



## Community Fundraising Guidelines

**Thank you for thinking of Wildlife Victoria for your fundraising event. These guidelines are here to help you plan your fundraising event and to understand your responsibility in the process.**

Wildlife Victoria is a charity with limited resources and therefore we are unable to assist with co-ordinating your event. This being the case, please ensure that all promotional material states that the event is being held in your name with proceeds going to Wildlife Victoria.

### Definitions

For the purpose of these guidelines, 'the Fundraiser' refers to the person or organisation running the fundraising event (in other words, you!).

### Fundraising

Once you have decided what type of fundraiser you would like to hold, you will need to complete the 'Application to Fundraise' form on our website and submit it for approval. Your fundraiser cannot commence and you cannot promote that you are fundraising for Wildlife Victoria until Wildlife Victoria has approved your event and issued you with an 'Authority to Fundraise' letter. Wildlife Victoria must be notified of any changes to the event as a new 'Authority to Fundraise' letter may need to be issued.

It is the Fundraiser's responsibility to ensure that relevant requirements of Australian federal and state laws are met. It is the Fundraiser's responsibility to organise any permits, insurance and licenses where required.

You do **not** need to register your event with consumer affairs unless you plan to raise more than \$20,000 in Victoria. For more information visit:

**[www.consumer.vic.gov.au/clubs-and-not-for-profits/fundraisers](http://www.consumer.vic.gov.au/clubs-and-not-for-profits/fundraisers)**

Wildlife Victoria insists that you **do not** solicit public donations through door-to-door, street or telephone collections, or on public transport. You must not solicit public donations in public places such as

shopping centres without permission and necessary permits.

All aspects of the event are the sole responsibility of the Fundraiser including permits, safety, insurance, liability, finance and promotion. The Fundraiser agrees that Wildlife Victoria will not and cannot be held accountable or responsible for any aspect of the event.

All proceeds from the event and any unsold merchandise or material provided must be returned to Wildlife Victoria within 14 days of the conclusion of the event and at the expense of the Fundraiser.

### Publicity & Media

Please do not contact any media without first seeking approval from Wildlife Victoria. If you are approached by the media for further information, it is important that you contact Wildlife Victoria before proceeding.

### Financial aspects

Please ensure you have researched the event in terms of expected funds to be raised against the cost incurred to raise these funds. No one benefits from all your hard work if the event costs more to hold than the money raised.

Individual receipts for tax deduction purposes for supporters of the event will be issued by Wildlife Victoria for donations of \$2 or more (if no goods or services have been exchanged). Please request a Donation Receipt Form from Wildlife Victoria if required.

### Merchandise

If you wish to sell Wildlife Victoria merchandise as part of your fundraising event, please contact us to enquire about stock availability. Merchandise will need to be paid for in advance and must be sold at the retail price as advised by Wildlife Victoria.

### Wildlife Victoria name and logo

Use of the Wildlife Victoria name and logo is not permitted in any way without express permission from Wildlife Victoria. If you wish to use any branded items in your fundraising activity besides those provided by Wildlife Victoria, please discuss this with us first to ensure they fit within our branding guidelines. The Fundraiser can use the 'Wildlife Victoria Community Supporter' logo for the purpose of the event.

When naming your event please note that the Wildlife Victoria name should not be used as part of the event name as this would indicate that the event is being hosted by Wildlife Victoria. This is a legal requirement and any misuse may cause Wildlife Victoria to lose our tax DGR status.

### Please use terms like:

- ✓ Bake Sale, proudly supporting Wildlife Victoria
- ✓ \$5 from every sale will go to Wildlife Victoria
- ✓ All proceeds will be donated to Wildlife Victoria

### Not these:

- × Wildlife Victoria Bake Sale
- × Wildlife Victoria Fundraiser



Photo by Lydia Phelan

And lastly, don't forget to have fun!

**If you have any questions, please don't hesitate to contact [donations@wildlifestvictoria.org.au](mailto:donations@wildlifestvictoria.org.au)**

Thank you again for raising funds to support our precious wildlife.