

MARKETING & FUNDRAISING KIT

April 2015





ABOUT THIS KIT

A number of Australian Communities Foundation (ACF) donors support ACF by attracting donations through fundraising activities.

The Marketing and Fundraising Kit will assist donors through every step of the fundraising process, including applying for an Authority to Fundraise and meeting their legal obligations.

The Kit is an information resource to help donors understand how ACF is structured and how it operates. It includes an information sheet which outlines the policies and procedures for any marketing and promotional activities and provides some examples of compliant wording.

The Kit is also available on 'Donor Central' via the ACF website.

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FUNDRAISING GUIDELINES AND REQUIREMENTS

Donors and others may wish to support or promote a particular sub-fund within Australian Communities Foundation Limited. ACF welcomes this activity and support. In undertaking fundraising, care must be taken to comply with various laws and to make sure the public are not misled as to the entity or cause they are supporting.

Ultimately, you are responsible for the fundraising and marketing material you prepare.

To assist donors and other supporters, ACF has prepared these Guidelines which must be followed in relation to all fundraising activities. These Guidelines form the **Terms and Conditions**.

Before you fundraise or market in connection with a sub-fund

Read through these Guidelines to ensure you are prepared to accept responsibility and are able to comply with the requirements.

Anyone wishing to hold a fundraising activity where it is expected the proceeds will be greater than \$10,000 gross must apply for their own registration with the relevant authorities (see table at the end of this document).

Please complete the *Authority to Fundraise Application* and return to ACF to receive approval before you start fundraising or marketing the activity.

Types of fundraising and marketing covered

A fundraising activity can be a single event or include an ongoing activity. Below are examples of fundraising activities that ACF has approved previously:

- Functions, events or services to raise money. For example, a charity ball, golf days, trivia night, movie night etc.
- Selling goods where all or part of the price is donated to a community organisation. For example, sale of badges, pens, chocolates and cake stalls.
- Seeking donations to sponsor a person participating in an event. For example, Melbourne Marathon.

ACF will not approve:

- Roadside or pavement collections or cold calling/emailing/mail drops
- Engagement of a paid fundraiser
- Risky or extreme activities or other events that may affect the reputation of Australian Communities Foundation

Donors and supporters may prepare a brochure or flyer associated with an activity. Media exposure may occur either at your initiation or a journalist or reporter.

It is essential that all promotional and media materials and interviews are not misleading. Wording and content must be approved by ACF.



Fundraising requirements

You are responsible for your fundraising and need to manage:

- Finances
- Running the event
- Legal matters
- Marketing and promotion

Finances

- For events or sales of goods, a budget needs to be prepared and careful consideration and estimation of the costs and likely income made.
- Reasonable expenses only can be taken out of the gross proceeds, but these should not exceed 40% of the gross proceeds.
- All monies raised must be banked with ACF within 14 days of the activity. ACF will issue a receipt for the funds.
- An accurate detailed record of income and expenses associated with the activity must be provided to the Trustee within 14 days of the activity.
- Copies of receipts of invoices for all expenses must be kept by the fundraiser for three years.
- Any donations received will be banked within 14 days and details of the donations must be provided so a tax deductible receipt can be issued and sent to the donors by ACF.
- Do not incur any expenses in the name of Australian Communities Foundation without the prior written approval.
- Ensure any cash collected is in secure containers and safeguarded.

Running the event

- Make sure you carefully prepare and plan such as preparing a timeline of matters which must be attended to leading up to the event.
- Make sure you have enough resources to make it happen successfully – get a committee of helpers or a team of volunteers.
- Research the requirements and risks.

Legal matters

- Ensure that you have appropriate liability insurance to cover your event. Australian Communities Foundation's insurance does not extend to external events.
- You are conducting this event – it is your responsibility. Whilst you receive approval to conduct the event, it is not an ACF event.
- All fundraising activities must comply with the relevant Australian Federal and State laws and you must apply for all permits and authorities that may be required. Ensure you check the requirements for fundraising in your State or Territory (see table at the end of this document).



- If you are conducting raffles, you must be aware of the separate legal requirements for raffles and comply with these accordingly.
- Ensure you are not false and misleading in relation to the amount of money going to ACF, the information you provide about ACF or in relation to your connection with ACF.
- You have no power to bind ACF in any manner whatsoever or to take any action or do any act or thing in the name of Australian Communities Foundation. Fundraisers must make it clear they are not representing ACF; they are acting on behalf of the Foundation to raise funds that will be forwarded to Australian Communities Foundation.

Depending on the nature of your proposed fundraising activity, it may be necessary to comply with additional rules imposed by other authorities. For example, if it is a large event taking place outdoors, you should consider whether you need to contact other authorities such as the local council or Police.

The additional permits that you may need to obtain prior to holding an event will depend on:

- the type of event
- the activities to take place
- the facilities which will be provided to participants
- the particular requirements of the relevant local council.

Permits are generally required for the following events and activities:

- holding an event on council or other public land
- setting up a temporary structure or using a venue for a purpose it is not designed for
- serving food to the public
- serving alcohol to the public
- playing live or recorded music
- displaying signs and banners
- using gas cylinders to cook or for other purposes
- using an open flame
- using fireworks
- using the footpath or closing a road.

There are useful websites to assist you in organising the event and considering the legal and risk management issues such as www.ourcommunity.com.au or in Victoria, www.pilch.org.au/events

Marketing/Promotion Requirements

Marketing and promotion for ACF and any sub-fund must not be misleading.

In relation to fundraising events, be clear if you intend to cover the expenses from the amount raised. Do not say all proceeds of the fundraising will go to ACF or a particular cause, unless you are covering the costs separately.

All materials and content of all website and media must be approved by ACF.



The use of the Australian Communities Foundation name and logo must be included on all materials and must be approved by ACF and not altered.

All materials and content of all website and media must make it clear the sub-fund is part of ACF and ACF decides the grant making and exercises all discretions. It should be clear that the money is being raised for ACF and it has been agreed to attribute that money to the sub-fund.

Fundraising for another entity and Australian Communities Foundation

Some donors not only support sub-funds with Australian Communities Foundation but they have also registered as a separate legal entity such as an incorporated association to support a particular cause.

Donors who want to raise funds for the separate entity as well as ACF should seek their own advice and act within the fundraising requirements of each state in which they are wishing to raise funds, in relation to that separate entity. Each Australian State and Territory has its own rules in relation to fundraising activities and there is considerable variation across the states.

However, it is essential across Australia not to mislead the public in relation to fundraising and you must be clear about the entity that will receive the fundraising amounts. For example, include a statement such as: 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*.

DISCLAIMER

Australian Communities Foundation accepts no responsibility for any loss, liability or injury, occupational health, safety and welfare claims arising from any fundraising activity or event, including your activity.

Australian Communities Foundation reserves the right to assess each submission to fundraise on its behalf and at times decline if necessary. It also reserves the right to withdraw its approval for the fundraising activity/event at any time if it appears that there is likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

If the terms and conditions are not met Australian Communities Foundation also reserves the right to refuse to authorise further fundraising activities.



STATE AND TERRITORY CONTACTS

STATE	DEPARTMENT	PHONE	EMAIL OR WEBSITE
NSW	Department of Gaming & Racing Office of Charities	(02) 9995 0666	www.dgr.nsw.gov.au
VIC	Department of Justice Consumer and Business Affairs	1300 558 181	www.consumer.vic.gov.au
WA	Department of Fair Trading: Charitable Collections	(08) 9282 0901	charities@mft.wa.gov.au
TAS	Department of Treasury and Finance: Tasmanian Gaming Commission	(03) 6233 3468	gaming@tres.tas.gov.au
QLD	Department of Treasury Office of Gaming and Racing	1800 064 848 or (07) 3872 0999	www.qogr.qld.gov.au
NT	Department of Industries and Business	(08) 8924 4280	www.dob.nt.gov.au
ACT	Department of Urban Services City Operations Branch	(02) 62077139	www.act.gov.au
SA	Department of Treasury & Finance Revenue Services	(08) 822 69599	www.pics.sa.gov.au



SAMPLE WORDING

The following table may be useful when developing fundraising materials. It provides examples of the incorrect use of wording about ACF, sub-funds and donations and indicates how it may be re-written correctly:

INCORRECT	CORRECT
<p>The fund will assist the following...Make your donation to the Fund to support it in its valuable work.</p>	<p>Australian Communities Foundation supports the following through the Fund...Make a donation to Australian Communities Foundation with a request it be applied to the Fund to support this valuable assistance.</p>
<p>A trust fund to commemorate XYZ has been established with the Australian Communities Foundation and it aims to... The Trust will support aspiring...</p>	<p>At the request of the family, Australian Communities Foundation has established a sub-fund to commemorate XYZ. Australian Communities Foundation aims to reflect the issues that were important to XYZ by making grants for/to... We will assist/work with Australian Communities Foundation in encouraging donations and in identifying suitable grant recipients.</p>
<p>We need your help to build our corpus. You can do this by donating to us through Australian Communities Foundation.</p>	<p>You can donate to Australian Communities Foundation on the attached link/form. Your donations will enable Australian Communities Foundation to make more and larger grants for...</p>
<p>With your help, we have distributed \$xxxx amount in total over 5 years to yyyy projects.</p>	<p>With your help, the xyz sub-fund at Australian Communities Foundation has distributed \$xxxx amount in total over 5 years to yyyy projects.</p>
<p>The XYZ Fund supports leadership opportunities for xxxxxx. The fund provides financial and other support for the leaders selected by it, for a period of one year. Applications are open and available here. The advisory committee set out below will consider all applications and announce the successful applicant by dddd.</p>	<p>Australian Communities Foundation supports leadership opportunities for xxxxxx through the XYZ Fund. Australian Communities Foundation aims to make grants to financially support the selected leaders. The XYZ Fund Advisory Committee listed below calls for and reviews all applications and makes recommendations to Australian Communities Foundation who selects the successful recipients.</p>
<p>The XYZ Foundation raises money to help find a cure for XYZ disease. The people who have set up the XYZ Foundation have found each other through our experiences with XYZ disease and have formed the Foundation to help others. We will do this through raising awareness, research and support. You can help by making donations, fundraising or volunteering for XYZ Foundation. Donations can be made to XYZ Foundation through XYZ fund administered by Australian Communities Foundation. 100% of donations are paid to the FXYZ Foundation.</p>	<p>People connected with FXYZ disease have come together through our experiences with this disease and have formed a group called the XYZ Foundation. The XYZ Foundation will encourage research into this disease and will raise awareness and provide support to sufferers and their families. We are supported by Australian Communities Foundation in receiving donations for research to fight this disease. Please assist by joining us on one of the Foundation's fundraising events, volunteering with the Foundation or making a tax deductible donation to Australian Communities Foundation on the attached form.</p>



XYZ Fund gives grants of up to \$xxx to projects developing zzzz skills for yyyy people. We fund projects that build the skills of yyyy people to create long term change. We only fund innovative new projects – XYZ Fund is unlikely to fund an ongoing project or one that duplicates another project. Please see our Grants page for examples of projects we have supported.

XYZ Fund is a sub-fund of Australian Communities Foundation. Australian Communities Foundation aims to provide grants to projects developing zzzz skills for yyyy people through this sub-fund. We have formed an advisory committee to assist yyyy people to apply for this funding, to encourage donations to Australian Communities Foundation for these grants and to make recommendations to Australian Communities Foundation as to appropriate projects to fund. Applications must be for innovative new projects – Australian Communities Foundation is unlikely to fund, through the XYZ Fund, an ongoing project or one that duplicates another project. Please see the grants page for examples of projects that have been supported through the XYZ Fund.