



Kuddly Charity Program

Thank you for your interest in Kuddly's Charity Program (the "Program"). Here's how the Program works:

I. Application

Animal shelters/rescue organizations that meet the requirements of Section V below (the "Organizations") may apply to Kuddly by submitting to Kuddly a written request to participate in the Program along with the requested information in Section V below.

II. Promotion

If the Organization's request to participate in the Program is accepted in writing by Kuddly, Kuddly will provide the following:

- Unique invitation code for the Organization to distribute to persons outside of the organization, or who adopt pets through the Organization. Kuddly will provide the following:
 - Digital or printed advertisements for use across social media platforms
- Kuddly will periodically promote adoptive pets in its blog on its website and, as permitted, through other social media channels subscribed by Kuddly as well as in media/marketing promotions conducted by Kuddly as determined by Kuddly in its sole discretion.

III. Funding

For every 100 invitation codes redeemed by persons outside of the organization, or adoptive parents through the Organization, Kuddly will make a donation to such Organization equal to \$200.00.

IV. Criteria for Measuring Success

Kuddly will generate reports including unique invitation code redemption data that will be sent monthly to each Organization participating in the Program so each Organization can gauge the impact of its efforts.

V. Requirements

A. Organization Eligibility Requirements

- Must be operating as a non-profit corporation that is tax exempt under Internal Revenue Code Section 501(c)(3) or has filed its Form 1023 for tax exemption under Section 501(c)(3).
- Must be in the business of preventing or rescuing homeless animals (or helping those that perform those activities).
- Must not promote breeding or the sale of pets.
- Must have documented spay/neuter rules.
- Must have a public information or education program to promote spay/neuter and humane education.

B. Required Documentation

- One of the following non-profit status documents:
 - IRS 501(c)(3) tax determination letter; or
 - Form 1023 non-profit application and submission confirmation letter with estimated non-profit application submission date
- Veterinarian's reference letter
- Form or sample of adoption contract used by the Organization.
- The Organization's participation in the Program is also subject to the terms and conditions of the Charity Program Agreement to be executed by the Organization and Kuddly. To the extent there is any conflict or inconsistency between this document and the Charity Program Agreement, the Charity Program Agreement will govern and control.
- Such other documentation as may be reasonably required or requested by Kuddly

C. General Signup Requirements

- The Organization's contact information:
 - The Organization principal officer or executive director
 - A valid phone number and email address for public contact
 - A valid phone number, email address and mailing address for private communication
 - A valid secondary contact for the Organization
- Veterinarian office contact information
- List of services performed by the Organization
- How long services have been performed by the Organization

D. Ongoing/Continuous Organization Expectations

- All public animal information will be kept up-to-date and adopted or otherwise unavailable pets marked with an appropriate status immediately.
- All animal listings will be accurate and honest
- All public and private contact information will be accurate (both Organization and animal specific contact information)
- All email and phone inquiries will be responded to within an appropriate time -- including situations where the inquiry is for a pet that is no longer available
- Incorporation and non-profit verification provided when requested
- All local and state required permits and licenses will be maintained
- No animal control or cruelty citations, violations or convictions

VI. Termination

If Kuddly determines in its sole discretion that an Organization has failed to comply with any term or condition of the Program, Kuddly may immediately terminate the Organization's participation in the Program and the right to receive any benefits thereunder.

Kuddly reserves the right to terminate or suspend the Program, partially or in its entirety, at any time.

If you have any questions, please email danver@kuddly.co