

WORLD SPAY DAY PET PHOTO CONTEST

Want to earn funding to spay or neuter even more animals after World Spay Day is over? If you represent a **501(c)(3) nonprofit organization** or **municipal agency able to receive spay/neuter funding from nonprofit organizations**, you can sign up to benefit from the World Spay Day 2012 Pet Photo Contest!

The HSUS and HSI host the World Spay Day Pet Photo Contest each year to:

- Increase awareness that spay/neuter saves lives.
- Raise funds for the spay/neuter programs of World Spay Day event organizers, The HSUS and HSI.
- Allow people to show off their beloved animal companions for a chance to win great prizes!

How does it work?

- During the month of February, pet owners enter the photo contest by uploading digital photos of their pets and responding to a brief series of questions about their pets. During this process, contestants choose one organization to benefit from the pet's photo vets, selecting from an approved list of World Spay Day event organizers.
- Contestants are encouraged to share their pet's photo and story with their friends and family and ask them to vote for their pet. Each vote is a \$1 donation to the organization chosen during the contest entry process.
- When the photo contest ends, the organizations that fulfilled all of the eligibility requirements (humanesociety.org/spaydayeligible) will receive the funds donated to them. They will also receive an equal share of the vote money donated to "all eligible organizations," as well as a portion from organizations that did not qualify for their funds.

Nearly 25,000 pet photos were entered in the fourth annual (2011) Spay Day Pet Photo Contest, which raised more than a quarter of a million dollars for spay/neuter efforts worldwide!

How can you benefit?

- Represent a 501(c)(3) nonprofit organization or municipal agency able to receive spay/neuter funding from nonprofit organizations.
- Ensure the contact information in your World Spay Day event organizer profile at worldspayday.org/login is up-to-date so we can reach you with important, timely information, including photo contest-related deadlines. We communicate with World Spay Day event organizers primarily via email, so please be sure to provide a current and frequently-checked email address. (If your organization or agency has never participated in World Spay Day, you will need to create a new profile.)
- Fulfill all of the 2012 photo contest eligibility requirements, which are posted here: humanesociety.org/spaydayeligible.

The sign-up period to benefit from the World Spay Day 2012 Pet Photo Contest runs from November 15, 2011 through January 13, 2012.

WORLD SPAY DAY PET PHOTO CONTEST CHECKLIST

For 2012 Potential Beneficiaries

Preparing for the contest launch:

- I have verified that I represent a 501(c)(3) nonprofit organization or municipal agency able to receive spay/neuter funding from a nonprofit organization.*
- I have logged in to my event organizer profile at worldspayday.org/login, reviewed my contact information for accuracy, and corrected (if necessary) any information no longer current.*
- While logged in to my organization or agency's event organizer profile at worldspayday.org/login, I checked the photo contest button, indicating that I have read, understand and agree to the contest terms.* (Available from November 15, 2011 – January 13, 2012 only.)
- No later than January 17, 2012**, I have uploaded all current and required paperwork into the appropriate fields in my organization or agency's event organizer profile at worldspayday.org/login.*
 - 501(c)(3) determination letter OR municipal agency letter
 - W-9 (not 990) Taxpayer ID Number and Certification form
 - Electric Funds Transfer Form OR Check Required form
 - Voided check (if accepting funds via electronic funds transfer)

If documents are already uploaded from 2011 I have checked each document to ensure it is still current.

IMPORTANT: Failing to complete any of these action items will disqualify your organization from being listed as a potential beneficiary of the photo contest.

After the contest has launched on February 1, 2012:

- I have asked my staff and volunteers to enter their pet photos in the World Spay Day 2012 Pet Photo Contest and choose the organization I represent as the beneficiary of all votes. NOTE: please do not enter the photos of pets available for adoption.
- To maximize my earning potential from the photo contest, I have prepared a series of emails to send to my organization's members and supporters encouraging them to enter the World Spay Day 2012 Pet Photo Contest and choose the organization I represent as the beneficiary of all votes. For those who don't wish to enter the contest, I have asked that they vote for any photo that benefits the organization I represent.
 - February 1: Enter now!
 - February 14: Enter/vote
 - February 28: Today is World Spay Day; tomorrow is last day to enter/vote
 - April 2: Thanks to you, we raised \$\$\$ and are able to help X animals
- I held my World Spay Day event(s) during the month of February.*
- My organization has received at least \$1 in photo contest votes.
- By the deadline of March 14, 2012**, I have logged in to my World Spay Day record at worldspayday.org/report and reported my World Spay Day event results.*
- Within two weeks of having been sent an email informing me of the amount of spay/neuter funding earned from the pet photo contest**, I returned to The HSUS the signed grant agreement requested.
- During the fall of 2012 I have followed The HSUS's instructions and submitted a brief grant reporting regarding how this year's pet photo contest funds were spent.*

*Required. Please visit humanesociety.org/spaydayeligible for the complete list of eligibility requirements.