



Community Fundraising Guidelines

Thank you for choosing to fundraise on behalf of The Alfred hospital. The generous support of the community helps The Alfred continue to provide the best possible service and care to all patients who come through our doors.

The Community Fundraising Guidelines is designed to assist you in planning your fundraising activities in support of The Alfred. As your fundraising activity is your initiative, the undertaking in all areas of coordination is your responsibility.

The Alfred Foundation, due to limited resources, is unable to assist in the coordination of your fundraising activity, for example, administration, solicitation of prizes or ticket sales. However, where possible, The Alfred Foundation will support and advise.

Authority to fundraise

All individuals, groups or organisations who wish to fundraise on behalf of The Alfred must register with us, whatever the size of the event or the donation. This will ensure that your fundraising initiative or event meets Victorian fundraising legislation.

- Please read through the **Community Fundraising Guidelines**.
- Complete the **Community Fundraising Registration Form**.
- All arrangements for the fundraising initiative/event must be **approved** by The Alfred Foundation.
- If your fundraising initiative/event is approved, we will send you an **Authorisation Letter** to fundraise on behalf of The Alfred. The letter will verify that you are fundraising on our behalf when soliciting donations, support or gifts-in-kind.

Use of The Alfred's name and logo

- As you fundraise on our behalf, you must clearly explain that funds are being raised for The Alfred.
- Your event/initiative can not be named, "The Alfred's Dinner & Dance" or "The Alfred Foundation's Raffle". However you can state that the event/initiative is in support of The Alfred. For example: "Proudly supporting The Alfred" or "All proceeds raised will go towards The Alfred".
- Any printed materials which bear The Alfred's name or logo in relation to the event/initiative must first be approved by The Alfred Foundation before they are circulated.
- The Alfred Foundation can provide high quality logos and photos for any printed materials used to promote your event/initiative.

Financial aspects

The financial aspects of fundraising, raffles, record keeping and management of the fundraising event/initiative are entirely your responsibility. Please contact The Alfred Foundation in regards to any of the fundraising arrangements.

- You must take all reasonable steps to ensure that the expenses do not exceed 40% of the gross proceeds obtained from the fundraising activity as per The Fundraising Appeals Act 1998 (Victoria).

- Within four weeks of the conclusion of your fundraising activity, all proceeds must be sent to The Alfred Foundation. Proceeds can be accepted by cheque, credit card, money order or by EFT transfer.
- If a supporter makes a donation of \$2.00 or more, The Alfred Foundation can issue individual tax deductible receipts. If supporters would like receipts, please give us a full list that includes the date, name, full address, phone number and donation amount.
- A tax-deductible receipt can not be issued when the supporter has received goods or services in return for their support. For example, the purchase of raffle tickets, merchandise or auction items.
- This also extends to any 'sponsorship agreements' for the event, i.e. if a supporter receives advertising such as displaying a banner or placing their logo on printed materials in exchange for a cash amount. As this is a sponsorship agreement, not a donation, a tax-deductible receipt can not be issued. However, you can recognise the support of donors after they have made a donation.
- For a tax-deductible receipt for donated goods and services The Alfred Foundation requires specific documentation from the individual or organisation who has donated the goods and services. Please contact The Alfred Foundation for more information on these requirements.

Permits

- If you are hosting a raffle there are rules and regulations by the Victorian Commission for Gambling Regulation which must be adhered to, and in some instances may even require a permit e.g. raffles where the total prize pool is over a certain amount. If you have any queries please contact The Alfred Foundation or visit the website of the Victorian Commission for Gambling Regulation at www.vcgr.vic.gov.au.
- If alcohol is to be served or sold at the event in an unlicensed venue you must obtain a temporary permit from Consumer Affairs Victoria. Please visit www.consumer.vic.gov.au and check under the section on Associations, Clubs & Fundraising.
- Permits are also required by councils and shopping centres for outdoor events and it is your responsibility to follow this up prior to the event.

Contacting corporate or media organisations, sporting teams and celebrities

- Please advise The Alfred Foundation if you wish to approach any corporate or media organisations, sporting teams or celebrities.
- The Alfred is very privileged to already have the generous support of many corporate and media organisations and works hard to attract and maintain these relationships.
- The Alfred may also have existing relationships with sporting teams, celebrities or high-profile people that you wish to approach.

How we can help you

- We can provide you with fundraising material templates (eg. donation forms) and money-collection tins.
- We may be able to help you attract publicity in the media for your event/initiative.
- An Alfred representative may be available to attend your event and accept a cheque, say a few words of thanks depending on availability and notice.

Thank you for fundraising on behalf of The Alfred

Contact:

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