

Fundraising Event Guidelines



KHS Involvement

Due to limited time and resources, the Kentucky Humane Society (KHS) staff and volunteers, in most cases, cannot provide support to plan, promote and/or attend events. Any promotional efforts needing KHS support must be discussed and approved by the KHS Marketing & PR department.

Typically, third party events do their own PR. However, with approval, you may use the KHS name and logo. All materials using the logo must meet KHS Graphic Standards and must be approved by KHS Marketing & PR department before final printing.

KHS is willing to do the following on behalf of CRMs: promote the event at least one time on the KHS Facebook page; promote the event at least once via Twitter; provide a KHS quote for any press release the organizer(s) may put together; provide a letter of endorsement stating KHS is aware of the fundraising event.

Promotional Support

All advertisements and other event-related promotional materials used to promote the event must be approved by the KHS Marketing & PR department prior to use.

Financial Information

KHS will not assume any legal and/or financial liability for the event. Event expenses cannot be paid from KHS.

Proceeds from events should be presented to KHS within 30 days after the event, unless otherwise agreed upon.

Licenses & Permits

It is the responsibility of the person(s) organizing the event to obtain all applicable permits, licenses, and insurance certificates that may be required for an event.

All contracts and permits related to the event must be issued in the name of the sponsor and signed by an authorized representative of the sponsor. Contracts or permits must not commit KHS to any contractual obligations and no representation of the sponsor may sign anything on behalf of KHS.

Adoptable Pets at Events

KHS cannot bring adoptable pets to fundraising events. As part of our adoption process, it is important to make sure that a potential adopter selects a pet that fits his or her family and lifestyle expectations. This process requires KHS Adoption Counselors to work with an interested adopter. Choosing a pet is the most important part of the adoption and this process simply cannot be effectively accomplished at a fundraising event.

General Guidelines for Event Approval

All events will be considered on an individual basis. Generally, the following events will not be approved:

- Events that require KHS to sell merchandise, tickets, coupons, etc.
- Events that require significant attendance from KHS staff and/or volunteers
- Events that result in the sale, auction or raffling of animals

***Applicants must be 18 years or older**

Signature_____

Date_____

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