

Fundraising Guidelines

The mission of the Placer Society for the Prevention of Cruelty to Animals (Placer SPCA) is to enhance the lives of companion animals and support the human-animal bond.

Thank you for your interest in supporting Placer SPCA through third-party fundraising. Third-party fundraising efforts are organized by individuals, groups, or businesses to benefit Placer SPCA. The guidelines below are intended to ensure that all fundraising activities align with our mission, protect our reputation, and comply with legal and ethical standards.

**Please review the guidelines prior to submitting a third-party event proposal.*

Getting Started

- Applicants must submit a completed Third-Party Event Proposal Form outlining:
 - Event purpose and description
 - Date, time, and location
 - Fundraising methods
 - Expected revenue and expenses
- All third-party fundraising events must receive prior approval from Placer SPCA before planning, promoting, or hosting an event.
- Placer SPCA reserves the right to approve or decline any event based on alignment with mission, capacity, and risk considerations. Furthermore, Placer SPCA reserves the right to withdraw approval if:
 - Activities conflict with our mission
 - Misleading or inaccurate information is used
 - The event poses reputational or legal risk

Event Planning & Support

- The third-party organizer is fully responsible for:
 - Event planning and execution
 - Securing venues, vendors, and volunteers
 - Obtaining all required permits, licenses, and insurance
 - Managing finances and expenses
- Placer SPCA may help with:
 - Guidance and best practices
 - Organizational collateral
- Placer SPCA is not liable for:
 - Financial losses
 - Injuries, damages, or accidents
 - Contracts entered into by the organizer

- Due to limited resources, Placer SPCA is generally unable to provide onsite support at most events. When possible, Placer SPCA will consider special requests for onsite participation (e.g., tabling, bringing adoptable animals, etc.).

Marketing & Promotion

- Please refer to our organization as **Placer SPCA** in all event materials/promotions.
- Approved events must clearly state: "This event is hosted by [Organizer Name] to benefit Placer SPCA."
- We are happy to provide you with a high-quality JPEG of our logo for use on promotional materials. We ask that you provide a copy of any marketing materials in advance for review/approval.
- Please list or include a link to our website on marketing materials. If you post on social media, please tag Placer SPCA.
- With permission, Placer SPCA may feature your third-party fundraising effort on our social media channels. Photos and content are always appreciated.

Donations

- If less than 100% of proceeds are donated, promotional materials must clearly state the percentage or portion to be donated.
- Donations made directly to the Placer SPCA are tax-deductible to the extent allowed by law. Donations made to the event organizer may not be tax-deductible.
- Funds must be sent to Placer SPCA within **30 days** following the event.
- Placer SPCA cannot provide tax advice. Please consult a professional if you have any questions about the tax-deductible status of donations made through your fundraising activities.

Compliance

- All events must comply with **local, state, and federal laws**, including:
 - Charitable solicitation regulations
 - Raffles, auctions, and games of chance laws
 - Tax and reporting requirements
- Organizers must not engage in activities that are contradictory to Placer SPCA's mission.

About Placer SPCA

- Placer SPCA is a private, non-profit organization, tax ID# 94-2607682.
- Placer SPCA is not affiliated with any other entity and does not receive donations through the ASPCA. You may obtain a copy of our IRS determination letter via the website.
- We will gladly provide a signed IRS form W-9 on request.

Questions? Please contact our Development Department by emailing funddevelopment@placerspca.org or calling 916-872-6162