

GENERAL GUIDELINES FOR 3RD PARTY FUNDRAISING FOR VERONA STREET ANIMAL SOCIETY

DEFINITION OF 3RD PARTY FUNDRAISING

For purposes of this document, 3rd-party fundraising is defined as any fundraising done by members of the community, local businesses, volunteers, Rochester Animal Services employees or board members that is not directly managed by the VSAS Events Committee, however may be promoted through VSAS online assets (Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, Website) to help the fundraiser gain awareness and be more successful.

VSAS is recognized as a tax-exempt 501(c)(3) organization and its Tax I.D. number and a copy of the IRS exemption letter is available upon request. VSAS policy is that tax receipts for these events will only be provided upon request.

EXAMPLE:

- A volunteer and a local business agree to have an event where for one evening, 10% of the proceeds of purchases at a restaurant will be donated to VSAS for shelter enrichment at Rochester Animal Services
- In the communications, the following would be stated:
10% of the proceeds will be donated to the Verona Street Animal Society to benefit the Enrichment Program at Rochester Animal Services.

RESPONSIBILITIES OF THE ORGANIZER:

- The organizer shall be responsible for completing and emailing the attached form to vsasinc@gmail.com at least 30 days prior to the date of the event.
- The organizer shall request credit card processing capability as needed.
- The organizer shall be responsible for scheduling, staffing and promoting the event.
- The organizer may use the VSAS name and specific logo as documented. Unless granted permission by the VSAS Board of Directors and the City's Director of Animal Services, there shall be no use of the VSAS/RAS combined logo or RAS specific logo for VSAS 3rd Party Fundraising.
- The organizer shall be responsible for ensuring that all monetary and in-kind donations are provided to VSAS. Arrangements for in-kind donations should be made by emailing vsasinc@gmail.com. The VSAS Cash Control Sheet should be completed at the event. If you must provide cash donation directly, please contact vsas.treas@gmail.com to make collection arrangements. When possible, cash collected should be converted to a check made payable to "Verona Street Animal Society" and mailed within one week to:

Verona Street Animal Society
PO Box 22874
Rochester, NY 14682

VSAS 3RD-PARTY FUNDRAISING INFORMATION

Event Name:	
Date:	
Time:	
Location:	
Description:	
Link to External Website (optional):	
Link to External Facebook Event (optional):	
Image Attached (optional):	
Submission Date:	
Requested VSAS Web / Social Media Posting Date:	
Other Comments (optional):	

Please email completed form to vsasinc@gmail.com at least 30 days prior to the event.

VSAS CASH CONTROL SHEET

Event Name:	
Date:	
100's	
50's	
20's	
10's	
5's	
1's	
Coin	
Total	

VERIFIED BY NAME:

VERIFIED BY SIGNATURE:

CASH AND COIN MUST BE COUNTED AND VERIFIED IN THE PRESENTS OF TWO INDIVIDUALS, BOTH PARTIES ARE TO SIGN ABOVE.

GUIDELINES FOR USING VSAS LOGO

When fundraising for Verona Street Animal Society using the name and logo please follow these guidelines.

USE OF NAME

- Use the full name (Verona Street Animal Society) at least once in communications.
- After initial use, you may refer to the organization as VSAS.
- Do not alter the name or abbreviate in any other way.

USE OF LOGO

- Request the logo artwork via email at vsasinc@gmail.com
- Use the logo as it appears.
- Do not alter the coloration, words or shape in any way.
 - The blue should be shown as R(0), G(6), B(93) or in C(100%), M(78%), Y(0%), K(54%)
 - The green should be shown as R(140), G(198), B(63) or in C(50%), M(0%), Y(100%), K(0%)
- Use on a monotone background such as white, black, or gray where possible.
- Use full color version where possible.
- If the logo is to appear on a color other than white, black or gray, please use either a black or inverted to white version of the logo.



If you have questions, please email vsasinc@gmail.com and we will do our best to assist you.