



DIY Fundraising Event, Adoption Event, and Promotion information & guidelines



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2320 PINE ST.
ST. LOUIS, MO 63103

Why help Stray Rescue?

Stray Rescue of St. Louis is BEYOND grateful to supporters who host fundraising events on our behalf. These independent Do It Yourself (DIY) events and promotions help raise desperately needed funds without adding to our expenses.

Did you know? We spend nearly 3 million dollars every year on medical alone. We save thousands of animals, and we don't just find homes for them. We seek out and take in the neediest of animals and give them everything they need to make a full recovery. Whether they've been hit by a car, shot, nursing puppies in a cold abandoned house, or on death row in an overcrowded shelter, we offer them safety and so much love. To pull this off, we need your help! Every dollar counts!

A common misconception: Although Stray Rescue of St. Louis has close to a million followers (across all platforms), we do not have excess funds or staff. Therefore, businesses and individuals who wish to help us are very much needed and appreciated. The more you can do on your own, the better!



As a 501(c)3 nonprofit, Stray Rescue of St. Louis must adhere to specific legal and financial requirements, as well as the challenges of a small staff, all while keeping our social media pages focused on the animals.

Please take a moment to review the following guidelines and considerations before planning your event.

PROMOTION

Stray Rescue of St. Louis is so appreciative of you. Therefore, we like to make it as easy to work with us as possible! You are welcome to use our name and logo on all promotions. You can download a copy of our logo on our events page.

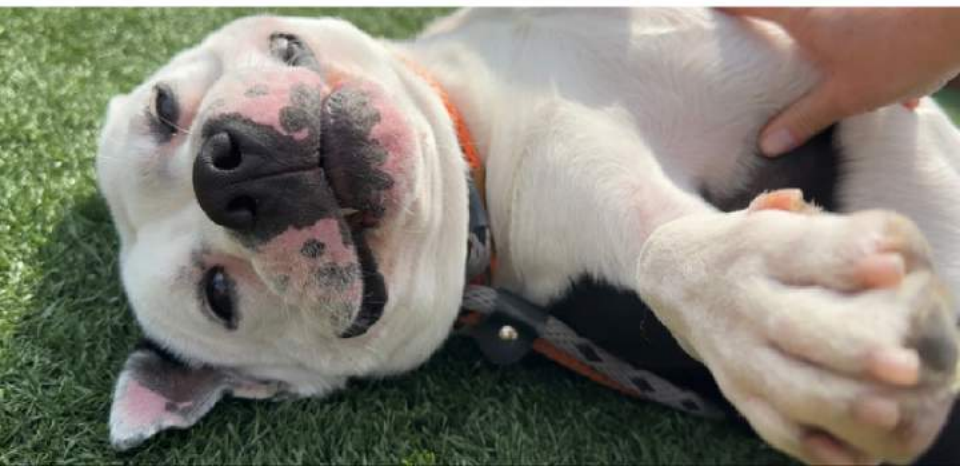
Building a webpage or setting up a table? You can request literature by emailing Andrea@strayrescue.org or visiting Strayrescue.org/ABOUT to download your own (again, this saves us time and costs! The more you can help, the better for our animals!)

If you create a flyer, send it our way! We'll add it to Strayrescue.org/Events (fundraising or adoption event) or Strayrescue.org/ShopforStrays (promotion).

If organizers create a Facebook Event, please add us a co-host so all of our followers see it. Be sure to send us the URL so we can accept the co-host invitation.

Event organizers are encouraged to promote their events and promotions on their own social media pages. It is not Stray Rescue's duty to ensure the success of your events, fundraisers, or promotions. Due to high volume, we simply cannot commit to promoting DIY events or promotions. Our pages are solely focused on the animals we save.

Donating 10% of sales or 100% of sales? Everything helps! Please refrain from asking Stray Rescue to "help us help you." We need all the help we can get and love to reward the people and businesses who show up for the animals time and time again. We love these animals so much!



Hoping to have an adoption event?

Adoption events are set up on a mutually agreed upon date. Not all requests are suitable or do-able. To set up an adoption event, Stray Rescue of St. Louis requires either:

- a.) \$300 cash donation,
- b.) a Silent Auction Item/Basket valued at \$200 or more to be used in one of our upcoming fundraising events, or
- c.) \$200 in gift card/gift certificate to be used in one of our upcoming fundraising events.

Our most adoptable animals live in foster homes. We create a sign-up and promote adoption events with our foster parents and usually try for 5+ animals for an event, but we don't know until a few days before an event the final number. Often, businesses envision 20+ animals which is simply not feasible. A realistic expectation leads to a fun and successful event!

Just like you or me, our foster families sometimes have to cancel due to changes in their personal lives, so changes can occur up until the very last minute. Thank you for your understanding.

We usually commit to a 2-hour time frame for the comfort of the animals but encourage our foster parents to leave early or stay longer depending on the comfort level of their foster pets. For the safety of our animals, we avoid dog parks or mixing with other animals while at events. After all, dogs who want to be your only pet deserve to find their forever families, too!

Ideally any event we participate in would have enough potential attendance to make it worthwhile for our fosters to attend. Their main goal is to make love connections and receive applications! So rather than using animals to draw a crowd, we prefer to have adoption events where there is already a crowd.

To set up an adoption event, email Grant@strayrescue.org





LIABILITY

Stray Rescue of St. Louis has no fiduciary responsibility for your DIY event(s) and assumes no liability for its planning or execution, including all promotion, set-up, staffing (including volunteers), or the collection and management of funds/donations.

The DIY event organizer plans and hosts the entire event, and incurs all expenses.

Stray Rescue of St. Louis cannot purchase tickets or provide favors/gifts as a condition of being a beneficiary of the event.

Stray Rescue of St. Louis is not financially liable for holding a DIY event.

Adoption events: Our most adoptable animals live in foster homes, so when our foster parents bring animals to events, they are covered by our insurance. We can provide proof of insurance information for you.



REVENUE GENERATION

- All promotional materials must clearly state that proceeds from your event will benefit Stray Rescue of St. Louis.
- It is recommended that Stray Rescue of St. Louis receive all net proceeds/donations within 30 working days after the event and/or promotion. You can mail a check or stop by anytime, we are open 7 days a week!
Stray Rescue of St. Louis
2320 Pine Street,
St. Louis, MO 63103
- Once the event is over, please complete the Post-Event Form found on our website, and turn in with any monetary donations/proceeds from the event. This ensures your company/event/promotion receives recognition for the event and the funds are not categorized simply as a "general donation."

TAXES/RECORDS

- DIY event organizers are responsible for tracking participants, sponsors and volunteers, as well as, expenses and proceeds.
- If payments are made to the DIY event organizer and the organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to Stray Rescue, donations to Stray Rescue are typically tax deductible, though you should consult with your tax advisor.
- Stray Rescue of St. Louis' sales tax exemption (s) on purchases cannot be extended to any DIY event or fundraising effort.

Questions? Contact Andrea Wilkey
andrea@strayrescue.org

