

Community Fundraising Guidelines

Thank you for choosing to fundraise on behalf of The Alfred.

These guidelines are 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 and solicitation of prizes or ticket sales. However, where possible, The Alfred Foundation will support and advise you on your fundraising endeavours.

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 level of the donation. This will ensure that your fundraising initiative or event complies with Victorian fundraising legislation. Here is what to do:

- Please read these **Community Fundraising Guidelines**
- Please submit details of your fundraising event/initiative to The Alfred Foundation for approval and sign and return a copy of the **Community Fundraising Registration Form** or by registering your event online at www.gofundraise.com.au
- On approval, we may send you an **Authority to Fundraise Letter** authorising you to fundraise on behalf of The Alfred. This verifies that you are fundraising on our behalf when soliciting donations, support or gifts-in-kind

Use of The Alfred's name and logo

There are formalities associated with using The Alfred's name and logo.

- If you wish any printed materials or your website to bear The Alfred's name or logo in relation to your event/initiative, you must first seek approval from The Alfred Foundation
- As you fundraise on our behalf, you must explain that funds are being raised for The Alfred
- Your event/initiative cannot be named "The Alfred's Dinner and Dance" or "The Alfred Foundation 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"

Collection tins

If you require collection tin please note that some councils and shopping centres require permits for tin collections and it is your responsibility to follow this up prior to the event. It is your responsibility to comply with any other legal obligations (contact Consumer Affairs Victoria for further assistance).

Please request a Collection Tin Registration Form from The Alfred Foundation. Separate guidelines apply.

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 with regard to any of the fundraising arrangements if you have any questions, but here are some handy pointers to bear in mind:

- You must take all reasonable steps to ensure that 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, card, money order or cash (please do not send cash through the post)
- If a supporter makes a donation of \$2 or more, The Alfred Foundation can issue individual tax deductible receipts. If supporters would like receipts, please supply the date of gift, name, full address, phone number and donation amount
- Please note that a tax deductible receipt cannot 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 and not a donation, a tax deductible receipt cannot be issued
- In order to supply 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 and Liquor Regulation which must be adhered to and 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 and Liquor Regulation at www.vcglr.vic.gov.au

- If alcohol is to be served or sold at the event in an unlicensed venue you must obtain a temporary permit in advance from the Victorian Commission for Gambling and Liquor Regulation. Please visit www.vcglr.vic.gov.au and check under the section on Licences
- Permits are also required by councils and shopping centres for outdoor events and it is your responsibility to follow this up in advance of the event

Contacting corporate or media organisations, sporting teams and celebrities

The Alfred is privileged to already have the generous support of many corporate and media organisations and works hard to attract and maintain these relationships. It would be appreciated if you can please advise The Alfred Foundation in advance if you wish to approach any corporate or media organisations, sporting teams or celebrities.

How we can help you

- We can provide you with advice, support and information
- We can provide you with fundraising material templates (e.g. donation forms, balloons etc) and collection tins
- We can provide you with high quality logos and photos for any printed materials
- Promotion on The Alfred Foundation website

Thank you for fundraising on behalf of The Alfred!

Catherine Shields
Community Relations Coordinator
The Alfred Foundation
PO Box 2021
PRAHRAN VIC 3181

- tel 03 9076 3222 • fax 03 9076 2775 • email c.shields@alfred.org.au
- web www.alfredfoundation.org.au