

**GUIDE DOGS OF THE DESERT  
INDEPENDENT EVENT GUIDELINES AND APPLICATION**

Guide Dogs of the Desert (GDD) is most appreciative to be the beneficiary of fundraising events and projects hosted by individuals, groups and service organizations within the community.

In order to ensure that all proposed fundraising events/projects are in keeping with our organizational guidelines, and in compliance with regulations pertaining to non-profit organizations, we ask your understanding and cooperation of the following:

1. Complete and return the attached Independent Event Application Form to receive authorization to conduct an event on behalf of Guide Dogs of the Desert, *at least 30 days in advance of the event*. All requests will receive a response within seven (7) days of receipt.
2. The use of the GDD name and/or logo will only be authorized after approval of the Independent Event Application form. Event/Project host will be authorized to use the name "Guide Dogs of the Desert" only in connection with approved the fundraising event. This authorization is in effect until the completion of the event. GDD letterhead is not available for use outside the organization.
3. All advertisements bearing the GDD logo, and press releases, need to be viewed and approved by GDD, prior to release.
4. Guide Dogs of the Desert assumes no responsibility for promoting the event, outside the agreement of posting notices on its website and/or newsletter.
5. Event/Project Host will comply with all necessary local or government regulations including, but not limited to, registering with appropriate agencies, purchasing insurance (when applicable), following rules of disclosure currently required by the IRS, and required licenses and permits.
6. The Host/organization holding the event benefitting GDD agrees to indemnify and hold GDD harmless from any and all claims that may arise as a result of the event.
7. Due to a high level of demand on volunteers' time, as well as the coordination and transportation of puppies/dogs, GDD is not obligated to commit to scheduling volunteers or staff, if the net revenue is expected to be less than \$5,000.
8. Event Host shall perform all actions necessary for the successful completion of the fundraising event, and shall assume full obligation and responsibility for the payment of all expenses related to the event, without regard to the amount of funds collected for the event.
9. Event Host/organization agrees to deliver to GDD after completion of the fundraising event within seven (7) working business days, the proceeds. Organization will be prepared to provide a written account of the event, if requested by GDD.
10. GDD will work with Host/organization to provide all donors with appropriate written documentation of their gift, as required by Federal and State laws, when payment is made directly to Guide Dogs of the Desert.

I have read and agree to comply with the above guidelines.

\_\_\_\_\_  
Signature, Title

\_\_\_\_\_  
Date

**GUIDE DOGS OF THE DESERT  
INDEPENDENT EVENT APPLICATION**

Name of Organization \_\_\_\_\_

Contact Person/Host \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

EVENT Location/Address \_\_\_\_\_

Brief Description of proposed event:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

EVENT Date(s) \_\_\_\_\_

EVENT Hours \_\_\_\_\_

Admission Charge YES [ ] NO [ ]

If YES, amount/person: \$ \_\_\_\_\_ Expected Guest Attendance: \_\_\_\_\_

Requesting: Staff person YES [ ] NO [ ]

Volunteer YES [ ] NO [ ] If Yes, # \_\_\_\_\_

w/ Puppy In Training YES [ ] NO [ ]

Client w/ Service Dog YES [ ] NO [ ]

Does this event benefit other organizations? YES [ ] NO [ ]

If YES, names of other organizations: \_\_\_\_\_

Percentage of net revenue to be donated to GDD \_\_\_\_ % Anticipated donation \_\_\_\_\_

*I/we have read the attached Independent Event Guidelines of Guide Dogs of the Desert and agree to comply with all guidelines.*

Signature of Contact Person \_\_\_\_\_ Date \_\_\_\_\_

Send form to attention of:  
Sarah Clapp, Executive Director  
By email: [sclapp@gddca.org](mailto:sclapp@gddca.org)

By fax: (760) 329-2866  
SETTING THE STAGE

Thank you for considering Guide Dogs of the Desert as the recipient organization of your event. Many fun events have been staged, in support of Guide Dogs of the Desert and we welcome the partnership to ensure your event is a success!

Some events that have previously been held to support Guide Dogs of the Desert:

- ✓ Golf Tournaments
- ✓ 5k Runs
- ✓ Cocktail Parties
- ✓ Private/In Home Dinners

- ✓ Motorcycle Group Rides
- ✓ Walk-A-Thon
- ✓ Wine & Cheese Receptions
- ✓ Brunches/Luncheons
- ✓ Gala Dinner
- ✓ Cause-Related Functions, i.e. Jensen's Lobsterfest, Ben & Jerry's Free Cone Day

To determine what type of event is best for you, first decide whether you wish to host a private or public event.

### **Private Parties**

People who wish to engage friends and co-workers as supporters of Guide Dogs of the Desert often host small parties at their home or other intimate settings. The purpose of the event is to introduce GDD staff to a new group of prospective supporters and to educate guests about service dogs and the blind/visually impaired. Though the goal of the event is to raise money, private parties are also valuable in that they help the organization establish new relationships with members of the community.

### **Public Events**

When an individual or organization hosts an event that is open to the public, it increases awareness about Guide Dogs of the Desert, as well as raises funds. Public events are often a catalyst for gaining new community business partners, volunteers and supporters. GDD is happy to help promote all public events held to benefit the organization through its website, social media, and newsletter.

Whatever type of event you are considering planning, you will need additional materials about GDD:

High resolution GDD logo

Fact Sheets about GDD and Visual Impairment

Photos and testimonial stories from clients about gaining independence with a guide dog

#### **Contact**

Shean Pao, Graphic Designer

Guide Dogs of the Desert

(760) 329-6257

[spao@gddca.org](mailto:spao@gddca.org)

## **PLAN AND PROMOTE YOUR EVENT**

Events are most successful when they raise money or awareness and have a specific goal. By choosing a cause that you truly care about, you will be better able to speak to your event guests and encourage them to care, too. Your event is *your opportunity* to demonstrate why the mission of Guide Dogs of the Desert is important to you; people are most likely to support a cause when asked to donate by a friend. Things to consider:

- A. Events are not free. Identify all costs related to the event and determine what items may be able to have donated. Enlist local businesses to provide discounts or donations.
- B. Careful planning of all details is very important. Consider all aspects of your event "through the personal experience" of your anticipated participants.
- C. Plan your event far enough in advance to promote it, and to give guests time to register or RSVP.
- D. Consider how you will promote the event through social media, invitations, public service announcements, etc.

- E. Don't underestimate the power of just asking. Give a short speech about why you are supporting GDD and ask your guests to join in making a donation, too. GDD staff is always happy to assist you with the appropriate "script" for your presentations.
- F. Make it easy and fun for people to give at your event. Games, raffle prizes, selling/auctioning items are all easy ways to maximize event revenue.

### **ADDITIONAL EVENT GUIDELINES**

Guide Dogs of the Desert third party events are to fundraise, raise awareness, or may be staged to gather in-kind donations (puppy toys, dog equipment, kennel supplies, etc).

Guide Dogs of the Desert is willing to set up a small Information Booth with materials and schedule a volunteer or staff member. The request for a volunteer or staff member with a puppy (in training), or to include a client/guide dog team, must be made at least three (3) weeks in advance of the event. Consideration will be given to the location, timeframe, and nature of the event.

#### **Documentation**

- All documentation is the responsibility of the third party event planner/host.
- GDD will provide tax acknowledgement letters to donors who make their gifts directly to GDD, either by cash, check or credit card.
  - Check must be made payable to Guide Dogs of the Desert.
  - Cash donations must be accompanied by a receipt that states the donor's name, address, phone number and the amount of the gift. (Gifts of cash not requesting to be acknowledged for tax purposes may be combined and do not need specific receipt information in order to be given to GDD.)
  - Credit Card payments that are made via the Guide Dogs of the Desert website, for the third party event, will be reported to the third party event organizer, to include in their registration report.

- If a Silent Auction is part of the event festivities, Silent Auction winners will receive a tax acknowledgement letter from GDD, per IRS regulations. For instance, if the amount the winner paid for the item is ***above the market value of the item***, the difference over the fair market value will be stated in the letter and can only be considered for tax purposes. If the amount paid for the Silent Auction is ***below the market value of the item***, then the letter will state that no amount paid for the item can be considered for tax purposes. The same IRS regulations applies to Live Auction items as well.
- In order to provide a tax acknowledgement letter, GDD must be provided with the winner bidder's name, address, phone number, the amount of the winning bid, and the market value of the item. If auction items have been donated, please provide GDD with the donor's name, address, phone number and value of the donations.
- GDD is happy to provide tax acknowledgement letters for catering, décor, or other vendor products that may be donated to a third party event *only if an invoice or letter from the vendor who is donating their product or service.*