Third-Party Event Guide

Thank you for your interest in supporting the lifesaving work of the Brant County SPCA by hosting a third-party event. From garage sales to barbecues, hosting a birthday party to lemonade stands, no event is too big or too small.

You're making a difference in the lives of animals in your community. In order to assist you with the planning and execution of a successful event, please notify us as soon as possible and at least 1 month before your event.

If you have any questions refer to our Third-Party Event FAQ or reach out to Jen Rienties Specialist, Events & Community Engagement at (519) 757 9146 or jrienties@brantcountyspca.com

brantcountyspca.com
89836 9319 RR 0001

539 Mohawk St,
P.O. Box 163 Brantford,
ON N3T 5M8

Open Tues to Sat
10am to 5pm

Third-Party Event Guide

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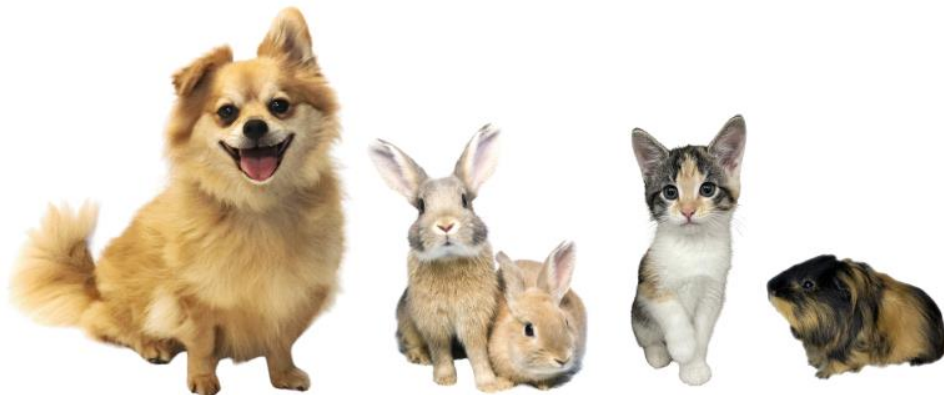
About Us

MISSION STATEMENT - *The Brant County SPCA is dedicated to all animals through prevention, promotion and protection.*

VISION STATEMENT - *All animals in Brant and beyond will have a kind, compassionate and safe environment.*

PURPOSE - *The Brant County SPCA exists to enlighten and enrich the quality of life for our community members.*

A bit more on who we are:
Brant County SPCA, a non-profit organization, has been providing animal protection, care, welfare services, shelter and humane education in the City of Brantford and the County of Brant since 1969. Animals receiving this care include, but are not limited to: cats, dogs, and small animals like rabbits, guinea pigs, and birds. We are a fully independent registered charity and rely on community support for program funding.

What is a Third-Party Event?

This is an activity to raise funds in support of the Brant County SPCA typically initiated by an animal-loving community member. Perhaps you want to run an event with your work, host a small get together for friends or organize a larger event that's open to the community. We are so grateful that you, and any additional animal-loving volunteers or staff at your company, are volunteering your time to organize and execute the event.

You are responsible for communicating to any sponsors, participants, and the general public that the Brant County SPCA is benefiting from the event but not organizing your event. You may choose to share the event proceeds with another organization, but you must let us know if this is your intention.

Different types:
Third party events can take various forms, be hosted on various scales, and be held for different purposes. They can be open and promoted to the public or private as in the case of a birthday party.

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Your Impact

When you donate to the Brant County SPCA, your gift has a direct impact on animals and people right here in Brantford and Brant County. If there is a specific fund you'd like to support, let us know on your event proposal application. You have the option to designate your gift to the following 3 funds:

1. Greatest Shelter Needs

When you give to Greatest Shelter Needs your supporting ongoing daily needs of our organization. This fund supports each animal that comes into our care; as well as the programs, staff and equipment needed to provide that care. Greatest Shelter Needs also supports the following core programs:

Animal Intake & Placement - Help provide food, medication, a warm bed, socialization, and most of all, love, to reunite lost pets with their families or prepare them to be matched with their new forever families.

Veterinary Care - Help provide health checks, vaccines and necessary procedures and keep our adoption rates at a reasonable price.

Foster & Fospice Homes - Equip our foster volunteers with the food, pet supplies and veterinary care they need to care for the animals they're fostering.

Programs designed to foster the human-animal bond - Support meaningful relationships through our Seniors for Seniors, Pets for Vets, and Community Cat Programs

2. Project Patchwork

Project Patchwork is part of our animal care program. The goal is to get animals in need of specialized veterinary care healthy and ready for our adoption program so they can find their new family. By supporting this program, you help ensure no animal goes without the life changing surgeries they need and deserve.

3. Pets for Life and Community Assistance Team

The Pets for Life program is a community outreach initiative focused on breaking down barriers to veterinary services and preventing families from having to rehome their pet. Because of our generous donors, we are able to provide our Petsfor Life clients with pet wellness care and spay/neuter services, free of charge.

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Timeline at a Glance

Pre-Event

Tell us about your event as soon as possible - at least 1 month before your event.

Planning an event can be a lot of work. Make sure you have people who can help out along the way with budgeting, logistics, marketing, sponsorship, volunteers and creating back-up plans.

Promoting your event to people in advance will really help with participation

During Your Event

Your event day has finally arrived. Enjoy the day! Know you are raising funds for a great cause! Make sure you have steps in place to record donors' info for any offline donations if they'd like tax receipts for their contributions.

Post-Event

Congratulations on a job well done!! Complete the post event proceeds form and arrange for the proceeds to be given to the Brant County SPCA **within 30 days of your event**.

Remember to say a big THANK YOU to everyone that attended, volunteered or donated to your event. Let them know how much your event raised

Brant County SPCA staff thanking 3rd Party Organizers for their support

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Step 1. Brainstorming and Initial planning

Decide on the purpose, goal and scale of your event. Ask yourself:
- Am I planning to raise awareness, collect goods or raise funds? All three?
- How many people am I hoping to reach?
- How much money am I planning to raise?
- Is my event going to be community based or will it be a smaller, private event with my friends and family?

Consider your existing resources and capacity. Pick a date, time and location for your event. Be mindful of holidays or other events taking place around the time of your event. Determine who your target audience is and how you can cater your event to them.

Step 2. Propose your event

Tell us your plans!
- Submit your event proposal by filling out this form.
- We will review your application and confirm our ability to support the event.
- Sign and return the Third Party Event Agreement form and read the Terms and Conditions linked on this form.

Step 3. Choose activities

Be conscious of how much time and resources are needed to make the event a success. There are many different fundraising activities you could run.

Events:
- Concert
- Dinner Party
- Garage Sale
- Paint Night
- Sporting Event
- Virtual Event
- In-Office fundraising

Fundraising Activities
- Selling goods / services
- Silent or live auction
- Ticket Sales
- Raffles
- Proceeds from sales
- In lieu of gifts

Step 4. Plan logistics and budget

Planning an event can be a lot of work. If possible, create an event planning committee with people who can help with budgeting, logistics, back-up plans, marketing, sponsorship, donations and volunteers. Meet regularly with your committee so everyone is updated and supports each other.

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If you pursue sponsorship, keep a list of sponsors including their names, contact information, a description of their donation or sponsorship, and the value of the associated exposure they received.

Make sure you review any bylaws that may come into play during the event (e.g. noise bylaws), and obtain any necessary permits/licenses needed for the event (e.g. Lottery License or Alcohol Permits).

With your identified goal from step 1, create a budget to achieve this goal. You can keep costs low by sourcing donated items. Try to only spend 10% of your fundraising goal on expenses.

Step 5. Promote

Consider your audience and determine the best method to reach them.

You can promote your event through:
- Your personal or business social media channels,
- Free community calendars such as the Discover Brantford Calendar
- Alerting local media and submitting ads,
- Posting flyers in your community,
- Sending newsletters or emails to your network,
- Handwriting invitations,
- Face-to-face invites,
- and more!

Letting people know about the event in advance will really help with participation.

Depending on the timing, goal, and set-up of your event, you may have the opportunity to have your event shared on Brant County SPCA social media and e-newsletters.

Step 6. Event Day!

Your event has finally arrived, and all of your hard work is ready to be showcased! Enjoy the day, while knowing you are raising funds for a great cause! Keep your supporters updated on your progress–and most importantly, have fun!

Collect donations at or before your fundraiser, either through our online giving form or in-person using our _Post Event Proceeds Form._

Step 7. Submit Proceeds and THANK YOUR SUPPORTERS

Within 30 days of your event, submit your proceeds along with the _Post event Proceeds Form._

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Arrange for the proceeds to be given to the Brant County SPCA. Complete a "request for income tax receipts list" (included in the Post event proceeds form) for anyone who donated $25 or more. Include each donor's full name, address, and phone number.

We can only provide receipts for donations where complete documentation has been provided and if the donation is deemed receptible by the CRA.

For more information, please visit http://www.craarc.gc.ca.

Remember to say a big THANK YOU to everyone that attended, volunteered, or donated to your event. Let them know how much your event raised. Supporters love to know how they have helped animals and people in the Brant County community.

Thank you for considering supporting the Brant County SPCA in this way. Each year your support helps us care for hundreds of animals across Brantford and Brant County.

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