BCSPCA
SPEAKING FOR ANIMALS

Program Proposal: Corporate Fundraising & Cause Marketing

Thank you for your interest in supporting the British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA). If your organization wishes to establish a fundraising program to benefit the BC SPCA, **you must first submit this completed proposal to the BC SPCA for initial approval.**

Please mail, email or fax this form to:

Tess Repenning
Coordinator, Community Fundraising
1245 East 7th Ave.
Vancouver, BC V5T 1R1

Phone: 778.786.2630
Fax: 604.681.7022
Email: events@spca.bc.ca

Contact Information

Name: _____

Address: _____

Phone: _____ Email: _____

Fundraising Program Information

Organization name: _____

Organization website: _____

Fundraising program name (if applicable): _____

Proposed start date: _____ Proposed end date (if ongoing, please indicate): _____

Brief description of program: _____

_____

_____

_____

_____

_____

We respect your privacy. The BC SPCA collects your personal information in order to process your request to organize a Corporate Fundraising or Cause Marketing program for the BC SPCA. We may also contact you from time to time with information about other ways you can help us in our mission. For more information about our privacy practices: http://www.spca.bc.ca/help/privacy.asp.

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Fundraising Information

Anticipated donation to the BC SPCA: _____

Are any other charities involved? Yes or No: _____

If so, which ones: _____

Please explain how proceeds will be raised (i.e. $1 from every pet hotel stay will be donated to the BC SPCA):

_____

_____

Public Relations and Marketing

Briefly describe your publicity plan for this program: _____

_____

_____

_____

_____

- ***All funds must be submitted quarterly or within 30 days of program completion (unless otherwise agreed upon with BC SPCA representative).***
- ***All materials featuring the name or any logo of the BC SPCA must be approved by the BC SPCA before publication.***
- ***In accordance with Canada Revenue Agency regulations tax receipts cannot be issued for cause marketing initiatives. We are happy to provide acknowledgement letters for all funds received.***
- ***The BC SPCA does not approve the following types of fundraising programs: Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of approved cause related marketing programs), vending machine sales, or promotion or endorsement of a political party, candidate or politician.***

Thank you for your support. Please read the following Agreement before signing and returning. Programs are considered approved once the BC SPCA has reviewed, signed, and returned to you this completed form.

Agreement for Corporate Fundraising or Cause Marketing Program Benefiting the BC SPCA

_____, the **FUNDRAISING ORGANIZATION**, agrees to the following terms and conditions:

1. The **FUNDRAISING ORGANIZATION** agrees to use only authorized content in all media and printed materials relating to the fundraiser if the BC SPCA name is used.
2. The **FUNDRASING ORGANIZATION** acknowledges that the BC SPCA logo is a registered trademark and that any use of the BC SPCA logo, Proud Supporter logo and/or Champions for Animals logo must be approved prior to use.
3. The **BC SPCA** reserves the right to withdraw the use of its name and logo at any time and requests by the BC SPCA to the Fundraising organization to remove logos must be honoured within 1 business day.
4. The **BC SPCA** shall incur NO COST OR LIABILITY associated with the program.
5. The **FUNDRAISING ORGANIZATION** acknowledges that due to limited resources, the BC SPCA cannot guarantee promotion of corporate fundraising initiatives.
6. The **BC SPCA** is unable to provide endorsements for non-BC SPCA products and services.
7. The **FUNDRAISING ORGANIZATION** will not have access to BC SPCA donor or contact lists.
8. The **FUNDRAISING ORGANIZATION** agrees to handle any monetary transactions and to present the proceeds to the BC SPCA within **30 days** following the conclusion of the program, or agreed upon date. For ongoing programs, funds are to be submitted quarterly unless otherwise agreed upon with your BC SPCA representative.
9. The **FUNDRAISING ORGANIZATION** agrees to act with fairness, integrity and in accordance with the law.
10. The **FUNDRAISING ORGANIZATION** agrees to keep donor/customer information confidential.
11. The **FUNDRAISING ORGANIZATION** agrees to make it clear what percentage or amount of the fundraising initiative goes to the BC SPCA.
12. The **FUNDRAISING ORGANIZATION** agrees to disclose immediately to the BC SPCA any actual or apparent conflicts of interest or loyalty.
13. The **BC SPCA** would appreciate receiving any written information or photographs from fundraisers for possible inclusion in promotional materials.

Fundraising Organization Representative: _____ **Title:** _____

Signed: _____ **Date:** _____

BC SPCA Representative Name: _____ **Title:** _____

Signed: _____ **Date:** _____