

## Fundraising Guidelines

Thank you for choosing to support the Charlie Teo Foundation. These Fundraising Guidelines have been developed to assist individuals, groups and businesses who wish to fundraise for the Charlie Teo Foundation to ensure your fundraiser is successful! If you have any questions, please email [community@charlieteofoundation.org.au](mailto:community@charlieteofoundation.org.au) or contact us on (02) 8880 8328.

### How to fundraise for us

Before you commence any fundraising, you will need to submit a Fundraising Application on our website. Approval of your fundraiser is at our sole discretion. If your fundraiser is approved by us, we will issue you with an Authority to Fundraise. This confirms you have permission to fundraise on our behalf on certain terms for a set period of time. We may revoke your Authority to Fundraise at any time at our sole discretion and in such circumstances, you must immediately cease your fundraiser. If you need to renew an expired Authority to Fundraise, you can do so by submitting a new Fundraising Form.

### Your responsibilities in conducting your fundraiser

Australian states and territories have their own fundraising laws (e.g. *Charitable Fundraising Act 1991* (NSW)).

It is your responsibility to ensure your fundraiser complies with relevant fundraising laws in your state or territory. You are responsible for the general management of your fundraiser including promotion, fundraising activities, donations, sponsorship, record keeping, insurance, safety and securing any necessary permits or permissions.

Whilst we can guide you in making your fundraiser a success, due to the number of incredible fundraisers we have all around Australia we are not able to help conduct your fundraiser, such as assist with ticket sales, sponsorship, solicit prizes, organise media or publicity, promote your fundraiser on our website or social media or provide goods or services to run the fundraiser.

As we are not the fundraiser organiser we are unable to cover any liability on your behalf. Please ensure that any space or venue used for your fundraiser has the required public liability insurance. You agree to release the Charlie Teo Foundation to the fullest extent permissible under law for all claims, except where such liability arises because of the negligence of the Charlie Teo Foundation.

We require that there be no door-to-door appeals, street collections or telephone solicitation to the public in connection with the fundraiser.

You are to conduct the fundraiser in the manner set out by you in your Fundraising Application. You must seek our approval as soon as possible to any proposed changes to the fundraiser, which may be withheld in our absolute discretion.

### Promoting your fundraiser

Under your Authority to Fundraise, you will be permitted to use the Charlie Teo Foundation logo for the sole purpose of promoting your fundraiser. Please note that advertising and promotional material that includes our logo must be pre-approved by us and must clearly and prominently state:

- That the fundraiser is in support of the Charlie Teo Foundation;
- Your name; and
- The percentage or amount of the proceeds to be donated to the Charlie Teo Foundation. E.g. all funds raised will go to the Charlie Teo Foundation.

If you are conducting the fundraiser as part of your business, your advertising must also include:

- The details of your business including name, address phone number, website and email; and
- Details of how the donation is to be calculated and for how long the fundraising appeal will last. E.g. 30%/\$30 from the sale of every bag sold between now and the end of March 2019 will be donated to the Charlie Teo Foundation.

We encourage you to post about your fundraiser on social media and tag us @charlieteofoundation

## Expenses & record keeping

Depending on the size of your fundraiser, we may require you to submit a fundraising budget for our approval. Any budget should be used as a planning tool for how you can reach your desired fundraising goal.

The law requires you to keep accurate records of income and expenditure relating to your fundraiser including items of gross profit received, expenses incurred and transactions in relation to the fundraiser.

Charlie Teo Foundation cannot pay any expenses for conducting your fundraiser, however you can deduct your necessary expenses from the proceeds of your fundraiser, provided they are documented. **Expenses must not exceed 40% of your gross proceeds.**

You agree that you will not retain any part of the gross profits raised during the fundraiser as a commission, wage or other fee. All profit (minus expenses) must be paid to the Charlie Teo Foundation.

## Completion of fundraiser

The proceeds of your fundraiser must be received by us within one month of the end of your fundraiser, preferably by EFT. When transferring or depositing money, please use your full name or name of the fundraiser in the description field so that we know who the money has come from. For any ongoing fundraising appeals, you must transfer the proceeds on a regular basis as agreed with the Charlie Teo Foundation, e.g. monthly or quarterly.

## Issuing receipts

Once we have received the proceeds of your fundraiser, on request the Charlie Teo Foundation can issue individual receipts to your donors for the amount donated for tax deductions if a supporter donates \$2 or more. We just need their name, address, email and the amount of their donation. Where a supporter has received something in return (e.g. raffle tickets, auction prizes, merchandise or advertising under a sponsorship arrangement), a tax-deductible receipt is not applicable.

## Sponsorship

If you seek out sponsorship of your fundraiser, any sponsorship arrangements must be directly between you as organiser of the fundraiser and the sponsor. Charlie Teo Foundation will not receive funds directly from your sponsors. Any sponsorship payment you receive forms part of the gross profits of your fundraiser, with the net proceeds to be paid to us on completion of your fundraiser as described in these Fundraising Guidelines.

Please be aware that sponsorship is not a 'gift' if the sponsor receives something of value in return for the sponsorship such as advertising or promotion. In such circumstances, a tax-deductible gift receipt is not applicable and cannot be issued to the sponsor.

## Upholding the values of the Charlie Teo Foundation

The values held by a charity shape its direction and philosophy of operation. At the Charlie Teo Foundation, we believe in hope, community and openness. We are also committed to a low-cost operating model to maximise the funds that go to brain cancer research.

In conducting the fundraiser, you agree to uphold our values and will refrain from doing anything which may reasonably be expected to damage the goodwill, reputation or integrity of the Charlie Teo Foundation. You must not use the Foundation's name or property for any personal benefit or the benefit of others.

### Fundraiser: Step-by-Step Guide

To help you conduct your fundraiser, here are some helpful steps from start to finish to ensure your fundraiser is a success:

1. Submit the Fundraising Application.
2. If your fundraiser is approved, we will issue you with an Authority to Fundraise.
3. Plan your fundraiser. Notify us as soon as possible of any proposed changes to your fundraiser so we can approve them.
4. Promote your fundraiser. Seek our approval of your promo materials. Use our logo as permitted.
5. Hold your fundraiser. Have a great day!
6. Transfer the fundraising proceeds within one month of your fundraiser. Ensure your actual income and expenses from the fundraiser are properly recorded.
7. Receive your Thank You from the Charlie Teo Foundation for helping us bring hope to our brain cancer community.
8. Plan your next fundraiser!