

Community Fundraising Toolkit

Iowa Humane Alliance

Thank you for your interest in assisting Iowa Humane Alliance to meet our mission of ending pet over-population in Iowa! We welcome and appreciate your efforts and are here to help in any way we can. We hope that this toolkit will be of assistance as you plan your event.

In order to assure that Iowa Humane Alliance's name, image, and reputation are properly represented, we ask that all third-party fundraisers abide by the following policies. Your cooperation will help us guarantee consistency and quality in the events that ultimately benefit our organization and mission. Thank you again for your efforts.

1. Iowa Humane Alliance would love to help you with your event if we can. Please contact us early (3-4 weeks, or more, prior to the event) so that we can try to provide you with any direction or assistance you might need. Please keep in mind that we also have events planned and have limited staff so the earlier you can contact us about your proposed event, the better. Depending on available resources, these are some of the things that we may be able to do to help:

- Promote your event in our e-newsletter, on our Facebook page or the IHA website.
- Distribute posters or literature for your event.
- Supply t-shirts or other IHA merchandise to sell at your event.
- Put out a call to volunteers to help staff the event.
- Ask for donations to help make your event as successful as possible.
- Provide informational materials promoting IHA and their programs.
- Have a presence at your event.

2. Iowa Humane Alliance does not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, you are responsible for all details of the event including, but not limited to: underwriting all of the related costs, recruiting volunteers, creating promotional flyers, and working at the actual event.

3. The event must be promoted in a manner that clearly states Iowa Humane Alliance is the beneficiary and not the sponsor of the event and all promotional materials must clearly state the percentage of proceeds that will benefit IHA. Iowa Humane Alliance bears no liability for the event or endorsements pertaining to any product, firm, organization, individual, or service.

4. Iowa Humane Alliance should receive a list of targeted sponsors for the event before they are approached to minimize overlap with any other Iowa Humane Alliance events, sponsorships, grants and/or fundraising campaigns that may be ongoing.

5. Event organizers are responsible for obtaining all permits, especially those for raffles and/or games of chance. Iowa law requires a gambling license to be obtained prior to holding any kind of raffle.

6. Event organizers must obtain their own liability insurance to cover the event should it be deemed necessary. Iowa Humane Alliance is not financially liable for the promotion and/or staging of third-party events.
7. Under no circumstances should third-party event revenue and expenses flow through Iowa Humane Alliance. The final net proceeds from the event are to be donated to Iowa Humane Alliance.
8. Due to insurance requirements, please note that third party fundraisers cannot be held at the Iowa Humane Alliance clinic without prior, written approval by Iowa Humane Alliance.
9. The event must support the mission of the organization. Anything that promotes breeding or the sale of animals will not be sanctioned. Iowa Humane Alliance reserves the right to determine if your event supports our mission.
10. It is up to you to understand the federal, state and local laws governing fundraising.
11. The logo for Iowa Humane Alliance cannot be duplicated without expressed, written consent and can never be altered either by color, font or image. The following logo is the only approved logo for third-party events.



Questions?
Contact Kathleen Schoon
Development Director
Kathleen@iowahumanealliance.org
(319) 363-1225