

# MARKETING REQUIREMENTS

Australian Communities Foundation (ACF) allows donors to produce published and electronic material on sub-funds and Gumnut Accounts to aid in attracting funding and donations. When marketing a sub-fund or Gumnut Account, it is important that the legal requirements outlined in this fact sheet are met.

## DONOR RESPONSIBILITIES

ACF allows donors to produce published and electronic material on sub-funds and Gumnut Accounts subject to the requirements outlined in this document.

It is a legal requirement that communications and marketing materials relating to sub-funds are not misleading. You must clearly identify the role of ACF and make sure it is clear the sub-fund is part of the Australian Communities Foundation Trust Fund; otherwise you risk losing the tax deductibility of donations.

All published material including:

- websites
- information brochures
- social media (including but not limited to Facebook, Twitter, Instagram and LinkedIn)
- fundraising activities such as invitations
- Reports on the grantmaking attributed to a sub-fund
- Donation Forms
- Application Forms
- Media releases

must meet the following requirements:

- Receive approval from ACF in advance of publication, release or launch
- Include ACF's logo on **all** published material and a link to ACF's website must appear on all websites and electronic media
- All references to the sub-fund **MUST:**
  - Include a tag line referencing the fund as part of ACF. For example:  
*The Mary Smith Fund - a sub-fund of Australian Communities Foundation*
  - Not be misleading as to the control or activities of the sub-fund
  - Clearly separate activities of the donors, the advisory group or separate organisation from the sub-fund and Australian Communities Foundation.

## SEPARATE ENTITIES AND SUB-FUNDS

Some donors have a separate legal entity such as an incorporated association in addition to establishing a tax deductible sub-fund at ACF to support a particular cause.

It is essential not to mislead the public in relation to fundraising and marketing. It must be clear which entity you are fundraising for, grants have been made from etc.

For example:

- If holding a fundraising activity, it must be clear which entity will receive the fundraising amounts. I.e. *Proceeds from ticket sales will go to XYZ entity and tax deductible donations will go to Australian Communities Foundation with a request they are applied to XYZ sub-fund.*
- If a donor wants to report on the grants made by, or other activities of, the separate entity, in addition to the grants made by ACF attributed to the sub-fund, then it must be clear which entity has completed each grant. It is not appropriate to report or present all grants as coming from the separate entity or made at the direction of the separate entity.

### CREATING A SEPARATE ENTITY

If a separate entity is to be established, ensure the name is different from the sub-fund at ACF. This ensures the separate entity and the sub-fund are easily identifiable, minimising potential confusion.

For example:

- Towards a Just Society and TAJSFund, a sub-fund of the Australian Communities Foundation
- Give Together Fund and Give Together Donations Account, a sub-fund of the Australian Communities Foundation

### LOGOS

If you are intending to use a logo for marketing material, consider incorporating this with Australian Communities Foundation. For example:

