



2021 Third-Party Fundraising Proposal Package

One of the many ways to support Friends for Animals of Metro Detroit (FAMD) is by planning and sponsoring an event to raise funds for our shelter and adoption center. FAMD is grateful to all businesses, organizations, and individuals who seek to conduct a third-party event in support of our mission. For the protection of both parties, we have developed the following procedures and guidelines.

Policies

Use of Name & Logo

1. Before any announcement or arrangements are made for your event, FAMD **must** approve the parameters of the event.
2. FAMD will not enter into any agreement with a business/organization/individual when there is a potential conflict of interest with FAMD programs and policies.
3. Any use of FAMD's name, logo, or stationary in any mailing, advertising, or media promotions **must** receive prior approval from an FAMD representative.
4. FAMD must approve all collateral created by the third-party for the event, including letters, brochures, fliers, and posters.

Event Assistance

1. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event/campaign before they are approached. Please remember that many individuals and businesses already support FAMD and may not wish to make additional donations.
2. FAMD will not create fliers or press releases, or provide media coverage associated with third-party events.
3. The MAXIMUM promotion from FAMD will be one volunteer e-blast mention, and possibly one Facebook post and/or e-news mention - event, time and space permitting.
4. FAMD is happy to provide informational materials, promoting and explaining our goals and accomplishments.
5. FAMD involvement (including staff and volunteers) as well as expected time commitments must be agreed upon prior to the event/campaign. Please understand the volume of requests sometimes exceeds our number of staff available to attend all events/campaigns.

Financial & Legal Information

1. FAMD is not responsible for **any** expense occurred as a result of a third-party event.
2. All third-party event organizers are responsible for providing insurance and licensing (e.g. raffle licenses), as required by law, or established business practice.
 - If you plan to conduct a raffle, please review the MI Charitable Gaming Rules at https://www.michigan.gov/documents/BSL-CG-1824_26045_7.pdf
3. Only donations made directly to FAMD are tax deductible (to the extent permitted by law).
4. A check for the third-party event's net proceeds (gross proceeds less all related expenses), must be delivered to FAMD within 30 days of the event's conclusion.

Procedure

1. Submit a description of the event at least 30-60 days prior to the event date. This allows sufficient time to plan and promote the fundraiser.
2. Complete and submit the attached Third-Party Fundraising Agreement to FAMD via
 - **E-mail:** lbrauer@metrodetroitanimals.org
 - **U.S. Mail:** 2261 Greenfield, Dearborn, MI 48120
3. Completion of this form does not ensure approval. Upon approval, you will receive a signed copy of the form for your records.

On behalf of our rescues, the Friends for Animals of Metro Detroit thanks you once again for reaching out to us and helping us with our mission. We cannot possibly do all that is needed without your generous support!

Friends for Animals of Metro Detroit Third-Party Fundraising Agreement Fundraiser

Name:

(exactly as it should appear in all fundraising promotions)

Fundraiser Location & Address:

Fundraiser Date & Time:

Fundraiser Description:

Types of Activities: Ticket sales Raffle Auction Product Sales Other _____

Fundraiser Host Type (please check): Company Organization Individual

If a company or organization, what is the nature of your business?

Contact Name: _____

Phone Number: _____

Fax Number: _____

E-mail Address: _____

URL: _____

Mailing Address:

Number of FAMD volunteers requested & expectations:

Expected Attendance: _____

Expected Revenue: _____

Expected Donations: _____

I individually, or as a representative of the below named business or organization, agree to the above requirements and hereby fully release and hold harmless the Friends For Animals of Metro Detroit and its affiliates, their officers, directors, trustees, agents, employees and representatives, successors and entities, together with their insurers, of and from any and all liability, claims, damages, expenses or causes of action for any reason.

Signature and Date: _____

Business or Organization (if applicable): _____

For Office Use Only:

Date Reviewed: _____ **Approved** _____ **Not Approved** _____

FAMD Representative: _____

Updated 1.18.21