

Seneca Park Zoo Society is proud to support charitable fundraisers for fellow environmental, educational, community, and cultural nonprofit organizations in the Greater Rochester area, and we are asked to support many worthwhile charitable causes and events every day. Because the Zoo is a non-profit organization, it is necessary to limit the number of complimentary memberships that we distribute each year. While we make every effort to support as many requests as possible, due to the number of requests we receive we are unable to accommodate all of them. Please refer to the policies and guidelines below to determine if your organization is eligible to apply for a donation of a complimentary Family Membership.

**Your organization must:**

- A. Operate in and primarily benefit one of the following New York counties: Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, Wyoming, or Yates.
- B. Nonprofit with a 501(c)(3) status, or a tax-exempt support organization for educational institutions, such as parent or teacher groups for K-12 schools.
- C. Must not have received a donation from Seneca Park Zoo Society during the current calendar year. No organization is eligible to receive more than one donation per year.
- D. Priority will be given to organizations with the following missions:
  - i. Encourage the preservation of wildlife, animal care, and/or the protection and appreciation of the natural environment.
  - ii. Provide educational programming.
  - iii. Serve children and families.
  - iv. Fellow cultural organization in the Greater Rochester area; reciprocity encouraged.

**Your request must:**

- A. Be for a charitable fundraiser that directly supports the organization.
- B. Be submitted by the applicable review date. See the chart below to determine your deadline:

<b>If your event is in this month</b>	<b>Your request must be received by this date</b>
January	November 30
February	December 31
March	January 31
April	February 28
May	March 31
June	April 30
July	May 31
August	June 30
September	July 31
October	August 31
November	September 30
December	October 31

- C. We prefer to receive requests through our online request form, accessible online by [clicking here](#). You may also print an application and mail a hardcopy to:
  - Seneca Park Zoo Society
  - Attn: Ashley Burek
  - 2222 St. Paul Street
  - Rochester, NY 14621-1097
 Please note: fax or phone requests will not be considered.
- D. Contributions will not be made to the following:
  - i. We will make no donations that benefit a specific religious or political organization or any organization which represents an issue generally regarded as political.

- ii. Requests for door prizes, holiday parties, incentive programs, third-party fundraisers or recognition events, including rewards-based endeavors such as summer reading programs.
- iii. School requests will only be considered if the fundraiser directly supports educational programs, student/family support services, project or classroom supplies, or scholarships. We regret we cannot support funding for social or extracurricular activities.
- iv. Events that are being held for individuals, private families, performance groups or athletic teams.

Please note that adherence to these guidelines does not guarantee that the Seneca Park Zoo Society will be able to fulfill your request.

### **Processing**

1. Eligible requests will be reviewed on the first of the month, in the month prior to the date of the event. Please refer to the chart above to ensure that your donation request is received on time for review.
2. Donations will be processed and sent by mail at least two weeks prior to the event date to the address provided on your application. Those that meet the qualifications and are approved will receive a complimentary Family Membership certificate valued at \$104. Please be aware that donations made by the Seneca Park Zoo Society do not include individual "day passes"/admission tickets.
3. Donations cannot be transferred for other goods or services and are subject to change based on current Zoo policies at the time of redemption. The Zoo is not responsible for lost or stolen donations.
4. We have a set quota for each month. Once the quota is met, no other donations will be processed.

Due to the volume of requests we receive, we are not able to respond to each organization that submits a request. If you do not receive a response within 3 weeks of your event, we regret that we are unable to fulfill your request.

### **Branding, logo usage, and promotional statement:**

1. Seneca Park Zoo is happy to provide recipient organizations with marketing materials for display with the membership voucher. You can request to receive printed or digital materials when submitting your donation request.
  - a. If you request printed materials, these will be mailed in the same envelope as the membership voucher.
  - b. Digital materials will be emailed to the contact person provided in your request.
2. We ask that you please use only the marketing materials provided to you by the Zoo so that we can provide our community members with consistent mission-based messaging.
3. To get a high-resolution Seneca Park Zoo logo or photos to supplement the marketing materials provided, please contact [aburek@senecazoo.org](mailto:aburek@senecazoo.org).