

Third Party Fund-Raising Events



Sometimes outside organizations hold events for the benefit of the Humane Society of Charlotte, Inc. (HSC). It is important to recognize the difference between an event controlled by a third party and a HSC event.

Third party events are conducted by outside organizations for the benefit of the HSC with minimal or no assistance by HSC. In most cases, we merely accept a check for the net proceeds from the organization at the end of the event. HSC utilizes this fund-raising strategy to generate resources with a minimum of staff and volunteer commitment.

The sponsoring organization must be respected in the community and one whose reputation will enhance the image of HSC. While we are grateful that outside organizations are willing to raise funds on behalf of HSC, it is important to remember that violation of these guidelines can jeopardize our 501(c)(3) status, and in turn, our ability to help animals in need.

PROPOSED GUIDELINES

1. The outside organization is responsible for primary sales, marketing and promotion of the event.
2. Any expenses incurred during these types of events are the sole responsibility of the outside organization.
3. Third party fundraising efforts are not permitted to use HSC's North Carolina State Sales Tax-Exempt or Federal Employer Identification numbers when directly purchasing materials or supplies for their fundraisers. Both North Carolina and federal tax laws specify that groups raising funds independently to later provide financial support to HSC are prohibited from claiming exemption from State and any other applicable taxes on such purchases.
4. If the Humane Society of Charlotte name is used on promotional materials (print, Internet or broadcast), sponsor must contact the appropriate HSC staff person for approval. If any expenses are taken out of the proceeds, the following wording must be included: "A portion of the proceeds from (event name) will benefit the Humane Society of Charlotte."
5. If all proceeds from the outside event go to the Humane Society of Charlotte, then the sponsor of the event must consider any expenses incurred in production of the event as a donation. If the sponsor wishes to take expenses out of the proceeds of the event, checks **may not** be made payable to HSC and will not be tax deductible. Only donations made directly to HSC are tax deductible (to the extent permitted by law). Donations made directly to a third party event can thus, be used to cover the event's expenses, but they are not tax deductible.
6. The business/organization/individual will not open any bank accounts using HSC's name or Taxpayer Identification Number (TIN). Any check donations listing HSC as "Payee" will be forwarded to the HSC for deposit.
7. The Humane Society of Charlotte will not supply any funding to finance a third party event and will not be responsible for any debts incurred.
8. The Humane Society of Charlotte cannot be responsible for insurance coverage liability or liquor licensing for any third party event.
9. A formal letter of confirmation or denial of a third party event request will be sent to the sponsor and must be received before any promotion of the event begins. If the event is approved, a memorandum of agreement should be signed by both parties.
10. The HSC does not release volunteer or donor names.
11. All third party events/programs must be approved by the Executive Director.

For further information on third party fund-raising events, please contact David Miller at 704-377-0534 x221 or aokamoto@humanesocietyofcharlotte.org