



Event Guidelines & Policies

Thank you for considering Peggy Adams Animal Rescue League to attend your event and/or considering us as a beneficiary of your fundraising activities. Peggy Adams encourages individuals and organizations to conduct fundraising events and donation drives to benefit its animals and services. Any individual or organization (outside of Peggy Adams) that organizes and hosts an event, promotion, sale, or donation drive on behalf of Peggy Adams is defined as a “third-party fundraiser.” Please review the following guidelines and policies prior to submitting your event application.

Event Application

- Your event coordinator should contact Peggy Adams in a timely manner (preferably six - eight weeks prior to the event date) to seek guidance and request resources. An event application must be completed and approved prior to conducting an event for Peggy Adams. If multiple events are proposed, a proposal must be submitted for each.
- Peggy Adams Animal Rescue League reserves the right to decline association with any event or organization for any reason, including a conflict with its mission, fundraising efforts, event calendar, or its belief that such an association may have a negative effect on the credibility and/or reputation of Peggy Adams.
- Peggy Adams will not approve a third-party event request if it promotes a political party, candidate, or potential candidate.
- If a Certificates of Insurance (COI) from Peggy Adams is necessary, please request at least two weeks prior the event.

Event Agreement

- Upon event approval, you will receive a confirmation email of the application for your records, as well as a simple letter of agreement to be signed.

Event Promotion

- Approved events must be promoted and conducted in a manner that avoids the appearance of Peggy Adams endorsing any products, firm, organization, or service.
- The official logo of Peggy Adams Animal Rescue League should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the Peggy Adams logo must adhere to established graphic standards. Please see Guidelines for using the Peggy Adams Animal Rescue League name and logo for complete rules.
- Due to commitments we have to our donors, Peggy Adams does not provide its database for the promotion of an event.
- All sponsor solicitations for the event must be approved by and coordinated with Peggy Adams’ Development Department prior to approaching any individual, corporation or foundation for this purpose.
- It is the discretion of the event coordinator as to the amount of the donation made to Peggy Adams (a percentage of or all net revenue); however, a vague disclosure indicating Peggy Adams Animal Rescue League

will receive “proceeds,” “profits,” or “net proceeds” is insufficient. Your participants should know your intentions.

- All sponsor solicitations for the event must be approved by and coordinated with Peggy Adams prior to approaching any individual, corporation or foundation for this purpose.
- The third-party fundraiser is responsible for its own marketing, including writing and distributing press releases, PSA’s, Facebook postings, invitations, ads, etc. The third-party fundraiser must submit all publicity and promotional material containing Peggy Adams’ name and/or logo to Peggy Adams’ Development Department for review and approval prior to publication and distribution of these materials. Please allow Peggy Adams staff five (5) business days to review these materials.

Event Requests

- Please remember that our staff is happy to provide advice and guidance, however, due to the large number of requests received, Peggy Adams is typically not able to provide staff to attend all fundraisers nor is it able to provide staff to coordinate volunteers but is happy to provide informational material for third-party’s use.
- The third-party event organizer is responsible for all vendor agreements, contracts, insurance, and necessary permits for the event. Peggy Adams will not assume any type of liability for a third-party event, including liability for any injuries sustained by third party event volunteers or participants related to an event benefiting Peggy Adams.
- Requests for adoptable pets to appear at a fundraising event will be reviewed on a case-by-case basis depending on the availability of staff and transportation. The well-being of our adoptable animals is very important. The environment and conditions must be favorable before approval is given for their involvement. Should approval be given, the appropriate number of animals available will be determined by the Peggy Adams event coordinator.

Event Proceeds

- You must notify Peggy Adams if another organization will also benefit from this event or promotion.
- If Peggy Adams staff time or resources are requested, the donation must be a minimum of 20% of net revenue.
- Peggy Adams cannot make any investment, pay for or reimburse any expenses incurred as a result of a fundraising event. This means that the event must pay all expenses prior to remitting the net revenue to the League.
- Peggy Adams is not responsible for any financial loss.
- Peggy Adams asks that you send in the revenue to Peggy Adams from your event within 15 days of the event.

Event Auction Item Solicitation

- When soliciting auction items for an event, if Peggy Adams Animal Rescue League’s name will be used, Peggy Adams must be consulted first. Peggy Adams holds many signature events and we make our best effort to not duplicate business donation inquiries.

Questions? Please contact Marketing@PeggyAdams.org