



SAULT STE. MARIE HUMANE SOCIETY

Third-Party Fundraising Handbook

Thank you for choosing to support us by hosting a fundraising event! Thanks to donations like yours, we are able to provide medical care, shelter, and enrichment to the animals that come into our care.

No matter how large or small, these initiatives are invaluable to the overall fundraising for our shelter. Keep reading for information and guidelines on how you can support us through a fundraising event!

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The Application Process:

Step One:

Pick your fundraiser! Decide what you'd like to do and how you will raise funds. (See Page 5 of this Handbook for some ideas!)

Step Two:

Complete the "Third Party Fundraising Event Agreement" and email to ssmhsvolunteer@shaw.ca for review.

Step Three:

Wait for approval. Once you've submitted your application from, please wait for approval from SSMHS before you begin promoting your event. The approval process usually takes 1-5 business days.

Step Four:

Plan and host your event! Here are some helpful tips:

- Set a goal and develop a budget
- Recruit volunteers to support your initiative
- Reduce expenses by requesting donations from local businesses
- Promote your event! Consider approaching radio, TV, and newspapers, and make use of social media. To align your event with your fundraising cause, you may also request permission to use our Sault Ste. Marie Humane Society logo on your marketing materials. SSMHS does reserve the right to final logo approval on all promotional materials.
- Use social media channels during your event, and encourage participants to tag us in any photos!

Step Five:

Once your event is over:

- Please share any photographs taken with us!
- Submit your donation within 30 days of your event. Donations by cheque must be made payable to "Sault Ste. Marie Humane Society".
- Please return any borrowed materials within a week of the event.
- Celebrate a job well done!

Third-Party Event Policy/Guidelines:

We know there can be a lot of time and effort that goes into fundraising. We appreciate your dedication and hard work! Below are some guidelines to help make your fundraiser run smoothly.

- The organizer agrees to handle all monetary transactions for the fundraising event
- Promotional material must state “In support of the Sault Ste. Marie Humane Society” and be approved by SSMHS prior to distribution.
- In an effort to maximize your donation, the event organizer is responsible for all aspects of the initiative including volunteers, advertising, ticket sales, sponsorship, and all expenses incurred.
- If the support of SSMHS staff, volunteers, materials, etc., are needed, the organizer will contact the Communications, Marketing, & Events Coordinator with ample notice. Support will be given on the basis of availability and is not guaranteed.
- If you are submitting a funding request where you must apply on behalf of SSMHS and use our charitable registration number, these must be reviewed with the Communications, Marketing, & Events Coordinator prior to the application.
- Unless otherwise agreed upon, event insurance, licenses, security deposits, and any other legal or contractual requirements are the sole responsibility of the event organizer. The Sault Ste. Marie Humane Society cannot assume any liability for the event.
- The Sault Ste. Marie Humane Society does not support initiatives that pose a health hazard or engage in illegal activity. All outreach must be compliant with Canada’s anti-spam legislation (CASL).

Event Ideas:

A-thons

- Dance
- Skate
- Swim
- Walk
- Bowl
- Run

Auctions

- Art Auction
- Live Auction
- Silent Auction
- Online Auction

Contests & Games

- Trivia
- Bingo
- Cook-Off
- Dunk Tank
- Pumpkin Carving
- Costume Contest
- Guessing Contest
- Singing/Talent Contest

Sales & Concessions

- Art/Craft Sale
- Bake Sale
- Book Sale
- Garage Sale
- Re-Gifting Sale
- Concession Stand

Social Events:

- Barbecues
- Birthdays
- Dog wash
- Retirements
- Anniversaries
- Carnivals/Fairs

Tournaments:

- Board Games
- Dodge Ball
- Paintball
- Hockey
- Pool
- Golf

Other Ideas:

- Appreciation Day
- Battle of the Bands
- Car Wash
- Concert
- Dance
- Donate in lieu of gifts at parties
- Fashion Show
- Garden Party
- Head/Beard Shave
- Holiday Flower Sale
- Holiday Tree Festival
- Jeans Day / Casual Day
- Super Bowl Party
- Jewelry Party
- Karaoke Night
- Pie Toss
- Potluck Party
- Treasure Hunt
- Store Opening

Contact Information:

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