

# Action on Poverty

## Fundraising Guidelines



**July 2016**

## Table of contents

<b>Getting started</b>	3
<b>About us</b>	3
Our mission	3
Our goals	3
<b>Fundraising checklist</b>	4
<b>Authority to fundraise</b>	5
<b>Fundraising musts</b>	5
<b>Your responsibilities</b>	5
Communications	5-6
Fundraising platform	6
Promotional materials and merchandise	6
Logos and branding	6-7
Sponsorship	7
Legal considerations	7
Permits	7
Raffles	8
Money	8
Receipts	8
Reporting	8-9
Volunteers	9
Unsupported activities	9
<b>Useful websites</b>	10
<b>A to Z of fundraising ideas</b>	11-12
<b>Fundraising tips</b>	13
Getting ideas	13
Planning	14-15
On the day	15
After the event	16
<b>Appendix A: Authority to Fundraise form</b>	17-18
<b>Appendix B: Fundraising Agreement form</b>	19
<b>Appendix C: Budget template</b>	20

## Getting started

Thank you for fundraising for Action on Poverty and our partners. By taking a cause close to your heart out into the community, you're raising awareness of poverty and supporting our work in some of the most disadvantaged regions of the world. Thanks to fundraisers like you, we can help people lift themselves out of poverty.

These guidelines will help you plan a fun and successful event that aligns with our organisation's values and complies with Australian laws and regulations.

## About us

Established in 1968, Action on Poverty is a fully-accredited not-for-profit non-government-organisation (NGO). We work with local organisations in Asia, Africa and the Pacific on community-based development to help people build long-term livelihoods, improve health and access education so they can break the poverty cycle.

### ***Our mission:***

To be a leading agent for poverty alleviation through effective community-based development.

### ***Our values:***

- Upholding the dignity and human rights of every individual
- Dealing truthfully, honestly and transparently at all times
- Supporting communities to help themselves
- Undertaking activities that address the needs and interests identified by the people with whom we are working
- Being accountable to all our development partners
- Operating with a spirit of collaboration in achieving common objectives
- Maximising the impact of donor contributions
- Respecting the environment
- Providing challenging, supportive and safe work environments where people can improve their skills and knowledge

## Fundraising checklist:

- Get in touch with Action on Poverty with my fundraising idea and goal
- Submit an Application for Authority to Fundraise form
- Have my event approved by Action on Poverty and obtain my official Authority to Fundraise letter
- Prepare my promotional materials and budget and submit them to Action on Poverty for approval at least two weeks prior to my event
- Take out insurance if necessary
- Have a wonderful event! Keep accurate records on the day of who donated and how much
- Submit donations, receipts and donor information (for tax purposes) to Action on Poverty

## Authority to fundraise

In accordance with the [Charitable Fundraising Act 1991](#), we are required to authorise all volunteer fundraising activities. You must submit an Application for Authority to Fundraise form (**see Appendix A**) before your event. We will then issue you with an official Authority to Fundraise letter.

You must submit an application form and obtain an authorisation letter for every fundraising event, even if you've fundraised for us before.

## Fundraising musts:

- The proposed event **must not** be held for the financial gain or profit of the event organiser
- The event **must** have the potential for financial success to neither the organiser or Action on Poverty are liable for unpaid expenses
- All funds raised must be donated to Action on Poverty after the deduction of reasonable expenses (not more than 30 per cent of the total proceeds)

## Your responsibilities

Although Action on Poverty will offer as much support as possible, the individual named in the Authority to Fundraise letter is responsible for all fundraising activities, including:

- event coordination and management
- budget and finances
- prizes
- communications and publicity
- recruiting and managing volunteers
- reporting back to donors

## *Communications*

Good communication is key to a successful event. Make sure you promote your event to your friends, family and the public (if applicable). You can spread the news using word-of-mouth, letters or emails, social media, and even newspapers, radio or television.

In your communications, including correspondence and promotion, make it clear that you're fundraising on behalf of Action on Poverty or one of our partners, and that you do not represent Action on Poverty or the partner itself.

**Sample text:**

- *We're running the City2Surf to raise money for Action on Poverty's work in Bangladesh, treating children with clubfoot.*
- *We do not represent Action on Poverty itself or any of its partners, but we share the same passion for reducing violence against women in Malawi.*

***Fundraising platform***

We'll provide you with a free online fundraising platform so people can donate to your cause and you can keep track of how close you are to meeting your target. While some platforms such as GoFundraise and GoFundMe charge a fee, our platform is absolutely free, so 100% of your donations can go towards the cause you're most passionate about.

***Promotional materials and merchandise***

The fundraiser is responsible for obtaining and distributing all promotional material and merchandise, but we can provide advice and assistance if necessary. Let us know if you have specific requirements.

We're more than happy to promote your event to our members, on our website, through social media and via newsletters. We can also send you information about Action on Poverty to include with your promotional materials. If your event is in the Sydney area, we may also be able to send a representative to talk about our work and how donations from the event will help alleviate poverty.

***Logo and branding***

Please get in touch with us if you'd like to use our logo on your promotional materials. If you're fundraising on behalf of one of our partners, you can use both the Action on Poverty and the partner logo. The logos should be roughly the same size and appear next to each other. Use of the logo in your communications or promotional material must be approved by Action on Poverty.

**Sample text:**

- *Proudly supporting Action on Poverty.*
- *In support of Action on Poverty's Good Start project, building preschools in remote communities in Cambodia.*
- *All funds raised will be used to support AOP's ongoing work in the Solomon Islands.*

## ***Sponsorship***

Sponsorship can be a great way to raise money and spread the word. Let us know if you'd like to approach a corporate sponsor to assist with your event. We can help you with your pitch and make sure the organisation doesn't already support us and hasn't been approached by other fundraisers in the past.

Please remember: fundraisers cannot receive any money or gifts from their event, excluding expenses (see also **Money**).

## ***Legal considerations***

You must adhere with all legislative requirements, in accordance with Federal and State/Territory law, surrounding fundraising, food handling, gambling and the sale of alcohol.

Depending on your event, you may want to consider:

- informing the Police, Red Cross or St John's Ambulance
- obtaining permits from your local council
- Public Liability Insurance
- your liability for any volunteers

See also **Permits; Raffles; Money; Volunteers**.

## ***Permits***

You must abide by all relevant legislation when obtaining permits or authorisations for your event. Please check with your local council if you require a permit for an event.

In some instances you may need authorised name tags for an event. Action on Poverty can arrange these for you – just let us know at least two weeks in advance.

## **Raffles**

If you're considering running an auction, raffle, bake sale, lucky door prize or other activity where money is received for goods or services, please review the [Office of Liquor, Gambling and Racing guidelines](#). There are specific guidelines in place regarding the value of prizes, proportion of money spent on prizes, and the overall amount donated.

## **Money**

Under the [Charitable Fundraising Act 1991](#), fundraisers are required to:

- provide Action on Poverty with a fairly accurate estimate or projected income and expenses associated with their fundraiser
- keep accurate financial records, including a budget (see **Appendix C**), dates of expenditures, the amounts spent, and what the expenses were for
- provide Action on Poverty with accurate financial records, including money raised and expenditures, within three weeks of your event
- where necessary, set up a separate bank account for all event funds, which can be closed after the event.

All expenses are the responsibility of the fundraiser. Action on Poverty cannot pay any expenses incurred in the organisation of the event. You may deduct reasonable expenses from the proceeds of your event, but these must not exceed 30 per cent of the total proceeds.

## **Receipts**

Anyone who has donated to your fundraiser must be issued a receipt in accordance with the [Charitable Fundraising Act 1991](#), even if the donor does not request one. Action on Poverty can provide tax-deductible receipts for donations of \$2 or more at approved events, as long as the donor receives nothing in return. Donations received through a collection box, or through goods or services (e.g. auction prizes, raffles and bake sales) are **not** tax-deductible.

## **Reporting**

We're committed to letting all our donors know where their money is going and how it's being spent. Let your donors know how their money will help disadvantaged communities and answer any questions as accurately as you can. If you're unsure, direct the donor to us and we'll be happy to let them know what their donation has achieved.



You must keep a register of all supporters eligible for tax-deductible receipts, including their full names and addresses. We will send individual receipts to the approved organiser for distribution to their supporters. Anyone helping with the collection of money must have their name, address, phone number and date of birth recorded and submitted to Action on Poverty.

### ***Volunteers***

You are responsible for obtaining and managing any volunteers for your event. You may need to consider liability, volunteer entitlements, and working with children checks, depending on the nature of your event. View this [Volunteers overview](#) for more information.

If you're working with volunteers, we recommend you have at least a volunteer agreement in place, together with a sign-in and sign-out sheet at your event, so both you and your volunteers know when/where your responsibilities begin and end.

We can issue certificates of thanks to volunteers in recognition of their services upon request. Just send us the names and we'll get the certificates back to you to send out to your helpers.

### ***Unsupported activities***

There are some events we will not endorse. These include:

- inappropriate entertainment (e.g. adult entertainment)
- events relating to drugs or tobacco
- excessive alcohol consumptions
- illegal or dangerous activities
- use of firearms or fireworks
- promotion of specific political or religious ideas

If you're unsure whether your idea for an event is appropriate, please contact us.

## Useful websites

[NSW Legislation](#)

[NSW Office of Liquor, Gaming and Racing](#)

[NSW Office of Fair Trading – charitable fundraising](#)

[Funding Centre – fundraising, food handling, gambling and the sale of alcohol](#)

[A Beginner's Guide to Fundraising](#)

[Step by Step Fundraising](#)

## A-Z of fundraising ideas

Here's a bunch of fundraising ideas – take your pick and make it your own for a memorable event that makes people open their hearts (and their wallets) for your cause.

**A:** Abseiling; afternoon tea; arts and crafts fair/exhibition; auction

**B:** Bake sale; balloon ride; barefoot bowls; barn dance; battle of the bands; BBQ; bike ride; bingo; boat race/trip; book sale; bridge walk; bungee jumping

**C:** Cake stall; car boot sale; car wash; charity ball; Christmas party; clothes swap; coffee morning; comedy event; competition; collection; colour run; concert; craft fair; cricket match

**D:** Dance; dinner party; disco; dress-up party; drive

**E:** Easter egg hunt; egg and spoon race; enterprise/entrepreneur competition/market; eyebrow colour/shave; every coin counts; expedition

**F:** Face painting; fair; fancy dress party; fashion parade; fasting; fete; film night; flash mob; flower show; football game; fun run

**G:** Games night; garage sale; garden party; guess the number/weight of (e.g. jellybeans, cake); girls' night in; golf tournament; go-kart grand prix; guest speaker; guided tour

**H:** Hair colour/shave; Halloween party; high tea; horse ride; household sale

**I:** International Day of... (e.g. International Day for the Eradication of Poverty, 17 October; International Women's Day, 8 March – visit the [UN website](#) for more); Ironman Challenge; international food market; indoor market

**J:** Jazz festival; jewellery workshop/sale; jumble sale

**K:** Karaoke; kite flying; knit-a-thon

**L:** Laughing club; left-handed day; Lent challenge; line dancing; litter pick-up; loud tie day

**M:** Marathon; market; masked ball; matched giving; medieval day/fair; mini-Olympics; money box; Murder Mystery party; mufti day; music event

**N:** Nature walk; name the mascot competition; netball tournament; night at the movies; nominations (e.g. your teacher/boss must complete a challenge, have their head shaved, dress up for the day)

**O:** Obstacle course; odd clothes day; odd job day; one-day fast; online auction/sale; online gaming; opera night; orienteering; ornament sale

**P:** Paintball; penalty shoot-out; pet show; photo competition; picnic; plant sale; Playstation tournament; pledges; poetry reading; putt-putt golf

**Q:** Quiz night

**R:** Race; raffle; read-a-thon; recipe book; relay; rock climbing; rowing; run

**S:** Sailing; samba or salsa dancing; scavenger hunt; sky diving; soccer tournament; stalls; surfing; swear box; swim; swimming with sharks;

**T:** Talent contest; ten-pin bowling; toy sale; treasure hunt; trek; triathlon; trivia night; T-shirt design/sale

**U:** Uniform-free day

**V:** Variety show; victory donations; virtual village (online market)

**W:** Walk; white water rafting; wine tasting; woodworking workshop/sale; World Day of... (e.g. World Malaria Day, 25 April; World Day Against Child Labour, 12 June – visit the [UN website](#) for more); world food market or music day

**X:** X-box tournament; X-Factor competition

**Y:** Yacht race; yard sale; yearly collection; yoga class

**Z:** Zodiac evening; zombie march

## Fundraising tips

### **Getting ideas**

Different events work for different people, but one thing unites them all – passion! Passion is contagious. If you can show your friends, family and other people that this is a cause that matters to you, they'll have a great time at your event and they'll want to donate. They might even spread the cause to their own friends and family.

If you're stuck on ideas for a fundraising event, check out our **A to Z guide of fundraising ideas** (pages 11-12) and review our tips below.

### **Everything old is new again**

Don't write off the idea of a bake sale, a raffle or a quiz night just because you think they're old hat. Put your own spin on these traditional fundraisers with a quirky theme, unique challenge/competition, or additional incentives for attendees. How fun would a Star Wars-themed quiz night be? Or a bake sale where all the goods have to be made without flour? Get creative!

### **Be brave – together!**

Although running a marathon might be terrifying, challenging yourself is a great way to get people's attention and bring in those donations. Doing it with friends or as part of a group only makes it more fun and broadens the pool of potential donors.

### **Sweat it out**

Create your own sporting event or join in the fun of a popular event like the City2Surf or the Spring Cycle. Make a team, dress up, have fun with it!

### **Wonderfully weird**

A great way to attract people's attention is by doing something unusual. A zombie fun run? Sounds dead interesting. A Mad Hatter tea party and bake sale? Even the white rabbit wouldn't be late for that!

**Pick the right time**

Time your event to coincide with an important day of the year (e.g. an anniversary, the International Day for the Eradication of Poverty) or a controversial or popular topic in the news (e.g. disaster appeal, Christmas or New Year events). Make sure your event is season- or weather-appropriate. You'll also need to consider your audience and their needs or preferences (e.g. family events are great for school holidays).

**Know your audience**

Who do you think is going to donate? What will appeal to them? Think about whether the type of event you organise will interest different groups of people. This is also important for promoting your event.

**Diversify donations**

Create as many opportunities for people to donate as possible. Make sure people can donate before, during and after the event. You can also combine fundraising opportunities (e.g. a dance with a live auction or raffle, selling T-shirts at a music concert).

***Planning*****Set a goal**

Make sure you have a concrete target in mind. How much money do you want to raise? How many members do you want to sign up to Action on Poverty? Be ambitious, but realistic. Make sure you set up on a page on our online giving platform and keep people regularly updated on your progress with donations. Let them know your goal and how close you are to achieving it!

**Make a plan**

Now you've the event idea, you need to pick a date, prepare a budget, talk to us about your event and obtain an Authority to Fundraise form. Do your research well in advance – there might be unexpected challenges. What do you need to make your event a success? Do you need special equipment or technical expertise? You might need to get help.

### **Get help**

You don't have to do everything yourself. Use your contacts or put a call-out on social media for assistance if needed. Working with friends and volunteers is always rewarding!

Some businesses might be willing to offer goods or services pro bono, depending on the nature of your event. Venues, performers and caterers could also offer discounts, so ask around.

### **Promotion**

Start talking about your event early to drum up interest among friends and family. Think about how you'll get the word out to your other contacts. Who are your different audiences (e.g. school, work, sport teams, overseas family/friends) and what are the channels they use to communicate? Social media is a powerful tool, but depending on your demographic, you might also want to consider talking in person, sending emails or posting letters.

You might also like to consider whether you can obtain a sponsor – could you approach some local businesses or clubs? Many employers encourage their workers to raise money for important causes and some will match your donations dollar for dollar, or contribute in some other way.

Update your email signature and see if your employer, sporting team or any other organisations you're affiliated with can include a story in their newsletters, on their websites or on their social media pages. Can you put a donation jar in the office? Send out an email with the event details and a link to your online giving platform.

You could even approach your local radio station or newspaper to see if they're interested in covering your event. Lots of newspapers have community event pages so you don't have to pay for advertising. If your event coincides with an important date or event (see **Pick the right time**), it has an extra chance of making the news.

### ***On the day***

Enjoy it! After all the planning and preparation, you deserve to have a great time. Take photos, talk to as many people as possible, and remember to thank everyone for attending your event and giving to your cause.

## ***After the event***

### **Bank and thank**

Remember to keep accurate records and submit them to us, together with the money raised. Make sure you thank everyone who attended your event or donated, and ask us to give you 'thank you' certificates to your most valued donors and your volunteers. If you're sending out thank you messages, remember it's a great way to remind people if you haven't already met your target, for example, "I'm only \$100 away from meeting my goal so any last minute donations would really be appreciated."

### **Keep promoting**

When people see the photos or read your post-event updates, they'll probably want to give, especially if you haven't yet met your target yet. Update your friends and family, post on your social media pages, and keep going until you meet (or exceed) your goal.



## Appendix A: Application for Authority to Fundraise

Application date:	
Individual/s responsible:	
Organisation (if applicable):	
ABN (if applicable):	
Address:	
Daytime phone:	
Mobile phone:	
Email:	
Name of proposed event:	
Description of event:	
Date of event:	
Time of event:	
Amount to be raised:	
Location/address of event:	
How will funds be raised?	

Approximately how many people will attend?	
Do you have a fundraising licence?	Yes / No
<i>If yes, in which state/s are you licenced?</i>	
Will you be collecting tax-deductible donations?	
Do you have any VIP or celebrity support?	
<i>If yes, please give their name/s and involvement:</i>	
Will you seek sponsorship for your event?	Yes / No
<i>If yes, who do you intend to approach?</i>	
Will you serve alcohol at your event?	Yes / No
Does your event require Public Liability Insurance?	Yes / No
Will you hold a raffle or auction at your event?	Yes / No
Will you sell tickets to your event?	Yes / No
<i>If yes, please explain the tickets and how you will sell them:</i>	
Would you like Action on Poverty promotional material?	Yes / No
<i>If yes, please list your requirements (including quantity):</i>	
Do you want a page on our online fundraising platform?	Yes / No
Other comments:	

## Appendix B: Fundraising Agreement

I, ....., as the primary organiser of the  
 .....

fundraising activity, or on their behalf, acknowledge the following:

- I have read Action on Poverty’s Fundraising Guidelines and understand their content. I agree to conduct my event in accordance with these guidelines, and to make every effort to uphold the good name and character of Action on Poverty.
- I understand that I cannot claim against Action on Poverty for any damage or injury incurred as a result of this fundraising event and I am responsible for the insurance of any volunteers and attendees of this event.
- I understand that Action on Poverty reserves the right to withdraw approval of this event at any time, should the event or the event organiser/s fail to comply with Action on Poverty Fundraising Guidelines.
- I understand that as the organiser I must comply with obligations imposed by the Charitable Fundraising Act.
- I acknowledge that I need written approval on all printed and electronic materials used to promote the fundraiser that uses the name and logo of Action on Poverty or its partners.
- I understand the fundraising activity will not be covered by Action on Poverty’s Public Liability Insurance.

Signature of responsible party: .....

Date: ..... / ..... / .....

Please complete both the Application for Authority to Fundraise form and the Fundraising Agreement, attach any relevant documents and send to:

**Post:** PO Box 12 Crows Nest NSW 1585

**Email:** [info@actiononpoverty.org](mailto:info@actiononpoverty.org)

**Fax:** +61 2 9436 4637

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### OFFICE USE ONLY

Application approved by: .....

Date: ..... / ..... / .....

Notes: .....

## Appendix C: Budget template

### BUDGET FOR: *Name of Event*

Budget	Estimated	Actual
Total income		
Total expenses		

#### INCOME

Event proceeds	Estimated	Actual
Entry fees		
Ticket sales		
Other income		
Totals	\$0.00	\$0.00

Sponsorship	Estimated	Actual
Major sponsors		
Minor sponsors		
Other sponsors		
Totals	\$0.00	\$0.00

#### EXPENSES

Site	Estimated	Actual
Equipment hire		
Venue hire		
Site staff		
Totals	\$0.00	\$0.00
Refreshments	Estimated	Actual
Food		
Drink		
Plates, cups, etc.		
Totals	\$0.00	\$0.00
Promotion	Estimated	Actual
Advertising		
Design		
Printing		
Online		
Totals	\$0.00	\$0.00
Miscellaneous	Estimated	Actual
Postage		
Insurance		
Volunteer costs		
Totals	\$0.00	\$0.00

Decoration	Estimated	Actual
Banners/signs		
Lighting		
Misc.		
Totals	\$0.00	\$0.00
Prizes	Estimated	Actual
Auction items		
Goodie bags		
Thank you gifts		
Totals	\$0.00	\$0.00
Program	Estimated	Actual
Performers		
Merchandise		
Car parking		
Travel		
Totals	\$0.00	\$0.00
Other expenses	Estimated	Actual
Totals	\$0.00	\$0.00