

Fundraising Guidelines

For supporters fundraising for Fight MND

Support from the community and from people who fundraise for Fight MND are the heart of our work. The incredible awareness and fundraising efforts of the public allows the foundation to continue our work in searching for potential new therapies for Motor Neurone Disease in the lab, and to providing access to clinical trials for Australians living with MND. As a registered health promotion charity, Fight MND is required to comply with all requirements related to our fundraising licences, and as such these guidelines outline your obligations in fundraising for us. Please read them before submitting a completed Fundraising Activity Application form on our website.

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1 YOUR RESPONSIBILITY

The “Fundraiser” means the individual or organisation approved to hold a fundraising activity in support of Fight MND (“Fight MND” or “Foundation”).

Before commencing any fundraising activities for Fight MND, the Fundraiser is legally required to gain approval and authorisation from the Foundation.

Once your activity is approved, the Foundation will provide you with a letter giving confirmation of your legal authority to fundraise on its behalf.

Approval will be granted when Fight MND:

- 1.) Has received a completed and signed *Fundraising Activity Application Form* (completed online here <https://curemnd.org.au/community-events/register-your-event/>).
- 2.) Is satisfied that the fundraising activity will produce a reasonable return (if relevant, after expenses have been deducted).
- 3.) Is satisfied that the fundraising activity fits in with the aims and values of Fight MND and complies with these *Fundraising Guidelines*.

The Fundraiser must:

- 1.) Be responsible for all organisational aspects of the fundraising activity. This may include soliciting prizes, ticket sales, organising publicity or providing goods and services.
- 2.) Keep the Foundation updated throughout the planning for the activity.

Once the authority to fundraise is issued, these guidelines will form the basis of the terms and conditions of the fundraising activity. You are always welcome to contact the Foundation office for any advice or questions at anna@curemnd.org.au or via telephone at 1800 CUREMND.

1.1 YOUR LEGAL OBLIGATIONS AS A FUNDRAISER

All fundraising activities must comply with all relevant Australian Federal and State laws and must adhere to the *Fundraising Act 1998*.

Other regulations you should be aware of relate to gaming (raffles), liquor licensing, and preparation of food. The Fundraiser must comply in the following ways:

- Abide by all relevant legislation and apply for all permits and authorities that may be required. Visit <http://www.consumer.vic.gov.au/> and go to the Fundraising section for further information.
- Provide Fight MND with all monies raised within 30 days of the activity. Fight MND will send a letter or email acknowledging funds received.
- Provide Fight MND with an accurate, detailed record of income and expenses associated with the activity and copies of receipts or invoices for all expenses within 30 days of the activity. Download [template here](#).
- Provide Fight MND with an accurate record of donations - ask us for a template or [download here](#) - so tax-deductible receipts can be provided at the conclusion of the Fundraiser's activity.
- The financial aspects, fundraising, raffles, auctions, record-keeping and management of the fundraising activity are the responsibility of the Fundraiser. Different States have their own legislation, which the Fundraiser needs to be aware of before they start fundraising.

2 FINANCIAL MANAGEMENT & GOVERNANCE

The Fundraiser must not incur any expenses in the name of Fight MND.

The Foundation requires that you maintain and provide detailed records relating to your activity, including copies of all invoices and receipts within 30 days of the activity. Reasonable expenses can be taken out of the gross proceeds, but these should **not exceed 40% of the gross**

proceeds. Of course, you may choose to donate any expenses and give 100% of gross revenue to Fight MND.

To help Fundraisers control their budget, contact our fundraising team who can guide you on some common expense and revenue items, which can be easily tailored to suit your activity.

2.1 PUBLIC LIABILITY INSURANCE

Fight MND does not provide public liability insurance for Fundraisers.

The Fundraiser is responsible for obtaining adequate public liability insurance in respect of the fundraising activity (including all components involved in the staging of the activity). The Fundraisers must, if requested by Fight MND, supply proof of that insurance.

2.2 TAX DEDUCTIBLE RECEIPTS

Fight MND can provide official tax-deductible receipts for monetary donations of \$2 or more towards approved fundraising activities. To be tax-deductible, a donation must be a gift where the donor receives nothing of material value in return. The Foundation cannot issue any receipts until donations are received by Fight MND in full.

Raffle tickets, event entry, auction items, event sponsorship or donated goods or services are not eligible for a tax-deductible receipt.

2.3 CASH HANDLING

At any activity where cash is changing hands, procedures must be put in place to keep cash secure.

- Fight MND requires that cash is counted by two people in a private, secure place at or immediately after the activity. Both people are required to sign a Cash Reconciliation form to confirm the total counted.
- If volunteers are selling merchandise or raffle tickets at the activity, nominated individuals should collect cash from volunteers at regular intervals to reduce security risk. Volunteers should sign a record of the amount of cash taken from them. There should then be a final collection from all volunteers at the end of the activity.
- Fundraisers who expect to collect cash donations at their activity should provide adequate secure containers for receiving cash such as a lockable petty cash tin or similar. Contact Fight MND if you would like us to provide some Fundraising donation tins.
- If the money can't be paid into a bank immediately, the cash must be held somewhere securely.
- All funds should be sent to Fight MND within 30 days of the activity.
- It is recommended that no cash invoices are paid at the activity unless prearranged with a supplier or the venue. Receipts must be collected at the time of any cash payment.
- Depending on the nature of the activity there might be other issues around the handling of cash – don't hesitate to contact the Fight MND fundraising team with any questions.

2.4 TICKET SALES

Fight MND recommends that, where possible, tickets are pre-sold. This will assist you in planning, act as a predictor of your events success, and reduce the amount of cash to be collected at the activity.

Tickets should be individually numbered, and the number of tickets sold reconciled with the cash taken. Any unsold tickets should be returned to you, the Fundraiser, so that these can be reconciled.

2.5 RAFFLES

There are several key parts of the law that apply to all raffles, big or small, and it is important that the Fundraiser complies with these. Visit the Victorian Commission for Gambling Regulation <http://www.vcgr.vic.gov.au> to find out your responsibilities in running a raffle.

100% of net raffle proceeds must be forwarded to Fight MND by law. We strongly encourage you to seek donated prizes where possible.

2.6 AUCTIONS

Fight MND encourages Fundraisers to set a reserve on all live and silent auction items (at least 50% of the retail value) to ensure their fundraising is maximised and guests are encouraged to bid. This also ensures the organisations or individuals who have donated goods feel their contribution has counted towards the end fundraising result.

100% of net auction proceeds must be forwarded to Fight MND. We strongly encourage you to seek donated prizes where possible.

2.7 FOOD HEALTH

The Fundraiser is responsible for adhering to relevant legislation if the activity involves the sale of food for human consumption. Food safety is vital, from preparation and handling to storage and sale. Visit <http://www.health.vic.gov.au/foodsafety/> for full details.

2.8 SUPERVISION OF CHILDREN

The Fundraiser must ensure that their activity is properly and adequately supervised, especially where children are involved. This includes:

- Providing adult supervision.
- Checking that the child's parents/guardians have given their permission for their child to take part.
- Carrying out appropriate background checks if adults are to have unsupervised interaction with children.

3 THE PROMOTION AND MARKETING OF YOUR ACTIVITY

Generating publicity before your fundraiser starts is a great way to help raise funds, increase ticket sales, get local support and raise awareness about Fight MND.

Fight MND has many wonderful supporters who coordinate a variety of fundraising activities throughout the year. Due to the large number of supporter activities, our resources are limited. Please note the following:

- Fight MND is unable to distribute press releases or organise media coverage for Fundraiser's activities.
- Fight MND can post information about your activity on its website and social media, pending approval.

Fight MND is generally unable to provide a representative to attend activities. If you have this need, please discuss this with our team.

- Fight MND is unable to promote Fundraiser activities to its database.

The Fundraiser needs to comply with the following:

- The Fundraiser is not authorised to speak on behalf of Fight MND, only about their fundraising activity.
- The Fundraiser must not approach the media without prior approval from the Foundation.
- All media materials and press releases must be approved by the Fight MND team prior to circulation.
- It is essential that Fundraisers contact Fight MND to gain approval before they contact or approach any public personality or celebrity.

- Telemarketing, door-knocking and the soliciting of donations in public places are not permitted.
- Any communications produced by the Fundraiser must specify the percentage of funds that will go to Fight MND clearly to avoid confusion on behalf of donors.

3.1 USE OF THE FIGHT MND BRAND AND LOGO

3.1.1 Fight MND Brand

The Fundraiser has a responsibility to make it clear that the fundraising activity is not Fight MND's, but an activity to raise funds to support Fight MND. Do not use the name of Fight MND in any way that would reduce respect for the Fight MND brand. Take care to avoid doing anything that might cause confusion in the mind of the public between your fundraising activity and Fight MND.

A fundraising activity supporting Fight MND must not:

- Devalue the Fight MND brand or be inconsistent with its brand positioning.
- Bring the Fight MND brand into disrepute.
- Grant an endorsement of any company, product or service.
- Grant general, comprehensive exclusivity to any single company, product or service.

The correct terminology in using the Foundation name is the "Fight MND". No alternatives or abbreviations can be used.

Fundraisers cannot use Fight MND in the title of the activity e.g. 'The Fight MND Gala Ball' or the 'Run for Fight MND' as this implies the activity is organised by Fight MND.

The Fundraiser is responsible for accurately communicating the nature of the relationship with Fight MND to its consumer base. Appropriate wording:

- "Proudly supporting Fight MND" or
- "Funds raised will go towards funding the best and most promising MND researchers through Fight MND"

3.1.2 Fight MND logo

Fundraisers are not permitted to use the Fight MND logo at any time without prior approval.

Requests to use this logo will be evaluated on an individual basis and approval is at the discretion of Fight MND. If logo use is granted, any marketing materials using the logo must be submitted to Fight MND for approval, prior to production or circulation.

4 APPROACHING COMPANIES FOR CASH SPONSORSHIP OR PRODUCT DONATION

Sponsorship is a great way to boost your fundraising efforts. However, with corporate organisations, it is possible that Fight MND has already made an approach for sponsorship. As such, if you wish to approach a corporate sponsor for cash sponsorship or product donation, please check with Fight MND first, so as not to jeopardise any potential sponsorship approach by Fight MND. Please provide a copy of your sponsorship proposal for approval at this time.

You must not approach any business:

1. That receives significant revenue from the tobacco, alcohol, or gaming industries.

2. That produces goods that claim to reduce the risk of Motor Neurone Disease (MND) or offer health benefits (such as vitamins or food products) unless there is sufficient scientific evidence to support such claims. Please contact the foundation
3. That has been convicted or fined for criminal offences within the past 10 years.

Fight MND acknowledges however that you may unknowingly receive donations from such companies and private persons employed by such companies.

If required, Fight MND can provide written confirmation to the company for any donated goods and/or services for the fundraising activity which states the item and retail value of the goods or services.

5 CAUSE-RELATED MARKETING (CRM)

Individuals or businesses can partner with Fight MND by donating a percentage/fixed amount from the sale of a selected item or product (e.g. CD, book or food item) as part of their regular course of business. Please contact the Foundation's Partnership Manager Bec Daniher at bec@curemnd.org.au or 1800 CUREMND directly to discuss a Cause-Related Marketing Agreement.

6 SAYING THANK YOU

It is important to thank each and every one of your supporters. Whether it's a verbal thank you when you receive their donation, or an email, letter or phone call – your donors will appreciate this recognition and may even spread the word about your fundraising activity.

Fight MND can provide a sample thank you letter that you can adapt for your supporters.

7 DISCLAIMER

Whilst Fight MND does offer advice and support for external Fundraisers, Fight MND is not to be recognised as the organiser of these events. As a consequence, all issues involving financial and public liability and public safety are the total responsibility of the Fundraiser. Fight MND will not be liable for any expenses occurred in running or promoting the event.

Fundraisers are not employees or agents of Fight MND, nor are they acting in any other representative capacity of Fight MND. Fundraisers undertake fundraising activities at their own risk. Responsibility for insurance rests with the Fundraiser.

Fight MND reserves the right to assess each application to raise funds on its behalf and decline if necessary. It also reserves the right (in its absolute discretion and without having to provide any reasons) to withdraw its approval for the Fundraiser's activity at any time, including where it appears that there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Fight MND reserves the right to decline or withdraw approval of an application with the Fundraiser, should the other party participate in activities that may undermine the reputation of Fight MND.

Unless specifically negotiated, approval of a Fundraising Activity does not imply exclusivity and Fight MND reserves the right to enter into similar arrangements with other Fundraisers, subject to the same criteria.