



## **Community Fundraiser - Event Guidelines and Event Proposal Form**

Vested Interest in K9s, Inc. (VIK9s) thanks you for your interest in becoming a Community Fundraiser and hosting a 3<sup>rd</sup> Party, independent fundraising event. From dog walks and lemonade stands, to casino nights and car shows, creative fundraising events such as yours are important in our efforts to raise funds and awareness to ensure America's K9 officers have the protective gear and other services they need while protecting the public.

### **Frequently Asked Questions**

#### **WHAT IS A COMMUNITY FUNDRAISER?**

A Community Fundraiser is a proud supporter of the VIK9s mission and wishes to hold their own, 3rd Party fundraising event to benefit Vested Interest in K9s, Inc.

#### **HOW DO I GET STARTED WITH MY EVENT FOR VIK9S?**

All events must be approved by the VIK9s Board of Directors. Please read through the guidelines on page 4-7, fill out the **Community Fundraiser Event Proposal Form** and send it back to us for review. See the fundraiser ideas we have on **page 8** of this document!

#### **CAN I USE THE VIK9s NAME AND LOGO TO ADVERTISE MY FUNDRAISER?**

We do not authorize the use of our name or logo to advertise your fundraiser but we do offer a PROUD SUPPORTER logo to use once your form is reviewed and fundraiser is approved.

#### **DO YOU OFFER ONLINE FUNDRAISING SITES FOR COMMUNITY FUNDRAISERS TO USE?**

**Yes!** If your event is approved, we can direct you to an online, peer-to-peer fundraising site where you raise funds for VIK9s online without any fees.



## COMMUNITY EVENT PROPOSAL FORM

Email or mail completed form to:

**Vested Interest in K9s  
P.O. Box 9  
East Taunton, MA 02718**

Today's Date:

### EVENT DESCRIPTION

Event Name:

Event Organizer(s) Name:

Event Type: (Car Show, Dog Walk, etc)

Event Description: (Short description to help us understand your event)

Event Location/Address:

Event Date:

Rain Date: (if applicable)

Projected # in Attendance:

Event will be: Indoor

How will you be raising funds? (ticket sales, donations, etc)

Fundraising Goal:

Is this a repeat event?

☒

YES

☐

NO, first time

If repeat event, please list previous events you've organized to benefit VIK9s:

Will any other organizations benefit from this event?

☐

YES

☐

NO

If YES, please list names and percentage of fundraising proceeds to each organization.

Major Sponsors: (if applicable)

(VIK9s would appreciate a list of sponsors/businesses names you plant to solicit for support to ensure existing VIK9s sponsors are not asked again for support.)

## YOUR CONTACT INFORMATION

Event Organizer Contact Name(s):

Event Organizer Address, City, State:

Event Organizer Cell Phone:

Event Organizer Email(s):

Alternate Contact Person: (if applicable)

Alternate Cell Phone:

Alternate Email:

## MEDIA, PROMOTION AND OUTREACH

VIK9s must be informed of and approve (prior to printing and posting) all press and media coverage for 3rd party events:

I/we have read the **Community Fundraiser Event guidelines on pages 4-7** and I/we agree to adhere to these guidelines in planning and implementing our event. I/we understand that the guidelines are not comprehensive and that all decisions, including safety precautions, remain my/our full responsibility. I/we understand that Vested Interest in K9s, Inc. does not accept any liability or responsibility associated with the event.

Printed Name and Signature of Event Organizer(s): (No electronic signatures, please handsign, scan/email the form back to us at: [info@vik9s.org](mailto:info@vik9s.org)) Thank you.

Name (Please print)

Signature

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For office use only

Date Received:

Date Approved:

Initials:



## Community Fundraiser Event Guidelines

Please read and understand the following guidelines and then complete and submit a Community Event Proposal Form. All events must be approved by the VIK9s Board of Directors. This is an important safeguard to preserving the integrity of the VIK9s name and our commitment to fulfill our mission in a cost-efficient and effective manner.

In addition to third party events, VIK9s has online, peer-to-peer fundraising sites set up for you raise funds for VIK9s online! Once you are approved to raise funds for VIK9s, we will set you up with your own page.

### HOW TO GET STARTED with YOUR EVENT

Please complete a Community Fundraiser Event Proposal Form (ADD WEB LINK TO FORM) and submit for approval at least 90 days prior to your tentative event date. The application for approval to conduct a fundraising event to benefit VIK9s exists to make this process as efficient and straightforward as possible and to assure the success of your event.

Before any event can be held, VIK9s must approve your application. Your request will be reviewed and a response will be provided via email as soon as it is reviewed by the board of directors. VIK9s reserves the right to request additional information prior to approving a planned event. VIK9s also reserves the right to deny application and/or withdraw approval of any 3<sup>rd</sup> Party event if for any reason; if any aspect of the event is deemed to have a negative effect on the mission, credibility, or reputation of VIK9s.

The 3<sup>rd</sup> Party event organizer must seek approval from VIK9s to repeat the event in each succeeding year.

### CRITERIA

VIK9s will approve all fundraisers and sign the agreement with the 3<sup>rd</sup> Party Event organizer(s) based on compliance with the following:

1. Consistency of the 3<sup>rd</sup> Party event with VIK9s mission and values
2. Positive marketing/public relations exposure
3. (For larger events) Capability of the organizer to produce a 3<sup>rd</sup> Party event

## VESTED INTEREST IN K9S, INC. NAME AND LOGO USAGE

- VIK9s does not endorse products, firms, organizations, individuals, or services. Accordingly, your event(s) must be promoted and conducted in a manner that avoids any statement or appearance of an endorsement by the VIK9s.
- 3<sup>rd</sup> Party events may not contain “Vested Interest in K9s”, “VIK9s” in the title. Rather, VIK9s must be identified as the **beneficiary** of the event in any materials. As a Community Fundraiser, you will create an event name that is unique to your event. For example, John and Mary Smith want to organize a 5K road race on Valentines Day to raise funds for VIK9s. They will not name an event the “**Vested Interest in K9s 5K.**” Instead, it should be named something like “**John and Mary Smith Valentine's Day 5K**” to benefit Vested Interest in K9s or VIK9s. This clearly shows that VIK9s is not the event organizer but the beneficiary of the event that John and Mary are organizing.
- Although we may provide VIK9s materials featuring the VIK9s logo for use in your event or in correspondence, you may not create your own materials using VIK9s corporate trademarks or marketing collateral. Upon application approval, permission to use the special VIK9s “Proud Supporter” logo will be granted to all 3rd Party fundraisers for the event. The logo will be supplied in electronic format to you by the VIK9s and any use of the logo must meet standards of usage below:



*Without exception, the VIK9s “Proud Supporter” logo must remain intact and unaltered in all forms of use. Approved color variations include black and white or using exact colors as shown AND logo placement on any form of media must be secondary to the name or title of the 3<sup>rd</sup> Party event.*

### ➤ FINANCIAL ACCOUNTABILITY, TAX RULES, AND EXPECTATIONS

- VIK9s will not be financially responsible for any 3<sup>rd</sup> Party events. VIK9s is not able to provide funding, pay expenses, or cut a check back to the event organizer as reimbursement for expenses paid. The sponsoring organization/individual may not incur any financial or other obligations on behalf of VIK9s.
- 3<sup>rd</sup> Party event organizers may not establish a bank or other deposit or transaction account in the name of VIK9s. If payments are made to the organizer and the event organizer is not an IRS qualified organization, the payments will not be deductible for income tax purposes, and VIK9s is prohibited from providing donation acknowledgments. If the payments are made to VIK9s, a donation acknowledgement will be generated. Donations to VIK9s are typically tax deductible, though you should consult your tax advisor.
- VIK9s sales tax exemption(s) (on purchases) cannot be extended to any event or fundraising effort.

- Within thirty (30) days, the event organizer will submit one check totaling the cash & checks received plus any checks written directly to Vested Interest in K9s. Please include a note identifying the event so we properly credit you for raising the funds.

**Mail net proceeds of the event via USPS Priority Mail to:**

**Vested Interest in K9s, P.O. Box 9, East Taunton, MA 02718.**

**We suggest keeping the tracking number to ensure delivery.**

- Under no circumstances will the organizer keep any portion of the net proceeds as profit or compensation for organizing the event.
- VIK9s will not consider fundraisers that involve agreements with any organization or individual to raise funds on a commission, bonus, or percentage of funds raised.
- VIK9s does not approve events that are solely based on soliciting donations at places of business or other establishments, door-to-door solicitations, canvassing, telemarketing, or the like. If you wish to fundraise for VIK9s, the best way is to host your own fundraising event or utilize the peer-to-peer online fundraising platforms already set up for this purpose.
- If VIK9s will not be receiving all of the net proceeds from the event or promotion, the exact percentage of the proceeds to benefit VIK9s must be stated clearly in the event application form and on all advertising, promotional and print collateral.

#### ➤ **LIABILITY AND CANCELLATION**

3<sup>rd</sup> Party Event Organizer(s) must:

- Comply with all federal, state and local laws applicable to any event, including fundraising rules and regulations
- Provide reasonable notice of any 3<sup>rd</sup> Party event cancellation
- Be responsible for any financial losses or unsettled accounts
- Obtain all permits and/or licenses necessary for fundraising in the city in which the event is to occur
- Ensure participants are fully aware that the event is an independent fundraiser and is not being held, sponsored, or organized by VIK9s organization
- **(For larger events as applicable)** Provide periodic status reports on an agreed-upon basis
- **(For larger events as applicable)** VIK9s must see all copies of permits and approve them prior to approval of the event
- **(Depending on the size, scope, and activities of your event)** Determine the extent of and obtain its own liability insurance for the event sufficient to cover any claim that may arise out of the event. *VIK9s will not provide our liability insurance for 3<sup>rd</sup> Party events regardless of special circumstances that may arise.* The 3<sup>rd</sup> Party event organizer agrees to indemnify and hold the VIK9s harmless from and against any and all losses, damages, costs, attorney's

fees, expenses, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event

- **(For larger events as applicable)** Obtain and submit a letter from the main point of contact at the venue or host of the event [confirming agreement with the event date, time, and location of the event, as well as understanding that the event is 3<sup>rd</sup> Party hosted by an independent event host] to the VIK9s prior to approval of the event

➤ **MEDIA, PROMOTION, AND OUTREACH**

- The VIK9s staff role is to support the approval of 3<sup>rd</sup> Party events. VIK9s can also provide certain logos, materials, and other supporting documents, as appropriate
- VIK9s staff, board, recipients, or other partners typically do not attend first-year, 3<sup>rd</sup> Party events however, attendance will be considered for certain events after discussions with the event organizer. Any attendance at 3<sup>rd</sup> Party events will be at the discretion of the VIK9s president/founder.
- VIK9s will not solicit sponsors or auction items for 3<sup>rd</sup> Party fundraising events—and does not provide any donor, volunteer, or celebrity contact information, mailing lists, press releases, or formal advertising
- VIK9s is unable to commit to posting 3<sup>rd</sup> Party events on any social media pages; however we will consider adding an event to the social media post queue if there is space available
- We reserve the right to display any photos or quotes from individuals participating in all events on our website, social media pages, bulletin board, posters, brochures, and/or promotional materials
- VIK9s must be informed of and approve all press and media coverage for 3<sup>rd</sup> Party events

Thank you for supporting America's K9 Officers! If you have further questions, please contact us at [info@vik9s.org](mailto:info@vik9s.org) or through Facebook messenger for the quickest response.

Can't think of a fundraising event to do? Try one of these successful and easy to organize events!

- SCHOOL-WIDE COIN DRIVE: "Collections for K-9s" or "Coins for K-9s"
- LEMONADE STAND
- COOKIE DOUGH FUNDRAISER (A popular site: [ABC Fundraising](#) )
- COMMUNITY DINNER
- CHINESE AUCTION / SILENT AUCTION
- DOG WALK/FUN RUN: Partner with an animal shelter and have people who don't have dogs volunteer to walk the shelter dogs in the Walk/Fun Run. Charge an entry fee, or have participants gather donations/pledges for the amount of miles they walk/run.
- SKETCH & SIP: Gather friends, bring a beverage and make a painting all in one session.
- YARD SALE: Collect donated items and resell for a profit. Locate a no cost venue.
- FUNDRAISING CANDY BARS
- CAR WASH
- GUESSING GAME: HOW MANY DOG TREATS ARE IN THE JAR? Same idea as 'guess the number of jelly beans in the jar', but use dog and / or cat treats. Enter a guess for \$1 or 7 guesses for \$5. The closest guesser gets donated prizes.
- K-9 APPRECIATION EVENT: invite a K-9 to do a demonstration...have your volunteers bring individually wrapped desserts, and 2-liter bottles of soda and cups. sell refreshments...hold a raffle...have photo's with the K-9 team- charge \$5.00 per photo (set limited hours, as per the handler's indication on the dog's ability to handle the photo sessions).
- BOWL-A-THON: bowl 1-3 strings. sponsor a player's scoring pins by a penny, nickle, dime, quarter, dollar! - or pledge flat fee. Increase the odds: ask the police officers to play against your fundraising team!
- SKATING PARTY: ask skating rink to donate ice time..they get skate rental fees. ask pizza parlor, others to donate food. fundraiser is skating fee admission, food proceeds)
- MATCHING GIFT PROGRAM: a pet business (groomer, pet store, vet, etc) offers a matching gift...for all donations for Vested Interest in K9s received at their business during a specified time period (ie: a month or two), they match up to a maximum match of \$XXX (ie: \$735 or ?)
- DEDICATION WALL OF SHEPHERDS: Have cutouts of german shepherds, for \$1.00 donation, the shepherd goes on the wall or window of the business...donors are encouraged to write a dedication on the cut-out (ie; in honor of \_\_\_\_, in loving memory of \_\_\_\_, Happy Birthday \_\_\_\_, etc.)
- BLANKET THE WALLS WITH LOVE: the same as "dedication Wall of Shepherds" (above), but use heart-shaped cutouts.
- IDENTIFICATION MICRO-CHIP IMPLANT DAY/VET CLINIC FUNDRAISER: all profits/percentage of profits are donated to Vested Interest in K9s
- PET WALK FUNDRAISER
- GOLF TOURNAMENT FUNDRAISER
- RESTAURANT PERCENT DONATION POTENTIAL: percentage donation potential from your local restaurants: Papa Gino's, Friendly's Ice Cream Shops, Uno's, TGI Fridays, Applebee's, etc.)
- RUN A MARATHON: Obtain pledges for the event to Vested Interests in K9s, Inc. Set up your own fundraising page on the official VIK9s Crowdrise or Razoo sites



- DRESS DOWN DAY: Give students or employees the option of wearing casual clothes outside of their usual dress code in exchange for a cash donation.
- DVD AND CD SALE: Hold a drive to collect new and gently used DVD's and CD's. Contact libraries, video stores, friends for donations of old or cast off materials. Ask grocery stores to donate bags.
- USED BOOK SALE: Collect gently used, donated books for resale to the public.
- WORKPLACE MINI-GOLF: Turn your workplace into a miniature golf course by setting up greens that snake through the office. Include ramps and sand traps to tee up extra excitement. Set up foursomes. Award prizes for lowest score.