

GROW Wildlife, Inc.
Community Fundraising Event
Application Package

Our Mission

Our mission is to encourage wildlife conservation by promoting and providing professional veterinary care, education, and humane treatment of wildlife injured or disadvantaged by human activity.

Our Vision

To improve the appreciation, preservation and understanding of our wildlife and natural environment.

Contact Us

Brenda Hudlow
Executive Director
GROW Wildlife, Inc.
P. O. Box 5666
Alpharetta, GA 30023-5666
Phone: (770)442-1400
E-mail: Brenda.hudlow@growwildlife.org

Thank you for your interest in GROW Wildlife, Inc. We are very thankful for your desire to help raise funds for GROW Wildlife. To help ensure the success of your event or project, GROW Wildlife has established Fundraising Guidelines and Policies. Before filling out the attached Event Application Form, it is vitally important that you review these guidelines set forth:

- 1) Review the Guidelines and Policies document to confirm that your event can be sanctioned to benefit GROW Wildlife.
- 2) Complete the Fundraising Application document, providing as many details as possible and attaching supporting documents as necessary.
- 3) Please be aware that when you sign the Fundraising Application you are acknowledging that you agree to follow the Guidelines and Policies as stated.
- 4) If you have any questions or concerns after reading these documents, please contact Brenda Hudlow, GROW Wildlife @ 770-442-1400 or Brenda.hudlow@growwildlife.org.
- 5) Return the completed Fundraising Application and supporting documents to the address indicated. Your application will be reviewed by the GROW Wildlife Executive Committee and a decision will be made within 7 working days of application receipt as to the approval or denial of your event. The acceptance of your event or project gives your organization or group the right to state that your event will benefit GROW Wildlife. But, please remember that GROW Wildlife reserves the right to review all promotional materials used to publicize your event or project prior to use.

A fundraising event or project hosted by an individual or group in the community to benefit GROW Wildlife should always keep in mind the mission and vision and should not include any aspect that would potentially detract from these important standards and jeopardize GROW Wildlife's positive reputation and community goodwill.

- 1) All community fundraisers, projects and events must be approved and sanctioned by GROW Wildlife and must be reapproved each year if an event becomes an annual fundraiser.
- 2) Community fundraisers, projects and events must be financially self-sustaining without any financial contribution or financial risk from GROW Wildlife.
- 3) All corporate sponsors must be pre-approved by GROW Wildlife to ensure that there are no conflicts with donors currently supporting other GROW Wildlife events or GROW Wildlife programs or divisions.
- 4) For gift recognition and tax receipting purposes, please send your donation to your GROW Wildlife Event Contact within 30 days of completion of your event or project. If your event occurs within the 4th quarter and you wish your gift to be receipted that calendar year, we must receive it by December 31 of that year.
- 5) If it becomes necessary, because circumstances warrant, and a fundraising event or group violates GROW Wildlife's stated policies, GROW Wildlife may opt out as the beneficiary of said event or project at any time with no obligation.
- 6) Community fundraisers, event and projects must comply with the following:
 - a) Companies, groups or businesses with public images that have the potential to compromise the community's goodwill toward GROW Wildlife or conflict with GROW Wildlife's mission and vision, may not be major or presenting sponsors of beneficiary events and may not promote their products or services through advertising or other event exposure. This includes all products that do not support the health and well-being of wildlife.
 - b) GROW Wildlife will not be associated with a project or event that includes telemarketing in its fundraising plan.
 - c) GROW Wildlife will not be associated with a project or event that includes a raffle of any kind (unless a state raffle permit is obtained and provided as evidence to GROW Wildlife).
 - d) All community fundraising projects or events that require promotional visibility (i.e. invitations, ads, fliers, brochures, etc.) must have these materials approved by GROW Wildlife before using the GROW Wildlife logo and name.
 - e) To be considered for approval, 100% of the net proceeds from a fundraising event or project must benefit GROW Wildlife. But GROW Wildlife reserves the right to consider exceptions to this policy depending upon the identity of other benefiting charity(s) and the proposed allocation of funds between beneficiaries. Important note: As a general guideline, an event's expenses should not exceed one-half of the net amount donated to a charity.
 - f) An estimate of the projected donation amount should be provided to GROW Wildlife prior to hosting an event or project.

To support your event, GROW Wildlife can:

- offer advice on event planning
- if time allows, offer a staff person to appear at the event or at check presentation
- provide a GROW Wildlife banner for use at your event
- provide a letter of support to validate the authenticity of the event or project and its organizers
- list your event on our website
- acknowledge event organizer for direct contributions to GROW Wildlife
- approve the use of GROW Wildlife's name and/or logo for your use (Reminder: You must obtain permission from your GROW Wildlife Event Contact to use the name and/or logo. Also, all printed materials must be approved before they are distributed.)

To support your event, GROW Wildlife cannot:

- release donor, volunteer, employee or other mailing lists for the purpose of additional solicitation of funds from outside groups
- allow GROW Wildlife staff to solicit monetary or in-kind sponsors or donors on your event's behalf
- offer funding for an event or reimburse event organizers for expenses incurred to put on an event
- guarantee promotion of your event or fundraiser in GROW Wildlife publications, on our website or by other in-house electronic means.
- be responsible for selling tickets to your event
- guarantee GROW Wildlife staff attendance at your event.

GROW Wildlife Fundraising Event Application

Contact Name: _____

Company or Organization: _____

Address: _____

Daytime Phone: _____ Evening Phone: _____

Other Phone: _____ E-mail: _____

Name of event and a detailed description (include date, time and location). If necessary, attach additional sheets for most detail.

Is the event a public appeal for: (check all that apply)
____ tickets ____ funds ____ sale of commodities (specify what you want to sell)

Is your organization: (check one) ____ non-profit ____ for profit

Estimate your donation to GROW Wildlife: _____

What, if any, support will you be requesting from GROW Wildlife?
(i.e. Board or staff attendance, logo usage, etc.)

What, if any, is your plan for publicity for your event?

NOTE: All promotional materials using the GROW Wildlife name or logo must be approved prior to distribution!

Do you plan for this to be an annual event benefiting GROW Wildlife? _____

Why did you choose GROW Wildlife as your event's beneficiary?

Have you done special events before for charities? (check one) ____ yes ____ no

If yes, what is the most recent event/project you sponsored and who was the beneficiary?

Date of event: _____

Beneficiary contact name and phone number:

.....
I have read the Fundraising Guidelines and Policies and agree to follow them as stated.

Signature: _____

Thank you so much for your interest in helping GROW Wildlife!

When you have completed this form, attach all supporting documents including (if available) event budget, information about your organization, drafts of printed promotional pieces that will include GROW Wildlife's name or logo, etc and mail all of information along with this form to:

Brenda Hudlow

GROW Wildlife, Inc.

Phone: (770) 442-1400 • E-mail: Brenda.hudlow@growwildlife.org

Release, Hold Harmless and Indemnification Agreement

****This agreement must be signed and returned to GROW Wildlife by any group or individual that organizes a fundraising event or promotion for the benefit of GROW Wildlife, Inc.****

For valuable consideration, including the consent of GROW Wildlife, Inc. (hereinafter "GROW"), whether doing business as: GROW Wildlife Hospital of Georgia to use the name and/or logo of GROW in promotional activities or materials, the undersigned, on behalf of the organization identified below, being authorized to do so, does hereby agree to release, hold harmless and indemnify GROW, their trustees, officers, employees and representatives from any and all liabilities and claims of liability, including, without limitation, suits, claims, damages, costs, defense costs, and/or attorney's fees of any nature whatsoever, arising out of, or in connection with, the event or activity conducted by the organization identified below in which the name and/or logo of GROW is used including promotion of such event. The undersigned agrees and expressly represents that GROW is not a joint venture or partner with the undersigned organizer in the conduct of the event, that GROW is not involved in the management, conduct or sponsorship of the event and that GROW is merely a charitable beneficiary of the proceeds and/or portion of the proceeds derived from the event. I have read this authorization and waiver, fully understand it and all its provisions and obligations, and sign it willingly as my own free act and deed. By signing below, I indicate my agreement and understanding.

Name of Organization: _____

Signature of Authorized Representative (19 years of age or older)

Printed name of Authorized Representative / Date