



Potter League  
*Enriching Lives*

## Third-Party Community Event/Fundraiser Guideline

Thank you for your interest in the Potter League for Animals. Your event/fundraiser has the potential to raise needed funding that could impact the lives of over 10,000 animals we care for each year. Please take a moment to review the guidelines outlined below and fill out our Third-Party Community Event/Fundraiser Guideline application on-line so that we are able to get in touch with you about your event. Your application will be carefully reviewed and evaluated for achievability and suitability with our organization's mission and objectives.

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**Event Notice:** All requests for Third-Party Community Events/Fundraisers are recommended to be submitted at least three weeks in advance of the event to ensure the best possible outcome. All organizers or sponsors of Third-Party Community Events/Fundraisers conducted on behalf of the Potter League, including fundraising, must be approved by the Potter League Development Office.

Please note that an event that conflicts with an already established promotion may not be approved. If The League will receive a percentage of sales from an event, the percentage to be received must be agreed upon in advance.

**Media and Publicity:** In addition to approval to host the event on behalf of the Potter League for Animals, the Potter League must review and approve all promotional materials including, but not limited to, advertising, website and social media publications, letters, brochures, fliers and press releases prior to production or distribution. The organization logo may not be altered in any form or used without prior consent. Publicity and/or promotional materials may only state that an event is "sponsored by (your organization's name) to benefit of the Potter League for Animals." The Potter League will not provide funding for your event. We will make our best effort to promote and support it in the following ways:

- Promote your event through our website calendar (30,000 monthly visits)
- Provide informational materials or facts sheets about the Potter League's programs and services at your event
- Attendance and support at your event pending staff and/or volunteer availability

**Approved Third-Party Fundraisers that agree to raise a minimum of \$2,500 will qualify for promotion and listing on Potter League for Animals social media channels including Facebook (38,000+ followers) and Instagram (7,000+ followers).** This includes but is not limited to the Potter League agreeing to co-host a Facebook event page or the Potter League creating a Facebook event page on your behalf and promotional posts.

**Additional Sponsorship:** Please notify the Potter League if it is not the sole beneficiary of your event. If another organization or sponsor will benefit from your event or will be involved in funding, please disclose additional sponsorships and solicitations of any kind to ensure there is no conflict with our established donor database. To protect our donors' privacy, the Potter League will not disclose or release the names or contact information of our donors or business partners to Third-Party Community Event/Fundraiser organizers and sponsors.

**Onsite Representation:** Due to the high volume of inquiries and limited resources, there is no guarantee we will be able to provide staff, volunteers or animals at your event. It is the responsibility of the event organizer or sponsor to organize and fill volunteer positions. The further in advance volunteer or staff support is requested, the more likely we will be able to accommodate requests. **Please note that we do not participate in off-site adoption events.**

**Permits and Liability:** Third-Party Community Event/Fundraiser organizers or sponsors are responsible for complying and obtaining all contracts and necessary permits. The Potter League is not responsible for any injuries, damage or theft sustained during the event and cannot assume any type of liability for your event, participants, volunteers or employees. We cannot provide liability insurance or coverage for your event.



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**Expenses:** Applicants will agree to assume responsibility for all expenses associated with the event and assume all responsibility for any debts incurred.

**Payments:** The Potter League will receive a portion of the agreed net proceeds and applicants must tender the donation within thirty (30) days of the event. A donation will be considered tax-deductible only when it is made directly and entirely to The Potter League for Animals.

Donations must be made payable to The Potter League for Animals and may be paid by credit card, delivered to our Middletown office or mailed to:

The Potter League for Animals  
Attn: The Development Office  
87 Oliphant Lane  
Middletown, RI 02842

**Financial Review:** The Potter League for Animals reserves the right to review a financial statement or expenses for the event.

The Potter League has the right to decline or cancel participation for any event for any reason such as, the event does not adhere to our Third-Party Community Event/Fundraiser Guidelines, it requires significant attendance from our staff or volunteer community, it conflicts with another already scheduled event, or the event is controversial in nature or does not represent the Potter League image or mission.

By signing this form, you have read and agree to our Third-Party Community Event/Fundraiser Guidelines and understand what is required for your event to be considered and approved.

**Thank you for thinking of The Potter League for Animals!**