing, or any other support materials as they are available and appropriate.

Unfortunately, paws4people is not able to send representatives to each fundraising event. This is a part of our effort to remain fiscally responsible with our donor's contributions. The staff member assisting you in coordinating your event will do their best to see if anyone within the paws4people family is available to attend your event, but we cannot guarantee such attendance.

## Fund Collection & Acknowledgement

As you begin asking for donations, be sure that all individuals who might have conversations with potential donors are informed about the cause you are supporting, [paws4people foundation](http://www.paws4people.org). You'll want to make sure that the message you convey is precise, effective, and brief. Don't forget to mention that all donations made in the form of a check, cashier's check, or money order are tax deductible. As soon as we receive the funds you've collected, we will send a letter of acknowledgment for all eligible donations, which supporters can use for their tax records.

***Please note: ALL donation checks should be made out to paws4people and mailed to:***

***paws4people***

***ATTN: Events***

***1121C-324 Military Cutoff Rd***

***Wilmington, NC 28405***

paws4people cannot issue tax receipts for the value of an individual's time, goods, or services donated to your event, as these items are not deductible under federal tax law and therefore are not eligible for a tax receipt. We can only acknowledge checks written to paws4people foundation directly. All eligible donations will be issued a tax receipt from paws4people offices upon receipt and processing of funds. No third party may issue tax receipts on the foundation's behalf.

## Reimbursement

To remain fiscally responsible, paws4people **cannot** refund or reimburse any expenses related to externally instigated and managed fundraising events.