



Quad City Animal Welfare Center  
Guidelines for Third-party & Cause Marketing Fundraising Activities  
*Approved November 2012*

**Introduction:**

The Quad City Animal Welfare Center (QCAWC) is delighted to be approached by companies, community groups, or individuals wanting to help QCAWC raise funds by collecting donations on our behalf.

Some examples of common third-party fundraising activities include:

- A group of individuals going door to door to collect funds from neighbors.
- A group of youths hosting a car wash or garage sale.

Some examples of cause marketing promotions include:

- The sale of tickets to an event with a designated percentage to benefit the QCAWC.
- A business donating a percentage of sales from a particular day.

Before conducting a third-party fundraiser or cause marketing promotions for QCAWC, please contact:

- Patti McRae, Executive Director at [patti@qcawc.org](mailto:patti@qcawc.org) or 787-6830 ext.13
- or
- Stacey Teager, Community Services Director at [stacey@qcawc.org](mailto:stacey@qcawc.org) or 787-6830 ext.12

A formal application is required and is available by request or a printable application can be obtained on our website by simply downloading the Third Party Fundraising Activity/ Cause Marketing Proposal link. Activity organizers will be required to sign and return the proposal 30 days prior to the activity or event.

**Guidelines for all third-party/cause marketing fundraising activities:**

1. Submit a Third Party Fundraising Activity/Cause Marketing Proposal.
2. Do not use the QCAWC logo or name without approval of QCAWC.
3. Do not post this event on any social media (websites, FACEBOOK) without consent from QCAWC.
4. Do not create a product to sell. All product sales that include QCAWC or name are considered a cause related marketing promotion.
5. Agree to pay all costs associated with developing and printing promotional/marketing materials for the fundraising activity or event. QCAWC is not responsible for expenses.
6. QCAWC cannot guarantee publicity or promotion of your activity or event (press releases, our website, FACEBOOK)
7. QCAWC cannot guarantee staff or volunteer support for your activity or event.
8. QCAWC is not responsible for pick-up or delivery of any in-kind donation, unless prior approval has been obtained.
9. Funds collected from this activity or event must be received at QCAWC within 30 days.

**Your Third Party Fundraising Activity/ Cause Marketing Proposal will be reviewed and a QCAWC representative will respond to you within 5 working days. *The Quad City Animal Welfare Center will not endorse any activities that contradict our mission: to operate a shelter for homeless animals, to offer a spay and neuter program, and to provide humane education. QCAWC cannot endorse third-party events, raffles, or games of choice.***