

Fundraising For ChildFund Australia



Getting Started in Fundraising

Thank you for fundraising for ChildFund Australia. Your commitment to raising money for children who live in poverty will provide essentials to improve their lives. Through fundraising, you'll provide healthcare, education, water and sanitation, food security, HIV & AIDS awareness and child protection to some of the most vulnerable children in the world.

This pack includes all the bare essentials you need to kick-start your fundraising and includes:

- Ideas for fundraising
- Advice on types of fundraising and their level of involvement
- Fundraising guidelines
- Proposal to fundraise

If you have any questions, or would like to discuss your fundraising ideas after reading through this guide, please contact us.

Community Fundraising Officer.
Phone: 1800 023 600
Email: info@childfund.org.au

ChildFund
Australia

Fundraising is fun - choose something fun to do

If you are considering fundraising for ChildFund Australia but are stuck for ideas, below are some that you might consider.

- Local races such as the City2Surf
- Join a ChildFund Event (see website for info)
- Sponsorship party
- Competitions
- Raffles
- Film night
- Gift registry for your birthday, wedding, christmas, christening etc
- Fete
- Garage sale
- Get your car sponsored for advertising
- Fancy dress party
- Fashion parade
- Mufti day
- Karaoke event
- Cake stall
- Morning/afternoon tea
- Art and craft sales
- Quiz night
- Dinner party
- Guest speaker events
- Silent auctions
- In memoriam donations
- Car wash
- Sausage sizzle
- Sports days
- Jersey day
- Comedy night
- Organise your own group event such as a walk, swim, trek or ask others to sponsor you to partake in an adventure.

There are so many ways that you can support children in need. These are just some ideas to help you get started. You might like to ask people around your workplace or school to see what they would like to do and even get different people to organise different events, and raise twice as much!



Rolf has completed the City2Surf twice and raised an amazing \$1,640 for ChildFund Australia.

“It’s just such an easy way to make a big difference.”

“Each year I’m surprised at how much money I can raise from creating a web page and emailing it to all my family, friends and colleagues! Asking work to match the donations I receive, made a huge difference to the total raised.”

“Next year I’m going to look at different ways to fundraise and double last years’ donations.”

How much work is involved in my event?

If you have never done any fundraising before, but want to get involved and give something back to the community, it can be as easy and straightforward as you want it to be.

To help you understand what's involved, we have created a fundraising ladder that classifies fundraising into three broad categories: elementary, intermediate and advanced.

Elementary Fundraising

Straightforward fundraising that can be completed by one person such as:

- Organised event eg a marathon
- Join ChildFund's Events
- Gold coin donation day
- Gift registry
- Afternoon tea

Any fundraising that you can do by sending emails to potential supporters is the simplest way to raise money. We recommend using Everyday Hero to create your web page and sending everyone you know a link.

Other easy fundraising options are gold coin donation events that you don't have to spend any money on. Anything that can be organised at home, school or at work are great places to start for these events.

Intermediate Fundraising

More involved options which can still be run by one or two people such as:

- Competitions
- Raffles
- Guest speaker events at work or school
- Stalls/sale such as sausage sizzle, arts, cakes etc

These events require more work because you may need to organise venues, people and some equipment. You will need to read the fundraising guidelines and keep track of all money spent and raised.

From state to state, laws vary - particularly for competitions and raffles. If you are planning an intermediate fundraising event you will have to make yourself familiar with the laws in your state.

Advanced Fundraising

These options may require a team to organise and could involve financial outlay prior to raising any funds.

- Your own group event such as a walk, swim, etc.
- Events that need venues and equipment eg a fete, auction or fashion parade
- Large scale gala events such as a dinner or ball

These are the most complex forms of fundraising. They require commitment and planning to organise a venue, equipment, itinerary and ensure financial viability etc. These events could involve financial risk, particularly if the event doesn't raise as much money as planned.

You might need a team of people, plenty of time and good planning skills.



The easiest and most sustainable way to fundraise is to encourage your network of friends and family to sponsor a child with ChildFund Australia.

You could use any social gathering as an opportunity to ask people to become a sponsor – from a cheese and wine tasting night to an afternoon of ten-pin bowling.

With sponsorship, your fundraising efforts will last longer!

Proposal to Fundraise

To start your fundraising, please either email or post the following details to ChildFund Australia in order to be granted your 'Authority to Fundraise'.

Fundraiser's Details

First Name: _____ Last Name: _____

Street Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone Number: (____) _____ Email: _____

Fundraising Event Details

Describe your Fundraising Event/Activity: _____

Date or period of Fundraising Event: _____

Venue and address of Event: _____

How much will you raise? _____

Will any expenses be incurred? No/Yes

If yes, how much will be spent? _____

Do you plan to pay for these expenses? Yes/No

I have read and understand the Guidelines and Condition of Fundraising and agree to abide by them when conducting my fundraising event.

Signature: _____ Date: ____/____/____

Send these details through to Community Fundraising Officer by

Email: info@childfund.org.au

Post: L8, 162 Goulburn St, Surry Hills NSW 2010



Guidelines and Conditions of Fundraising

To avoid confusion this document aims to clarify the requirements of ChildFund Australia and complex laws relating to fundraising activities in Australia with variations from State to State.

Please take the time to read and understand the conditions below as it is important you follow them.

1. Participants must provide a proposal to fundraise with detailed information about the activities they are proposing to engage in. All proposals must be received in writing and should include dates, duration, place, people, and organisations that are to be involved. If any of the information changes after approval has been granted an updated proposal must be provided.
2. For fundraising activities to be approved they must fit within the values of ChildFund Australia, produce reasonable financial returns against time and expenses and must not be considered high risk by ChildFund Australia.
3. In all states, no fundraising can commence until the fundraiser has received their "Authority to Fundraise" from ChildFund Australia with a unique fundraising sanction number.
4. Fundraisers can only use the name of ChildFund Australia to fundraise in relation to the activities that they are fundraising for. To use the logo in your fundraising please contact the Community Fundraising Officer as further conditions apply.
5. Before contacting any media, please contact ChildFund Australia, as all media relations need to be approved. Due to limited resources ChildFund Australia will not be able to manage your media relations.
6. Written material that describes the work and role of ChildFund Australia must be approved before it is circulated.
7. If the fundraiser is completing a sporting challenge they must have prior agreement from donors that if they do not complete the challenge for whatever reason that the donor gives consent for ChildFund Australia to receive the funds. Alternatively, the money can be returned to the donor but the fundraiser must keep records of everyone who requests that the money be returned to them.
8. ChildFund Australia will provide advice and information regarding general fundraising legislation; however, it remains the responsibility of the individual fundraiser to ensure they comply with relevant State-based legislation.
9. Permission to fundraise is not a license to run your own raffle, please refer to the relevant State-based legislation as there are extensive guidelines regarding this type of fundraising.
10. Fundraisers are not agents or employees of ChildFund Australia; they undertake all fundraising activities at their own risk. ChildFund Australia will not be held responsible for any injury, damage or loss sustained during any fundraising activity. Fundraisers will not be covered by ChildFund Australia's public liability policy under any circumstances.
11. ChildFund Australia cannot pay for your expenses but expenses can be deducted from funds raised through keeping accurate record of all costs incurred. These records must be kept and presented when you submit your fundraising monies.
12. To ensure all fundraising events are profitable, expenditure should never exceed 40% of the total funds raised.
13. ChildFund Australia has tax deductibility status for donations of \$2 or more.
14. The Tax Act does not allow ChildFund Australia to issue a tax deductible receipt to anyone who has received anything at all in return for their donation e.g. if you organise a Comedy Night and people pay a \$30 entry fee then this is not tax deductible as they have received entry and whatever else was included in the night in return for their entry fee.
15. It is recommended that fundraisers use the online fundraising website www.everydayhero.com.au to keep track of donations from friends or family. The website allows individuals to make contributions directly to the participant, and automatically issues an electronic tax receipt to the donor when they have made their payment. As such, it can only be used to collect donations for tax deductible fundraising (refer to point 14 above). The website enables fundraisers to easily keep track of their fundraising and the proceeds are transferred directly to ChildFund Australia by Everyday Hero. It also significantly reduces administration time and costs at ChildFund Australia.
16. Larger donations from friends and family can be accepted by ChildFund Australia via electronic transfer, cheque/money order or credit card. A tax deductible receipt will be issued by ChildFund Australia to each of your supporters whose money is sent directly. To facilitate this, you must provide the full name, address, telephone number and donation amount of your supporters who require a receipt (name and contact person if you have been supported by a business).
17. Refer to the Payment Details for information on how to transfer fundraising money to ChildFund Australia. All funds should be received within 2 weeks of the event.
18. State legislation prevents fundraisers from collecting money door-to-door or in public places such as shopping centres and leisure centres unless prior permission is granted.
19. Fundraisers must make themselves familiar with their state legislation.
ACT – Gambling and Racing Commission
NSW – Office of Liquor, Gaming and Racing
NT – Racing, Gaming and Licensing
QLD – Office of Liquor, Gaming and Racing
SA – Office of Liquor, Gambling Commissioner
TAS – Liquor and Gaming
VIC – Victorian Commission for Gambling Regulation
WA – Department of Racing, Gaming and Liquor

Once we have received a signed and completed proposal to fundraise, we will issue you with an Authority to Fundraise from ChildFund Australia. Until then you are not able to begin any fundraising activities.