

FUNDRAISING GUIDELINES AND AGREEMENT



Thank you for your interest in fundraising for Redkite, which will enable us to continue to provide essential support to children and young adults with cancer and their families, from hospital to home.

Thank you for your interest in raising funds to help Redkite (ABN 65 104 710 787) provide essential emotional, financial and educational support to children and young people with cancer and their families. Your assistance and support is appreciated and gratefully received.

These guidelines have been developed to help you in your fundraising project and assist you to comply with Fundraising legislation and best practice in fundraising .

Before you can start fundraising Redkite needs to authorise you to fundraise for us. We will send you a letter of “Acceptance of Application and Authorisation to Fundraise” once acceptance of the Fundraising Guidelines and terms have been received and providing that your fundraising project meets with Redkite’s Guidelines. Until you receive this letter you will not be authorised to use Redkite as your beneficiary charity.

These Guidelines outline the terms and conditions upon which we issue you the Authorisation to Fundraise.



SUPPORT FROM REDKITE

Redkite may be able to provide you with information and materials to assist in your fundraising efforts, such as:

- Redkite brochures and promotional material
- inclusion of your event on the event calendar on the Redkite website (where appropriate)
- merchandise required for your event, such as balloons/stickers/posters
- tax deductible receipts when a donation is received for \$2 or more

Let us know in your application if you would like any of these materials.

Please make yourself familiar with the services Redkite provides which are set out on our website www.redkite.org.au and in our brochures and other materials. Your word of mouth helps us raise awareness of the need to support children and young people with cancer and their families.

To ensure your fundraising efforts are as successful as possible, we will also discuss aspects of your fundraiser to offer advice and assistance where necessary.

You are responsible for the fundraising activity, which is why we ask you to consider the following and provide us information

YOUR RESPONSIBILITIES

You will be solely responsible for your fundraising and it will be conducted under your name. You will need to manage your fundraiser at your cost, including:

- Finances
- Marketing and promotion
- Running of the event (including sponsorship, ticket sales where necessary etc)
- Legal compliance (safety, insurance, permits etc)
- Prize and gift sourcing

There are some events or activities that we cannot be associated with. It is important to decide whether the fundraiser corresponds with these values and meets community standards.

Please consider whether the following themes and activities will be part of your fundraiser:

- tobacco
- alcohol
- boxing (or any other highly physical, high risk sport or blood type sport)
- violence of any nature
- content relating to death and/or drugs
- use of firearms or fireworks
- misrepresenting children or young adults
- nudity or risqué activities
- promoting cruelty to animals
- results in a potential negative impact on the environment
- selling roses or other products in highly public places (restaurants, shop fronts etc)
- door to door or public street collections

You will be solely responsible for your fundraising and Redkite reserves the right to deny any authority to fundraise. If the event is approved, public liability insurance cover will need to be obtained by the fundraiser.



FINANCIAL ASPECTS

Below are some financial aspects to consider when starting your planning of your fundraiser to ensure you are within appropriate guidelines and your event is as successful as possible:

- In order to ensure your fundraising is successful and you are open and accountable for the funds you are raising we need you to prepare a budget and carefully consider and estimate the costs and likely income you might make. This is especially important if you are incurring costs and the event is not being underwritten. You will need to provide this in your application for the fundraising so our team can offer advice and support where needed. Your budget will need to be issued to Redkite within 1 week of your planning commencing to enable the team to work with you on the feasibility of the event. If this is not received, Redkite has the right to discontinue the fundraising authority.
- Keep records, invoices, and receipts and draw up accounts as you go.
- Copies of receipts of invoices for all expenses taken from the funds raised must be kept by you for 3 years. An expandable file is a simple way to keep track of all the bits of paper.
- Only reasonable expenses can be taken out of the proceeds, if the event is not being underwritten, and these should not exceed 50% of the proceeds. If it looks like you will not raise enough funds to meet this requirement it is better to cancel and stop incurring costs.
- All monies raised must be banked with Redkite as soon as possible and at least within 14 days of raising the funds. This can be done by either direct payment into our bank account or by cheque sent to Redkite. An accurate detailed record of income and expenses associated with the fundraiser must be provided to Redkite, also within 14 days of the activity.
- Donations are preferably made directly to Redkite on donation forms provided or electronically through our website www.redkite.org.au/donate or through an Online fundraising page (please speak to Redkite about setting this up). For any cash donations received you must provide the donors name and address so a tax deductible receipt can be issued for donations \$2 or over sent to the donors by Redkite. These receipts can only be sent once the money has been received by Redkite.

- In order to not mislead your donors and supporters, and comply with your obligations to Redkite, you are unable to incur any expenses in the name of Redkite or represent that you are an employee, contractor or part of Redkite. You can explain that you are generously raising funds for Redkite.
- Ensure any cash collected is in secure containers and safeguarded. It should only be opened and counted when there are at least two people present.
If you are collecting coins we can provide numbered and labeled tins. If you will be collecting in person or using collection tins, you must comply with the rules applying to identification badges and the supervision, labeling and opening of collection tins.
- In relation to fundraising events, be clear if you intend to cover the expenses from the amount raised. Do not say all proceeds of the fundraising will go to Redkite, unless you are covering the costs separately and not from the amounts raised.



RUNNING THE EVENT

Holding a fundraiser can be a really rewarding experience. Here are some tips to help it run smoothly and successfully, including some important terms and conditions:

- Prepare a timeline of activities to cover the lead up to the event, the event itself plus your post event wrap up, including thank yous.
- Don't go it alone - ask for help!
Ensure you have enough resources to make it happen successfully – get a committee of helpers or a team of volunteers together to assist you.
- Set an ambitious yet achievable goal and share it. Everyone relates to a tangible number.
- Don't forget the budget document, working from the bottom up - number of people, funds per person, sponsorship etc.
- Research the requirements of your fundraiser and ensure there are no risks associated.
- Ensure that you have appropriate liability insurance to cover your event if required, as Redkite's insurance does not extend to external events. See next section for permits and authorities.
- All fundraising activities must comply with all relevant Australian Federal and State laws and you must apply for all permits and authorities that may be required. Ensure you check the requirements for fundraising in your State or Territory
- If you are conducting raffles be aware and ensure compliance with the separate legal requirements for raffles. Check your relevant State or Territory –regulator Redkite can help you identify this.
- Ensure you are not false or misleading in relation to the amount of money going to Redkite; the information you provide about Redkite or in relation to your connection with Redkite.
- You are conducting this event yourself at your sole care and responsibility and notwithstanding the Authority issued to you by Redkite to conduct the fundraiser, it does not become a Redkite event but remains your fundraiser in support of Redkite. Therefore you acknowledge that you have no authority to bind Redkite in any manner whatsoever or to take any action or do any act or thing in the name of Redkite.

YOU MAY NEED OTHER PERMITS

Depending on the nature of your proposed fundraising activity, it may be necessary to comply with additional rules imposed by other authorities. For example, if it is a large event taking place outdoors, you should consider whether you need to contact the local council or Police.

The below style of events would require additional permits and approvals:

- holding an event on council or other public land;
- setting up a temporary structure or using a venue for a purpose it is not designed for;
- serving food to the public;
- serving alcohol to the public;
- playing live or recorded music;
- displaying signs and banners in a public area;
- using gas cylinders to cook or for other purposes;
- large groups using public facilities;
- using an open flame;
- using the footpath or closing a road.

Every state has different legal requirements so please check your relevant state or territory regulator. Redkite can help you identify who they are. There are useful websites to assist you in organising the event and considering the legal and risk management issues such as;

www.ourcommunity.com.au

www.pilch.org.au/events

MARKETING AND PROMOTION

To hold a successful fundraiser, marketing and promotion is essential, but you must ensure it is not misleading.

If you wish to use the Redkite logo on any materials or products, other than those we provide to you, you must provide to us all material or products on which it is proposed to use the logo prior to production, for our approval – we may not always give permission and we may require changes, so we suggest you discuss your plans with us early.

By signing the agreement overpage, you agree not to use the Redkite logo or name except as authorised under these guidelines and any authority to fundraise.

REDKITE REPRESENTATIVES AND CELEBRITIES

If you would like a representative of Redkite to attend your fundraiser, or play a part in the proceedings, you need to notify Redkite at least 4 weeks prior to your event to enable the most appropriate representative to be available. Please note Redkite has a small team and it may not always be possible to have a representative attend every fundraising activity.

Redkite respects the privacy of the children and young people with cancer and their families. As such we are very sensitive to them publicly sharing their cancer journey story, and would not like them involved in events or with the media in any way that would compromise their privacy. If you do require a family story, Redkite will review your request and endeavor to work with you to find a suitable alternative solution.

If you are planning to invite a celebrity to your event, due to the number of demands on celebrities to support Redkite, any approach made to these public personalities must be discussed with Redkite prior to any contact being made. You must not approach celebrities using the name of Redkite unless specific written approval has been given by Redkite.

MEDIA AND PUBLIC RELATIONS

All media material and releases must be approved by Redkite prior to circulation.

Redkite is more than happy to discuss any ideas that you may have for media materials and distribution outlets.



ACCEPTANCE OF TERMS FOR FUNDRAISING

I,

(Fundraiser's name)

from

(Community organisation if applicable)

have read Redkite Fundraising Guidelines and understand the content of the Guidelines. I agree to comply with the terms and conditions outlined in the Guidelines. If I fail to do so, I understand Redkite has the right to withdraw its Authorisation to Fundraise. In this event, I must immediately cease the fundraising activity and discontinue any use of the Redkite name and logo. I will also provide a breakdown of expenses and income if I am holding an event that will incur expenses and it is not be underwritten. I will issue this within one week of planning commencing. If this is not received, Redkite has the right to discontinue with the fundraising activity.

I understand and accept that Redkite will not be responsible for any aspect of my fundraiser, including if Redkite makes suggestions or gives advice in relation to the fundraiser or other fundraising. I will not rely on such suggestions or advice, and it will be my responsibility to assess their appropriateness before deciding whether to use them.

I understand and confirm that I cannot claim against, or seek to hold liable in any way, Redkite for any damage, liability, injury or loss, including a loss of funds, occurring in any manner (including as a result of assistance from, or negligence of, Redkite or Redkite employees or volunteers) before, during or after this fundraiser or other fundraising I organise. I understand it is my responsibility to organise appropriate insurance in relation to fundraising activities and events if applicable.

I agree that I will not start fundraising for Redkite until I receive Redkite's authorisation to fundraise. I will let you know immediately if any of the information I have provided to you changes while arranging the fundraiser.



If you are under 18 years of age, a parent, guardian or teacher must sign this Authorisation on your behalf and supervise the event.

Signature:

Name of adult supervisor (if applicable)

Date:

Phone:

Email:

Please return your completed Fundraising Application Form and Acceptance of terms for fundraising to:

Community Fundraising Coordinator

Redkite

PO Box 2224 MILTON QLD 4064

Phone: (07) 3087 4780

Email: community@redkite.org.au

Fax: (07) 3087 4799

FUNDRAISING APPLICATION FORM

Fundraising Coordinator Contact Details:

Name:

Name of organisation or community group:

Position held by Fundraising Coordinator

Are you under 18 years of age?

Yes No

If you are under 18 years of age, please arrange for a person over 18 to take responsibility for supervising the event and signing this form.

Address:

State:

Postcode:

Work phone:

Home phone:

Mobile phone:

Fax:

Email:

If you have previously raised funds for Redkite please provide details:

Fundraising Coordinator Contact Details:

How do you plan to promote the fundraiser/event:

Name of companies and public personalities you would like to approach for support (please specify the ask you will be making eg: sponsor, MC etc):

Fundraising Coordinator Contact Details:

Name of Fundraiser / Event:

Venue name and address:

State:

Postcode:

Proposed date/time frame:

Has this event been held before? Yes No

Details of the event:

(Including as appropriate; name and type of event, number of participants or contributors, ticket price and proposed invitees. If it is an endurance or extreme event, we will contact you requiring more information as to safety, insurance, etc). Continue on additional sheets if required.

Income and Expense Details:

How will funds be raised:

(eg. raffle, auction, ticket sales)

Estimated proceeds:

Estimated date funds will be sent to Redkite:

How will proceeds be allocated to Redkite:

100% to Redkite Income to Redkite

% of sales

Other

(Please specify)

Which Redkite Resources do you require?

(Please tick the boxes and provide quantities where necessary).

*subject to stock levels

Redkite posters

Donation forms for tax

Redkite brochures

Redkite balloons

Would you like your fundraiser to be published on the event calendar on the Redkite website? (Subject to our approval)

Yes No

FUNDRAISING BUDGET

List your proposed expenditure and income on this template or attach your proposed budget for the event.

(Please note Redkite is not liable for covering expenses for your fundraiser)

<i>Income description</i>	<i>Income (\$)</i>
Donation	\$200

<i>Expenditure description</i>	<i>Expenditure (\$)</i>
Food	\$100

