

# FUNDRAISING GUIDELINES

Warmest thanks for your interest in conducting a private fundraising activity for Koala Kids Foundation Limited (Koala Kids) in Victoria.

Please read these guidelines carefully and contact us if you have any questions. By submitting an online application to fundraise, you are stating that you have read and understood these guidelines.

## 1 Register your event

All fundraisers are required to be approved by Koala Kids. Please complete and submit our **online fundraising application**. Once we have approved your fundraising application, we will provide the Fundraiser (you - the individual or organisation hosting the Fundraising Activity) with a beneficiary consent letter confirming you are authorised to fundraise for Koala Kids.

We reserve the right not to consent to any applications that we believe do not align with our values and brand.

We are only able to accept applications and donations from private fundraising activities.

This means that we aren't able to accept applications for fundraising activities such as:

- Door to door sales
- Street or shopping centre sales
- Telephone-based approaches for donations
- Purchase of items for a raffle or auction

If you are a commercial fundraiser, please contact us at [happyhelps@koalakids.org.au](mailto:happyhelps@koalakids.org.au)

## 2 Your Obligations as a Fundraiser

### Obligations under fundraising legislation

You are solely responsible for every aspect of the Fundraising Activity, including compliance with all applicable Australian Federal and State laws governing the conduct of the activity. You must apply for all required permits from the relevant authorities.

If applicable, you must comply with all fundraising laws. This means that you may need to register as a fundraiser with Consumer Affairs Victoria (CAV) prior to fundraising. Fundraisers in Victoria that anticipate raising more than \$20,000 from the Fundraising Activity are required to register. Various exceptions apply and can be found on the CAV website, and outlined in the Fundraising Act 1998 (Vic). Each state and territory has its own legislation and fundraising regulator. If you are not located in Victoria, Koala Kids suggests you seek legal advice about registration requirements in your state.

Regulations may include, but are not limited to, regulations relating to fundraising, food preparation, gaming (raffles) and liquor licensing. For further information, please visit <https://www.consumer.vic.gov.au/clubs-and-fundraising/fundraisers> or <https://www.acnc.gov.au/fundraising-victoria>.

Koala Kids will provide a letter of beneficiary consent to receive the funds to satisfy the relevant regulator if required.

### Relationship between you and Koala Kids

While you are solely responsible for the Fundraising Activity, when dealing with the public, sponsors and/or supporters, you will make it clear that you are raising funds exclusively for Koala Kids but neither your organization, nor your Fundraising Activity are representing Koala Kids. In particular, you agree that you and your donors are not, and must not portray yourselves as, a volunteer, agent, employee, representative or contractor of Koala Kids.



### 3 Intellectual Property

Koala Kids' name, logo and any intellectual property rights will, at all times, remain the exclusive property of Koala Kids. Koala Kids grants you a revocable, royalty and licence fee free licence to use and reproduce the Koala Kids logo and name solely for the purposes of the Fundraising Activity.

### 4 Use of Name, Logo, Media and Marketing of the Fundraiser

#### References to Koala Kids

When referring to the Koala Kids in the first instance, the words "Koala Kids Foundation" must appear in full. Please do not use the abbreviation "KKF". All references thereafter can be as "Koala Kids" (as demonstrated in these guidelines).

#### Logo Usage

Once your fundraising application has been approved, we will provide you with one or more of our logos to use in your fundraising collateral. ALL material containing Koala Kids' logo must be approved by us before being published.

#### Mention of Koala Kids Beneficiaries

You, and any donor who attends your Fundraising Event, are not permitted to use or promote the names and/or pictures of any children and/or their families who receive support from Koala Kids without prior consent from Koala Kids.

You, and any donor who attends your Fundraising Event, are not permitted to use or promote the names and/or logos of any hospitals without prior consent from Koala Kids.

#### Fundraising Material

All fundraising material must be approved by Koala Kids, prior to being published. This includes invitations, promotional flyers, advertising material and media releases

In all advertising material and other published documents related to the Fundraising Activity, you must make it clear that the Fundraising Activity is raising funds for Koala Kids, and is not an event run by Koala Kids itself.

Please do not write your own statement about Koala Kids' mission, vision or activities.

Please copy and paste from the information provided below when describing Koala Kids and its activities:

*Koala Kids purpose is to bring happy moments to children and young people, their families and their healthcare teams during cancer*

*treatment by providing small things that make a difference to their lives.*

*Koala Kids volunteers aim to touch every young person from birth to 25 years in Victoria and Tasmania.*

#### Media

Koala Kids will not distribute media releases, marketing material or organise media coverage for the Fundraising Activity. Koala Kids may choose to post information about the Fundraising Activity on its website and social media channels. If you are an organisation, you agree that Koala Kids may use and reproduce your name, logo and branding for the purposes of publishing information about your Fundraising Activity. Koala Kids will notify you of any material it intends to publish prior to publication in order to seek your consent, which you agree will not be unreasonably withheld.

You must not approach the media (including print, TV, radio and media websites) or approach a public personality or celebrity for support or endorsement of the Fundraising Activity without prior approval from Koala Kids.

#### Sponsorship and Donations

You must not approach any companies and businesses associated with Koala Kids without prior consent.

For non-cash items (such as prizes for auctions etc.) Koala Kids can provide an official letter acknowledging the sponsorship or donation on provision of details of the donation and its value.

## 5 Right to withdraw approval

Koala Kids may, at any time at its sole discretion, withdraw its approval and involvement from the Fundraising Activity, if Koala Kids:

- is no longer satisfied that the Fundraising Activity will produce a reasonable return after expenses have been deducted;
- is no longer satisfied that the Fundraising Activity aligns with the mission and vision of Koala Kids;
- believes the Fundraising Activity is high risk;
- believes you have acted unlawfully;
- believes you have contravened these Fundraising Guidelines;
- reasonably believes that the Fundraising Activities poses a risk to Koala Kids' reputation; or
- reasonably believes, in its absolute and sole discretion, that it is no longer appropriate for Koala Kids to remain involved in the Fundraising Activity.

## 6 Public Liability Insurance

Koala Kids does not provide public liability or any other insurance for second party fundraisers. Adequate public liability and all other insurances are solely your responsibility.

## 7 Financial Management

You are solely responsible for all costs incurred in relation to the Fundraising Activity. Koala Kids is in no way liable for any costs incurred by you or any third party. You are responsible for all costs and liability where the Fundraising Activity results in a loss. If applicable, you must comply with the Fundraising Act 1998 (Vic), including the requirements to keep sufficient records to enable a true and fair view of income and expenditure.

You must provide Koala Kids with an accurate, detailed record of income and expenses associated with the Fundraising Activity, together with the monies raised, within 30 days of the conclusion of the Fundraising Activity. Koala Kids will provide a letter acknowledging the donation. Reasonable expenses can be deducted from the gross proceeds but these should not exceed 30% of the gross proceeds.

## 8 Cash Handling

Koala Kids requires that cash proceeds from the Fundraising Activity are collected in appropriate collection containers which are labelled to show that you are conducting the Fundraising Activity and that the Fundraising Activity is for the benefit of Koala Kids. You must keep all collection tins and other containers must be kept secure at all times. If applicable, you must comply with the Fundraising Act requirements with regard to cash receptacles and handling of donations. This may include any cash being held in secure containers (e.g. lockable petty cash tins), and being counted by two people in a private, secure location at or immediately after the Fundraising Activity. You should consider whether you are required to provide receipts.

## 9 Tax-Deductible Receipts

Koala Kids is endorsed as a deductible gift recipient. Koala Kids is able to provide receipts for tax purposes for donations of \$2 or more from approved events or activities so long as you provide an electronic register of all donors eligible for a tax-deductible receipt. This must include the name, postal address and email address of the donor and documentation to support your receipt of a cash donation (ie. a bank statement).

To be tax-deductible, the donation must be a gift by an individual or organisation where the donor does not receive a material benefit in return. For instance, raffle tickets are not tax-deductible and a portion of event tickets can only be deductible under very strict conditions determined by the Australian Tax Office.

## 10 Privacy Policy

We value your support and privacy. By fundraising for Koala Kids, you are consenting to the collection, use and storage of your personal information in accordance with our Privacy Policy. If you are an entity regulated by the Privacy Act 1988, you must comply with the privacy obligations set out in that Act.

