

Pennsylvania SPCA

Event-In-A-Box



Give Love. Get Love.



# Pennsylvania SPCA

## Event-In-A-Box

### Register Your Event with the Pennsylvania SPCA

All fundraising events that benefit the Pennsylvania SPCA MUST be registered. Please complete and mail the enclosed Event Registration Form to Holly Russel, Pennsylvania SPCA, 350 E Erie Avenue, Philadelphia, PA 19134. For more information, contact Holly Russel at [hrussel@pspca.org](mailto:hrussel@pspca.org).

### Plan the Event

- Determine the goal of your event\*. (Do you want to raise money or supplies, and if so then how much?)
- Set a Date, Time and Location for the event.
- Identify all costs related to the event and determine what items can be donated.
- Solicit for sponsorships. (Consider sponsors that make sense for your event. Start with businesses that you frequent or would have an interest in your event. Focus on local businesses instead of larger corporations who are often more difficult to involve.)

### Execute the Event

- Recruit an appropriate number of volunteers to help you execute the event smoothly.
- Estimate the number of attendees you expect to attend.
- Create a schedule and layout for the day of the event including timing and location of registration, check-in, etc. Determine who will lead the event and the schedule of any presentations or programs if they are involved.
- Consider your needs for executing the event. Many of these items can be donated by local businesses that would like to help out with your cause. Some possible needs to consider include:
  - Food & Beverage
  - Raffle Prizes
  - Tables, Chairs, Linens
  - Photography
  - Floral & Decorations
  - Party Favors
  - Audio & Visual Equipment
  - Pet Treats & Water Bowls

### Follow-Up

- All proceeds of your event should be sent to: (All checks should be payable to "PSPCA")  
Holly Russel  
Pennsylvania SPCA  
350 E Erie Avenue  
Philadelphia, PA 19134  
Phone: 215-426-6304 x227  
Email: [hrussel@pspca.org](mailto:hrussel@pspca.org)
- Send us a summary of your event's success and include any photos that you have of the event.
- Follow-up with thank-you notes to anyone who helped out with the event.

\*All donations that completely benefit the Pennsylvania SPCA are 100% tax deductible. In the event that goods or services are exchanged for a donation, the amount above the fair market value of those goods/services is tax deductible. The Pennsylvania SPCA will provide a tax receipt letter to all donors who give through your event if we are provided with their mailing address and proof of donation.

## Tips for a Successful Event

When planning an event to benefit the Pennsylvania SPCA, take some time to research what types of events are currently being planned. Check the PSPCA website at [www.pspca.org](http://www.pspca.org) and other Philly based event listing sites ([phillyfunguide.com](http://phillyfunguide.com), [aroundphilly.com](http://aroundphilly.com), [aroundmainline.com](http://aroundmainline.com), etc). Try to steer away from events that are similar to existing ones. Be creative and focus on current trends to develop a unique and attractive event. Consider that supporters of the Pennsylvania SPCA may be more attracted to an event they can attend with their pet.

Some types of events you can consider include:

|             |              |                   |
|-------------|--------------|-------------------|
| Dog Wash    | Walk/Run     | Carnival/Festival |
| Raffle      | Santa "Paws" | Concert           |
| Bake Sale   | Craft Sale   | "A"-Thon          |
| Bingo Night | Themed Party | Pancake Dinner    |
| Auction     | Game Night   | Golf Tournament   |
| Dance       | Art Show     | Howl-O-Ween Party |

To make your event as successful as possible, you will need to spend considerable time on promotion. Getting the word out about your event can include flyers, emails, website postings (see above and also consider sites such as [craigslist.org](http://craigslist.org), [eventsetter.com](http://eventsetter.com), [eventguide.com](http://eventguide.com), [Philadelphia.com](http://Philadelphia.com) and [upcomingevents.com](http://upcomingevents.com)). Write and send out a press release to promote your event in local press venues. Talk about your event as much as possible to take advantage of Word of Mouth advertising.

### **\*\*\*Pennsylvania SPCA Event and Material Guidelines\*\*\***

When planning and creating materials for your event please consider the following guidelines:

1. References to the organization should read "Pennsylvania SPCA". Please do not use the acronym "PSPCA".
2. All events not initiated and managed by the Pennsylvania SPCA must be title as "benefiting the Pennsylvania SPCA". Please do not market an event as "Pennsylvania SPCA presents.." Take credit for your event but feel free to list the Pennsylvania SPCA as the beneficiary of your efforts.
3. Please do not use the Pennsylvania SPCA logo without prior permission from the Special Events Department. If you would like to use the logo, please contact Holly Russel at [hrussel@pspca.org](mailto:hrussel@pspca.org) or 215.426.6304 x227. All materials bearing the logo must be approved by the Pennsylvania SPCA before printing.
4. The Pennsylvania SPCA believes that all animals deserve respect and protection. In an effort to carry this belief through to our events, we strongly encourage event planners to serve only vegetarian or vegan food at their events. In addition, the Pennsylvania SPCA does not condone events such as petting zoos, circuses, pony rides, fox hunts, selling or auctioning of animals, etc.
5. When soliciting donations for your events, please contact the Pennsylvania SPCA directly if you would like to reach out to one of our current Partner Organizations. See the current list at [www.pspca.org/donate/membership](http://www.pspca.org/donate/membership).

## About Pennsylvania SPCA

The Pennsylvania SPCA is dedicated to rescuing animals from abuse and neglect, providing lifesaving care and treatment, guaranteeing a home for every adoptable animal, and reducing pet-overpopulation through low-cost spay-and-neuter clinics and public awareness initiatives. Through these efforts, we prevent cruelty towards animals and promote respect for their welfare, thus enhancing the lives of people and their companion animals throughout the state of Pennsylvania. Founded in 1867, the Pennsylvania SPCA is the nation's second oldest and Pennsylvania's first humane organization. Over 140 years after our inception, the Pennsylvania SPCA's programs include:

**Humane Law Enforcement (HLE)**– *The Pennsylvania SPCA's HLE team is the largest in the nation with twenty-four agents.* Each is vested by the state to issue citations and conduct investigations that lead to the rescue of animal victims and often, the trial of their abusers in court. Agents are assisted by a Forensic Veterinarian and Legal Counselor. Their work is featured on the 2008/2009 season of *Animal Cops: Philadelphia*, broadcast internationally on the Animal Planet Channel. In 2008, the HLE team investigated over 6,000 cruelty/neglect cases. Complaints are lodged by the public through a statewide, 24/7 Animal Cruelty Hotline. Abuse is also stopped through dedicated surveillance, evidence-gathering, and undercover operations. Puppy mills and dog fighting rings are paid close attention.

**Shelter & Veterinary Services** – The Pennsylvania SPCA has an incredible capacity to serve large and small breeds, due to its size and specialized staff. The Philadelphia headquarters consists of an over 48,000 square feet of shelter space and the Rutherford Memorial Animal Hospital – the largest open-access clinic on the East Coast. In 2008, 34,000 owned animals were treated by the Hospital's 27 vets, vet techs, and critical care nurses. In 2009/2010, the Pennsylvania SPCA hopes to complete a 14,400 sq. ft. dog park. There are an additional four (4) rural adoption centers throughout Pennsylvania. The PSPCA is also the animal control provider for the city of Philadelphia at its ACCT (Animal Care & Control Team) facility, around the corner from the Headquarters.

**Adoptions** – Promoting adoption instead of the purchase of animals from pet stores and ensuring safe, new homes for each of the animals in our care is a crucial part of our lifesaving mission. In 2008, 12,000 abused, abandoned, and neglected animals found new forever-homes.

**Spay & Neuter** – Pennsylvania SPCA's animals are spayed or neutered prior to adoption. In this way and by offering low-cost spay and neuter to the general public, the Pennsylvania SPCA promotes the practice to re-duce the number of abused and unwanted animals. On Oct. 16, 2008, we opened a Community Feral Cat Clinic, The Cube, within our Philadelphia shelter in partnership with the Philadelphia Community Cat Council (PCCC). In 2009, we will begin to offer free spay and neuter for Pit Bull breeds as part of a larger, Pit Bull Initiative.

**Humane Education & Outreach** – Humane Education at the Pennsylvania SPCA consists of 'Good Dog-U' Behavioral Training classes. These are offered to the public for a fee to educate pet owners and strengthen the bond with their companion animals. Behavioral training is an integral part of the rehabilitation process for shelter animals, as well. A full annual adoption and fundraising event calendar and promotion through local and national media outlets comprise outreach at the Pennsylvania SPCA. Adoption events include the Adoption Van, which brings animals to the public and promotes adoption in Philadelphia and beyond. The 24/7 Animal Cruelty Hotline is a new facet of outreach designed to make the public a participant in identifying and stopping animal abuse. In 2009, significant resources will be dedicated to educating the public about Pit Bulls in an effort to change the breed-stereotypes that prevent their adoption and lead to their exploitation in fighting rings.

## Get the Facts about Pennsylvania SPCA

**Myth:** The Pennsylvania SPCA is a chapter of the ASPCA.

**Fact:** The Pennsylvania SPCA is not affiliated with the ASPCA or other humane organizations in the Philadelphia region (such as Chester County SPCA, Montgomery County SPCA, PAWS, Morris Animal Refuge, etc). The Pennsylvania SPCA is an independent organization that depends on private contributions. We do not receive ongoing funding from the ASPCA.

**Myth:** The Pennsylvania SPCA is a city agency.

**Fact:** The Pennsylvania SPCA is a private non-profit governed by a Board of Directors from the Philadelphia Community. Our Humane Law Enforcement Officers are granted the authority to investigate claims of animal cruelty, abuse and/or neglect by the state of Pennsylvania and to uphold the state's animal cruelty laws, contained in section 5511 of the Crimes Code.

**Myth:** The Pennsylvania SPCA does not adopt Pit Bulls.

**Fact:** We believe Pit Bulls are loyal, loving and caring companion animal and actively promote the adoption and responsible guardianship of Pit Bulls. This year, we have launched a new free spay/neuter program for pit bulls and now offer free classes and testing for the Canine Good Citizen Program.

**Myth:** The Pennsylvania SPCA is animal control.

**Fact:** The Pennsylvania SPCA is contracted by the city of Philadelphia to perform animal control. The division of the Pennsylvania SPCA that handles animal control is the Animal Care & Control Team (ACCT). They are located in a separate building provided by the city.

**Myth:** The Pennsylvania SPCA only has Pit Bulls and no small or pure bred dogs.

**Fact:** While many of the dogs that enter our doors are Pit Bulls, the reality is that many of our other animals are small and pure bred dogs. In fact, according to some studies, pure breeds makeup at least 25% of the shelter population across the country. While our shelter may have fewer pure breed companion animals, we strongly encourage adoption over the purchase of pets which supports the puppy mill industry. The Pennsylvania SPCA works tirelessly to end the inhumane practices of puppy mills in the state of Pennsylvania – often called the the country's Puppy Mill Capital.

**Myth:** If I make a donation to the Pennsylvania SPCA, it won't go directly to help the animals.

**Fact:** You can choose to direct your donations to support specific programs, like adoption, spay/neuter or humane law enforcement. Contact Holly Russel at (215) 426-6304 x227 if you would like to discuss allocating your donation.



Event Registration Form

Please return this form to the Pennsylvania SPCA at: -----

1 Event Planner Contact Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_  
(if applicable)

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

2 Event Details

Event Name: \_\_\_\_\_

Location: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Event Date: \_\_\_\_\_ Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 Miscellaneous

Is this event to raise money for a particular program or fund?  Yes  No

If Yes, please list the fund(s) to which donations should be restricted: \_\_\_\_\_

Would you like a Pennsylvania SPCA staff member to attend this event?  Yes  No

(We will make every effort to attend your event, if desired, however attendance is not guaranteed and is subject to staff member's schedules at the time of event registration.)

Holly Russel  
Special Events Planner  
Pennsylvania SPCA | 350 E Erie Avenue | Philadelphia, PA 19134  
Fax: 215.426.5848 hrussel@pspca.org

