



Fundraising Guide

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Thank you for considering The Alannah and Madeline Foundation as the beneficiary of your next fundraising activity. The Foundation relies on the generous support of the community and corporate friends to continue our valuable work, keeping children safe from violence. Organising a fundraising event or activity is a fun and rewarding way to make a contribution to the Foundation.

The Alannah and Madeline Foundation is a national charity set up in memory of Alannah and Madeline Mikac, who with their mother and 32 others, were tragically killed at Port Arthur on April 28, 1996. The Foundation provides support through caring for children who are victims of violence or witness serious violence and conducts programs which prevent violence in the lives of children.

It is important to read through this document **before** you make a start on your fundraising, as it contains fundraising rules and regulations, Foundation guidelines and some ideas to help you start planning your fundraising event

Plan your event

Decide what your fundraiser will be

- Add a fundraising component to an existing event.
- Get sponsored to complete a physical/sporting challenge or to shave your head or moustache. Visit www.everydayhero.com.au to get sponsored online.
- Plan an event with your family, friends, school, work, social club or sporting group.

Here's some ideas

- shopping tours
- trivia or bingo night
- casual day at work or school
- organise a sporting event e.g. Manager vs Staff Cricket Match or Teachers vs Students
- sausage sizzle.

Decide on a date

- Plan well in advance.
- When is the best time, during the week, weekends, day or night?
- Ensure the date doesn't clash with other important dates such as public holidays and similar events.

Select a venue

- Consider attendance numbers.
- Amenities.
- Cost of the venue. Consider requesting a reduced rate or sponsorship.
- Council permits may be required for events in parks, public areas or outside shop fronts. Contact the appropriate council for more information.

Donations and Sponsorship

- Don't forget to ask local businesses to support your event or activity.
- Donations may come in the form of cash, products or services.
- The donation of products and services will help you keep the event costs down.

Promotion

- Think about how you will promote your event to your target market.
- Ask local business to put up posters in their shop windows.
- Place ads on websites and e-newsletters if possible.

Budget

- It is essential that you set a realistic budget and stick to it.
- Brainstorm all the costs involved and get quotes in the planning phase so there are no surprises.

Timeline

- Set a realistic timeline to help you effectively prepare for your event.
- Don't forget to delegate tasks to helpers and follow up to ensure they are completed.
- Factor in time for approval from the Foundation and for permits for raffles etc. (if applicable).

Apply

- Once you have thought through all aspects of your event, it is essential that you gain permission from the Foundation before you start fundraising. The application form is at the end of this document. Allow two weeks turnaround time.
- Don't forget to also apply for raffle permits and council permits for parks and food handling if applicable.

Enjoy

- Organising a fundraiser can be hard work but it is rewarding. Don't forget to enjoy the experience!

Follow up

- It is important to follow up people and businesses after your event to thank them for their donations.
- Gather feedback from your donors and supporters to find out what you did well and how you can improve for next time.
- Don't forget to inform the media of your success. In consultation with the Foundation's Communications Manager, inform the media about your event and provide pictures. Let them know the date for next years event.

Fundraising Guidelines

General

- The third party conducting fundraising activities on behalf of The Alannah and Madeline Foundation is solely responsible for such events. This includes financial management, human resources, marketing, promotion, public safety, food safety and sponsorship procurement along with the operational logistics required to manage the activity.
- Third parties approved to conduct external fundraising are not covered under the Foundation's insurance policy for public indemnity. Legal requirements for any event held by a third party such as insurance is the responsibility of the third party organiser.
- The Foundation expects a reasonable level of consultation and information about the event.
- The Foundation must be notified in writing of any changes that are made to details provided on the Fundraising Application Form within 14 days prior to the event commencement date.
- At no time will any person affiliated with the third party organiser of the external fundraising activity misleadingly present themselves as a volunteer or staff member of the Foundation.
- At no time will any person affiliated with the third party organiser of the external fundraising activity conduct door to door solicitation or telemarketing.
- An event or activity organised by a third party (individual, group or organisation) external to the Foundation is not an official Foundation event. The Foundation bears no

responsibility for the management or conduct of a fundraising event organised by a third party.

- The Foundation reserves the right to terminate the agreement relating to the fundraising activity at any time if it appears that there is a likelihood of the third party failing to adhere with all or part of these guidelines.
- The Alannah and Madeline Foundation is dedicated to keeping children safe from violence. We will not approve events which promote violence.

Fundraising & Gaming Regulations

- If you are considering conducting a raffle or gaming activity, please be aware that there are strict legislative requirements and you may require a permit.
- It is the responsibility of the third party to ensure they are compliant with the relevant requirements including obtaining the appropriate permits or licenses if necessary.
- We recommend you take the time to read the information provided by the relevant government bodies. Details can be found at:

ACT	www.act.gov.au
NSW	http://www.olgr.nsw.gov.au/gaming_info_resp gamb.asp
NT	www.nt.gov.au/justice/licenreg/
QLD	www.fairtrading.qld.gov.au
SA	www.revenuesa.sa.gov.au
TAS	www.justice.tas.gov.au
VIC	www.consumer.vic.gov.au
WA	www.docep.wa.gov.au

- Proof of activity approval by the relevant state office must be obtained and supplied with a completed Fundraising Application Form (if applicable).

Foundation Name and Logo Usage

- Requests for use of The Alannah and Madeline Foundation name and/or logo in any promotional materials must be submitted in writing and approved by the Foundation's Communications Manager prior to production or publication.
- Upon approval, guidelines for use will be supplied by the Foundation.

Media and Public Relations

- All media material and releases must be approved by the Foundation's Communications Manager prior to circulation. Please feel free to discuss any media opportunities with the Communications Manager, plus any ideas you may have for media materials, distribution and outlets.

Financial Outcomes

- All financial aspects of the event including expenses associated with conducting the event, fundraising, raffles, record keeping and management of the event are entirely the responsibility of the individual or organisation conducting the fundraising activity on behalf of the Foundation. It is the sole responsibility of the third party to ensure they comply with any obligations imposed by the Collections Act 1966, the Collections Regulation 1998 and any other applicable legislation, rules or regulations.
- No expenses are to be incurred in the name of The Alannah and Madeline Foundation.
- It is important for any individual or organisation considering a fundraising activity on behalf of the Foundation to ascertain a realistic financial return that may be achievable as a result of their efforts. The Charitable Fundraising Acts requires fundraisers to

ensure that expenses do not exceed 40% of the gross proceeds. The Foundation's Fundraising Team would be happy to provide guidance to ensure the best possible outcomes are achieved through your hard work, effort and support.

- It is a requirement of the Collections Act 1966 that any individual or organisation conducting a fundraising activity keep a record in writing of the event. The record is to consist of:
 - The purpose for which your event was held.
 - Your full name and address and the authority under which the event was held.
 - An accurate statement showing full details of all income and expenditure associated with the event, and the monies and property raised by or resulting from the event and of the disposal of all such monies and property.
- Proceeds from the fundraising activity and a statement of income are required to be sent to the Foundation within 14 days of the conclusion of the event.
- All donations \$2.00 and over are tax deductible. Donations must be made voluntarily and the donor must not receive any material benefit in order for it to be classified as a gift.

Receipts

- A general receipt will be issued to the third party (in the name of the Fundraising Applicant) within 7 working days of receiving your donation. However, individual receipts may be issued if we are provided the names, addresses and amounts for those who require receipts.
- If the number of receipts required exceeds ten, please provide this register electronically.

Speakers

- Wherever possible, a representative of The Alannah and Madeline Foundation will be available to speak at your event or attend a cheque presentation. Please give at least 3 weeks notice so we can try to ensure presence at the event.

Working with Children

- Fundraisers working with children through their fundraising activities are required to obtain or provide proof of a Working with Children's Check. Please check the guidelines for your state or territory.

For further fundraising enquiries, contact:

Cherie Shaw
Fundraising & Events Coordinator
Phone: 03 9697 0612
Email: cherie.nyholm@amf.org.au

For Communications enquiries, contact:

Andrea Appleby
Communications Manager
Phone: 03 9697 0619
Email: andrea.appleby@amf.org.au



Fundraising Application Form

Please complete and return together with a copy of your driver's licence and Working with Children's Check (if applicable) to:
Fundraising Department, The Alannah and Madeline Foundation, PO Box 5192, South Melbourne, VIC, 3205 or fax to 03 9690 5644

Organiser's Details

Title: _____ Name: _____ Surname: _____
Organisation name (if applicable): _____
Position (if applicable): _____
Address: _____
Suburb: _____ State: _____ Postcode: _____
Phone: _____ Fax: _____ Mobile: _____
Email: _____

Fundraising Activity Details

Proposed date(s) of fundraising activity: _____
Proposed event name: _____
Description of event/activity: _____

Anticipated timeframe of event: _____
Anticipated donation to the Foundation: \$ _____
Why did you choose to fundraise for The Alannah and Madeline Foundation? _____

Location of activity (if applicable): _____

Required resources:
Donation slips
Banners (if available)
Foundation Newsletters
Speaker (if available)

I agree to comply with any legal requirements of fundraising and with The Foundation's guidelines for fundraising. I understand that proceeding with this event prior to receiving approval is a breach of The Alannah and Madeline Foundation's policies and leaves me personally liable to any legal and financial consequences.

Signed: _____ Date: _____
Print Name: _____

Event Approval (Internal Use Only)

The Authority to fundraising on behalf of The Alannah and Madeline Foundation applies only to the event described above. Signed and approved on behalf of The Alannah and Madeline Foundation:

Signed: _____ Date: _____
Print Name: _____ Event Approval #: _____