

## FUNDRAISING GUIDELINES

**Thank you for thinking of Wildlife Victoria for your fundraiser. These guidelines are here to help you with your fundraising event and to explain how Wildlife Victoria can assist and to understand your responsibility in the process.**

Wildlife Victoria is a small charity with limited resources and therefore unable to assist in the co-ordination of your Event. This being the case, please ensure that it is stated on all promotional material that the event is in the Fundraiser's name with all proceeds going to Wildlife Victoria.

### Fundraising

Once you've considered the options and decided what type of fundraiser you would like to hold, you will need to complete the 'Application to Fundraise' form and return to Wildlife Victoria 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 and state laws and regulations including organising any permits, insurance and licenses to fundraise where necessary are met. You may need to register your Event, particularly fundraisers that involve competitions, raffles and if you plan to raise more than \$10,000 in Victoria, with Consumer Affairs 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 Event organiser agrees that Wildlife Victoria will not and cannot be held accountable or responsible for any aspect of the Event.

All proceeds from the Event, Donation Receipt form, Fundraising Activity Summary form 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 it costs more to stage the event than the money that is raised through the activity.

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 where you can record all the necessary details of the supporters requesting a tax-deductible receipt.

Any support materials purchased for the Event belongs to the Fundraiser. Wildlife Victoria will not reimburse for any unsold or unused support materials.

### Wildlife Victoria name and logo

Use of the Wildlife Victoria name and logo cannot be used 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 organisation's 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. We do encourage you to use the name to indicate that funds will support Wildlife Victoria.

### Please use terms like:

- ✦ Bake Sale, proudly supporting Wildlife Victoria
- ✦ \$5 from every sale will go to Wildlife Victoria

### Not these:

- ✦ Wildlife Victoria Bake Sale
- ✦ Wildlife Victoria Fundraiser

But most of all, don't forget to have fun!

Once you have completed your Application to Fundraise form, please submit for approval via:

**Email:** [donations@wildlifestvictoria.org.au](mailto:donations@wildlifestvictoria.org.au)

**Mail:** Wildlife Victoria  
PO Box 100  
Abbotsford VIC 3067