

Fundraising Guidelines



Thank you for considering Barnardos Australia as the beneficiary of your fundraising activity. We are extremely grateful for your support which will help us continue to protect and improve the lives of severely disadvantaged, neglected and abused children in Australia.

To help you coordinate your fundraising activity, and in order to comply with various fundraising and charity legislation, we have compiled the following guidelines that outline our mutual responsibilities and obligations.

On approval of the signed and completed Fundraising Proposal Form, we will send an 'Authorisation to Fundraise' letter with an identification number, payment details and other relevant information. This constitutes an agreement, whereby the terms and conditions outlined in this document will be binding for Barnardos Australia (hence forward Barnardos) and you, the Fundraising Coordinator. The 'Fundraising Coordinator' is defined as the individual or organisation conducting the fundraising activity on behalf of Barnardos. If you need any further information please don't hesitate to contact our Community Fundraising Team on 02 9218 2300.

Authority to fundraise for Barnardos Australia

Barnardos is legally required to approve and authorise all fundraising activities. If your event is approved, we will send you an 'Authorisation to Fundraise' letter. This document can only be issued when:

- We have received a completed and signed Fundraising Proposal Form
- We are satisfied the fundraising activity will represent Barnardos appropriately, upholding our mission and image
- We are satisfied the fundraising activity can produce a reasonable financial return after expenses have been deducted
- We are satisfied that the fundraising activity is not high risk.

The Fundraising Coordinator is not authorised to use Barnardos as its beneficiary charity without a written 'Authorisation to Fundraise' letter. Any changes to the details provided in the Fundraising Proposal Form, must be reported to Barnardos prior to the fundraising activity and may result in a new 'Authorisation to Fundraise' to be issued.

Approval to repeat an event must be requested from Barnardos each time, unless otherwise authorised.

If you have a business that wishes to donate a percentage of sales over a period of time to Barnardos, you will need to contact our office to make an arrangement that satisfies Barnardos and complies with such an activity. Additional paperwork may need to be completed.

Fundraising for Barnardos Australia

The fundraising activity will be conducted in the name of the Fundraising Coordinator and is the sole responsibility of the Fundraising Coordinator.

Due to limited resources, Barnardos is unable to take a coordination role in the fundraising activity. This includes financial management, human resources, marketing, promotion, operational logistics, sponsorship procurement and soliciting of prizes and auction items. Where possible, advice and support will be offered.

The fundraising activity must be conducted in accordance with all applicable laws and must abide by all federal and state/territory legislation.

The Fundraising Coordinator is required to obtain and maintain any necessary insurance, permits, licenses, consents and authorisations required for the activity. For example, permits are required by councils and shopping centres for events in their area/ on their premises, and state/territory government permits may also be required for the conduct of raffles or prize draws. There are also regulations relating to liquor licensing and preparation of food. State/territory guidelines vary, so you will need to contact your relevant state/territory government body for details. Please contact our office for advice and support if required.

Barnardos Australia does not endorse any fundraising activity that involves telemarketing, door knocking, open bucket collections, violent or dangerous activities, or any activities that do not fit with Barnardos values.

Barnardos is unable to provide public liability insurance to cover community fundraising activities and/or the Fundraising Coordinator.

If you plan to solicit contributions, sponsorship or in-kind gifts from businesses, the list of potential business sponsors must be reviewed and approved by

Barnardos prior to approaching. A list of all contributions by companies must be submitted when making final remittance to Barnardos.

Financial aspects

It is a requirement of the charitable fundraising legislation that the Fundraising Coordinator maintains accurate records of income and expenditure associated with the fundraising activity.

Within four weeks of the conclusion of the fundraising activity, all proceeds are to be submitted to Barnardos along with a copy of the 'Authorisation to Fundraise' and remittance form (these will be provided to you on approval of your proposal), as well as a statement of income and expenditure. Please do not send cash through the post.

Barnardos cannot pay expenses incurred by the Fundraising Coordinator but expenses can be deducted from the proceeds of the fundraising activity, provided they are properly documented and allow for a reasonable financial return (see below).

The Fundraising Coordinator must take steps to ensure that expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the activity (i.e. less 40% of the total funds raised).

Individual receipts can be issued by Barnardos if the supporter makes a donation of \$2 or more and proceeds from the fundraising activity have been received. Please provide a list including title, first name, surname, address, phone number and donation amount if individual receipts are required. Note: when the supporter has received goods or services in return for money given (e.g. purchased raffle tickets, event entry), a tax-deductible receipt cannot be issued.

The financial aspects, fundraising, raffles, record keeping and management of the fundraising activity are the responsibility of the Fundraising Coordinator. The Fundraising Coordinator must comply with the Charitable Fundraising Act and Regulations in your state/territory.

Media and public relations

Due to limited resources, Barnardos cannot undertake media relations for the Fundraising Coordinator. Media Guidelines will be provided if the fundraising activity is approved.

All media materials and press releases must be approved by Barnardos prior to distribution.

Barnardos must be notified of all planned media activity in advance, and of all unplanned media activity immediately.

Any approach made to celebrities for support must be discussed with Barnardos and approved prior to any contact being made.

A representative from Barnardos may be available to attend your fundraising activity however the request must be made well in advance of the event. Determination for representation will be based upon staff availability and date of event.

The level, mode and/or percentage of support for Barnardos must be explicitly stated on all materials and correspondence relating to the fundraising activity, e.g.

100% of proceeds will be donated; 100% profit will be donated; \$x per item will be donated; income will be split with another charity, etc.

The use of Barnardos Australia name and logo

Barnardos must always be identified as the 'beneficiary' or 'charity partner' of the fundraising activity. The Fundraising Coordinator has no right to the names 'Barnardos Australia' and 'Barnardos'. In naming the event 'Barnardos' should not be used in the title however, the fundraising activity may be promoted as 'proudly supporting Barnardos'.

Prior approval must be sought from Barnardos for any promotional materials (printed or electronic) or advertisements associated with the fundraising activity.

The Fundraising Coordinator must seek prior approval from Barnardos for use of the Barnardos logo and/or name on any materials or products.

Permission for logo usage may attract conditions, negotiated between Barnardos and the Fundraising Coordinator, especially if the use of logo is for marketing activities of an organisation, and a minimum donation may have to be guaranteed.

If logo usage is approved, Barnardos will provide a high resolution version of the logo and guidelines on how to use the logo will be supplied.

Participation of children

Barnardos does not encourage the use of our clients in fundraising activities or in the media. Should you wish to include stories or case studies in promoting your fundraising activity, Barnardos will be happy to provide you with appropriate material.

Many conditions apply to the involvement of children in a fundraising activity, for example in New South Wales, the minimum age for children participating in a fundraising activity as a volunteer or receiving payment is eight years, and 13 years respectively. Please contact your local relevant authority for further information regarding requirements in your state or territory.

Anyone who engages in relevant child-related work must have a Working with Children check. Please contact your local relevant authority for further information regarding the Working with Children requirements in your state or territory.

If you intend to involve children in your fundraising activity, you must explain your plans in your 'Fundraising Proposal Form' as there are specific codes of practice associated with children in fundraising that may apply, including observance of conditions under which children may be used as collectors, the degree of supervision required, conditions of employment and other obligations to protect their welfare and safety. Regardless, Barnardos requires appropriate permission and adult/parent/guardian supervision. For the purpose of fundraising, Barnardos considers a child as anyone under the age of 18.

Fundraising Proposal Form



**Barnardos
Australia**

Please complete this form if you would like to conduct a fundraising activity on behalf of Barnardos Australia. It should be completed after reading Barnardos Australia's Fundraising Guidelines and submitted prior to proceeding with your fundraising activity.

Fundraising Coordinator Details

Contact Name:

(Title) _____ (First Name) _____ (Surname) _____

Company / Organisation (if applicable): _____

Position (if applicable): _____

Address: _____

Telephone:(Day) _____ (Evening) _____ (Mobile) _____

Email: _____ Website: _____

What has inspired you to raise funds for Barnardos Australia? _____

How did you hear about Barnardos Australia? _____

Fundraising Activity Details

Name of proposed fundraising activity: _____

Commencement date of fundraising activity: _____

Completion date of fundraising activity: _____

Location / Venue Name & Address (if applicable): _____

Description of proposed fundraising activity:

(please provide as much detail as possible and attach a separate page if you require further space)

How will funds be raised? _____

e.g. ticket sales, auction, % product sales (N.B.: additional paperwork may need to be completed), raffle, etc.

Expected attendance (if applicable): _____

Target audience: _____

How much do you hope to raise for Barnardos? \$ _____

How will you promote this fundraising activity? _____

Are there other beneficiaries besides Barnardos? Yes _____ No _____

If yes above, please state the organisation name, describe their involvement and approximate % of funds:

Do you plan to involve groups of children in your fundraising? Yes _____ No _____

If yes above, please provide details below

Fundraising Proposal Form



**Barnardos
Australia**

Agreement and Signature

I agree to hold my fundraising event in accordance with the terms and conditions of Barnardos Australia's Fundraising Guidelines attached.

- I acknowledge that Barnardos Australia's name and image has a high public standing and will not engage in deceptive or misleading conduct or do anything or act in any way that may be construed as misleading or deceptive or that may harm Barnardos Australia's name or image.
- I confirm that Barnardos Australia will not incur any costs associated with this partnership.
- I indemnify Barnardos Australia against any loss, damage, claim, expense or liability suffered or incurred by Barnardos Australia in connection with any breach of this Agreement by me or any negligence on my part in connection with this Agreement.
- I will not disclose, duplicate, use or permit the use at any time in any way, other than in performance of my obligations under this agreement any and all confidential or commercially sensitive information of which I may become aware.
- I will comply with all legislation, principles, industry codes and policies by which I am bound (including without limitation the Privacy Act 1988) and by which Barnardos is bound in connection with all information disclosed.

Barnardos Australia reserves the right to terminate the agreement relating to the fundraising activity with immediate effect at any time if it appears that there is a likelihood of the Fundraising Coordinator failing to adhere to any of the above terms and conditions and Barnardos Australia's Fundraising Guidelines.

Signature: _____

(signature of parent or guardian if you are under 18 years of age):

Print Name: Date: _____

Company / Organisation (if applicable): _____

Position (if applicable): _____

Barnardos may use your details to send you further information to keep you up-to-date on our work.

If you prefer not to receive any further communication from us, please tick here: _____

Please return completed form to:

Post: Barnardos Australia,
GPO Box 9996, Sydney, NSW, 2001
Email: events@barnardos.org.au
Fax: 02 9281 0526

**If you have any questions please
phone our Community Fundraising
Team on 02 9218 2300**

Thank you for your support!

Office Use Only:

Approved by:

Date Approved:

ID Number:

ABN 18 068 557 906 | A Company Limited by
Guarantee | Registered Charity | Models used
to protect privacy | HO_00147