

**GENERAL GUIDELINES FOR THIRD-PARTY FUNDRAISING EVENT OR ACTIVITY  
FOR VERONA STREET ANIMAL SOCIETY**

**DEFINITION OF THIRD PARTY FUNDRAISING EVENT OR ACTIVITY**

For purposes of this document, third-party fundraising event or activity 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 and activities 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](mailto:vsasinc@gmail.com) at least 30 days prior to the date of the event or commencement of activity.
- The organizer shall request credit card processing capability, as needed.
- The organizer shall be responsible for scheduling, staffing and promoting the event or activity.
- 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 Third-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](mailto:vsasinc@gmail.com). The VSAS Cash Control Sheet must be completed for any event or activity where cash is collected. It is preferable that cash collected by Organizer be converted to a check made payable to "Verona Street Animal Society" and mailed within one week of fundraising activity to:

Verona Street Animal Society  
PO Box 22874  
Rochester, NY 14692

If you must provide cash donations directly, please contact [vsas.treas@gmail.com](mailto:vsas.treas@gmail.com) to make collection arrangements. The undersigned agrees to comply with the foregoing responsibilities.

\_\_\_\_\_  
Organizer Signature

\_\_\_\_\_  
Date

## VSAS THIRD-PARTY EVENT OR FUNDRAISING ACTIVITY INFORMATION

Event Name:	
Organizer Name:	
Organizer Mailing Address:	
Organizer Email Address:	
Organizer Phone Number:	
Event or Activity Date(s):	
Event or Activity Time(s):	
Event or Activity Location:	
Description Including Type of Fundraising Event or Activity	
Percent of Proceeds to be donated and method of payment (cash, check, money order, credit card or PayPal on <a href="http://vsas.org/donate">vsas.org/donate</a> )	
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](mailto: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 PRESENCE 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](mailto: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](mailto:vsasinc@gmail.com) and we will do our best to assist you.