



Dakin Humane Society

INDEPENDENT FUNDRAISING GUIDELINES

Creating change for animals and the people who love them.



Dakin's mission:

Dakin Humane Society delivers effective, innovative services that improve the lives of animals in need and the people who care about them.

Our core values:

Integrity. Compassion. Optimism. Innovation. Effectiveness.

Organize your own fundraiser for the animals!

Thank you for your interest in hosting a fundraising activity to benefit Dakin Humane Society. We are grateful for the many events, fundraisers, promotions and sales coordinated and carried out by individuals and organizations across the region to support Dakin's efforts to care for more than 20,000 animals each year. We could not provide care to so many animals without the support of people like you.

Please review the information below to determine if your activity will fit within Dakin's guidelines. The application process helps us to keep track of what the community is doing, how they are doing it and the best ways to reach out, raise money and improve the lives of both the animals and people who need our services. Your willingness to help makes all the difference for Dakin animals, staff, volunteers and clients. People like you make a direct impact, and for that we are incredibly grateful. If you have questions about whether your fundraiser fits the requirements, please feel free to contact Gina Ciprari at events@dakinhumane.org. We are happy to help find a way to make it work whenever possible. **If you wish to carry out your activity, please complete and submit the Independent Fundraising Application (on the last page) at least 21 days prior to your event date.**

Requirements:

1. Events and promotions should maintain the integrity of Dakin's mission and values, as well as maintain public goodwill and trust.
2. We ask that the application be submitted at least 21 days in advance of the proposed event/promotion.
3. Use of the Dakin name or logo should be approved in advance.
4. Approved independent fundraising activities should be referred to as "benefiting Dakin Humane Society".
5. Tax receipts can be issued to donors provided the following conditions are met: Donors have not received a product or tangible item in exchange for

their donation, and Dakin receives a legible list of donor names, addresses, and donation amounts.

6. Event/promotional signage/advertisements should read “Dakin Humane Society”, as opposed to “Dakin Pioneer Valley Humane Society” or “Dakin Animal Shelter”.
7. The independent fundraising coordinator is responsible for all promotion and marketing. Dakin may be able to assist with promotion by adding your event to our Facebook page, posting a flier in our lobby and/or other media.
8. Following the event, we ask that donations be brought to your preferred location in either Springfield or Leverett. While we would love to be able to make the trip to collect donations, time away from our location is also valuable time that we need to care for the animals.

Dakin Staff Participation:

Due to the large number of independent fundraisers on behalf of Dakin, staff and volunteers are not usually able to provide support to plan and promote events. We are happy to provide feedback on your ideas and give you as much information as possible. Staff and volunteers may be able to attend an event, depending on availability on the date of the event. Unfortunately, Dakin cannot guarantee the attendance or availability of our staff and volunteers. Requests for Dakin staff and volunteers will be handled on a case by case basis. Please submit these requests as soon as is possible to give us ample time to find support for your event. It is not that we do not want to attend or be a part of your fundraiser; it is that we need all of the time we can get to care for the animals at Dakin.

Dakin is happy to provide informational material to support your event. Please indicate on the form below what type of information you are most interested in. Tours may be facilitated upon drop-off for a fee based on the number of people attending. While we would love to provide tours to all groups, we simply do not have the staff available to do so. Please ask for more information if your group requires a tour.

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Approval Process:

In an effort to support independent events/promotions and track their progress, the “Independent Fundraising Application” should be completed and returned prior to the event/promotion. Staff will then review the application and contact you as soon as possible to discuss the proposed fundraiser and our level of participation.

In general, Dakin will not approve events:

1. Events that raise money from the sale of meat
2. Events that are controversial in nature or do not align with Dakin’s values
3. Events that are in close date or location to a Dakin event
4. Events that require significant Dakin staff or volunteer attendance

Support from the community is a large part of what makes Dakin such a special place. We are inspired by your creativity, generosity and willingness to take time out of your lives for animals and people in need. Please know that your hard work will directly impact the lives of the animals that pass through Dakin’s doors and we are so thankful for everything you do! If you have any questions about the application, please call Gina at (413) 781-4000 ext. 136 or email events@dakinhumane.org.

Application on following page...

Please fill out the form below as complete as possible with information regarding your fundraiser or event.

Organization:

Contact Name:

Email Address:

Fundraising Activity:

Description of Activity/Event:

Date(s)/Time of Activity/Event:

Open to the public?

Expected # of Attendees:

Will the event be advertised?

If yes, where?

Expected donation to Dakin?

If you would like to have Dakin information available for your guests or donors, please let us know and we will send printable copies. Available information includes: Spay/Neuter, vaccine clinics, dog training, adoption information, wish lists and more.

Please send completed forms to Dakin Humane Society Events Manager, Gina Ciprari at events@dakinhumane.org.

Thank you for your support and have a great day!