

Redkite's Fundraising Guidelines

Thank you for your interest in raising funds to help Redkite and support children and families facing childhood cancer. These Fundraising Guidelines provide you with advice on a successful fundraiser. If you have any questions or would like to discuss your activities please contact our Community Fundraising team on 1800 733 548 or community@redkite.org.au We are here to support you with your goal to help kids with cancer.

Steps to register your fundraising activity.

1. Complete the registration form [here](#) and agree to Redkite's [Fundraising Terms & Conditions](#)
2. Once your personal fundraising webpage is created. Start collecting donations online by sharing your personal URL to your fundraising page.
3. Redkite's fundraising team will be in contact to discuss your fundraising plans in more detail within two business days. If you are undertaking any activity in addition to collecting donations online, we will collect the details at this point and issue your official Authority to Fundraise.

Support for your fundraising activities

A dedicated member of the fundraising team will support you through your fundraising activities. They will guide you on how to achieve your fundraising goals. **Here are a few things we can help you with in your fundraising efforts:**

- Personal coaching about your fundraising activities. We will call you as soon as we see your registration and will reach out to support you as needed.
- Provide you with the Redkite logo for use on your fundraising materials and approve each use of the logo within 2 business days.
- Maximising the impact of your fundraising webpage. We can help you personalise your fundraising page to suit any fundraising activity.
- Provide you with resources that will assist you in hosting a successful fundraiser.
- Assist if you need help drafting social posts or emails to friends and family asking for donations.
- After your event a dedicated staff member will be on hand to assist you with any details once the event has taken place. This could include certificates for your volunteers or information about banking funds.

As the person registering the fundraising activity – you will be solely responsible for the activity.

Please note that Redkite cannot assist with:

- Provision of any Redkite database for promotion or marketing purposes.
- Prizes for your fundraising activities such as auction items or raffle prizes.
- Applying for relevant permits, public liability, licenses permits & insurance covers related to third party activities.
- Redkite staff or volunteers to run events.
- Sale of tickets, products, or services as part of your fundraising initiative.
- Reimbursement of event related expenses.

Online user conduct

By becoming a Redkite fundraiser, you must abide by Redkite's [Fundraising Terms and Conditions](#) as well as the following guidelines below:

- You must ensure that any content you upload (including photographs, videos and personal stories, comments, or posts) is not obscene, offensive, discriminatory, defamatory, or racist and does not breach any law or regulation or any intellectual property rights of another party or any right or duty owed to a third-party. This means that if any of the content you upload is copyright protected you must obtain the copyright owner's written permission first to use it.
- Redkite has zero tolerance for bullying or harassment within our community – including on our online platforms. Please report any bullying or harassment immediately on (02) 9219 4053.
- Redkite reserves the right to remove any content from any page without notice.
- You must not use any of Redkite's sites to misrepresent your identity or affiliation with any person or organisation.
- You must not use your fundraising page to conduct, display or forward details of any survey, contest, pyramid scheme, chain letter, junk, or spam email.
- You must not use or attempt to use your fundraising page for any unlawful, criminal, or negligent purpose.
- Redkite cannot facilitate online fundraising for anybody wishing to fundraise anonymously.

If you become aware of any content which breaches any of the above rules or any suspicious activity, please notify us immediately by emailing community@redkite.org.au or by calling (02) 9219 4053.

In your correspondence and promotion of your fundraising activity, please ensure you make clear that the fundraising activity is not run by Redkite but instead is an activity to raise funds for Redkite to help support families facing childhood cancer. Suggested phrases to use include: “proudly supporting Redkite” or “funds raised will support the work of Redkite for families facing childhood cancer”.

We encourage you to reach out to everyone you know to support your fundraising efforts. Do not conduct any doorknocking or telephone-based approaches to unknown parties.

Risk:

When you register your fundraiser, you can only collect donation on your fundraising page. Purchase of good, raffle tickets or competitions cannot be sold on your fundraising page. These will need to be discussed with Redkite and you may need to complete an Application to Fundraise form. We will approve fundraising events/activities that:

- Provide sufficient written information outlining the activity.
- The activity complies with our fundraising guidelines.
- The activity does not involve unnecessary risk.
- The activity will provide a reasonable return to support families facing childhood cancer.

Redkite cannot provide advice on safety management or liability. It the responsibility of the organiser to plan and implement effective safety management and meet their duty of care to event participants, volunteers, employees, contractors, and the public.

Authority to proceed with your activity requires Redkite to screen your activity against the following risk categories:

- Association (brand and reputation)
- Financial and legislative compliance
- Health and safety

To find out more on what fundraising events Redkite will and will not approve, please read Redkite’s [Fundraising Terms and Conditions](#).

Privacy and personal information

All personal and sensitive information associated with the proposed fundraising activity will be handled in accordance with [Redkite’s Privacy Policy](#).

Receipting

- Donations made directly to Redkite over \$2 are eligible for a tax-deductable receipt.
- Tax-deductable receipts can be issued by Redkite when donations are made on a purely voluntary basis with no conditions or benefits received in return.
- Tax-deductable receipts are not issued when a payment results in the receipt of a good or service or the donation is not deemed to be unconditional. Examples include receiving recognition or benefits or sponsorship, purchasing raffle tickets, entry feeds or auction items.
- You must ensure that any funds raised are to be deposited to Redkite within 4 weeks of the completion of your fundraising activity.
- Everyone who donates to your registered Redkite online fundraising page is automatically issues with a tax-deductable receipt via email.
- You can request tax-deductable receipts for any donor who provides a cash donation to you. You'll need to forward the full amount to Redkite and provide their details.
- Alternatively, you can remit the full donation amount in their full name through your fundraising page – ensuring you enter their email address for the receipt.
- Donors are required by the Australian Taxation Office (ATO) to substantiate tax deductions with a receipt from a Deductible Gift Recipient status organisation such as Redkite.
- If unsure, please contact Redkite to ask whether we can issue a tax-deductible receipt.
- For more information on tax deductible receipts visit the [ATO website](#).