



COMMUNITY FUNDRAISING KIT

Thank you for enquiring about helping people in need by raising funds to support our work.

Fundraising can be a fun and rewarding way for community groups, schools, workplaces, clubs and individuals to make a difference to people in need.

This Community Fundraising Kit details your responsibilities in organising a fundraiser for Red Cross. It will assist you not only in raising funds but also in meeting government requirements and ensuring that any risks to either you or Red Cross are minimised.



You can provide immediate relief to emergency workers and evacuees in times of crisis and help communities prepare for bushfires, floods and cyclones. Helping communities prepare for disasters means they can recover faster and better – wherever they are in the world.

What you need to do now

Step 1 Decide what type of fundraising event you'd like to organise (there are some ideas in Section 2 of this kit).

Step 2 Read through Section 1 of this kit to make sure you understand your responsibilities as a fundraiser for Red Cross.

Step 3 Complete the Fundraising Activity Registration Form in this kit to let us know about your planned activity.

Step 4 We will send you a Letter of Authority to confirm that we have received your details and are happy for you to go ahead.

Note: This letter will only be provided if we are satisfied that the event will provide a reasonable net return, there is minimal risk involved for Red Cross and that the organiser(s) is of good repute.

Step 5 Start organising your event!

Step 6 Within 28 days of finishing your event, send any funds raised and the paperwork required back to Red Cross.

That's it! It really is that simple to make a difference to people & communities in need.



You can support over 5,000 volunteers to make a daily phone call to an elderly or isolated person living alone. That phone call each day has often proven to be a lifeline, giving elderly people the confidence to continue living comfortably in their own homes.

This community fundraising kit contains:

Section 1: Essential Information for fundraisers:

- **Use of the Red Cross name, logo & emblem.** Guidelines about the use of our name, logo and emblem (cross) in your communications.
- **Your Responsibilities as a Fundraiser for Red Cross.** The responsibilities you would take on as a fundraising organiser for Red Cross.
- **Money Management.** How to collect and receipt donations and pay these to Red Cross.
- **Forms for you to use:**
 - Before you start: Complete and return the **Fundraising Activity Registration Form** to let us know what you are planning to do.
 - At the end of your fundraiser, fill in the **Fundraiser Results Summary Form** (and the Donor Receipt Form if you need any receipts issued) and return to us with the funds you've raised.

Section 2: General Information

- **Organising a Fundraising Activity.** Ideas to help you decide on the type of fundraising activity that you might run.
- **We can help you!** Ways in which Red Cross may be able to support your fundraising activity.
- **Other ways you can support vulnerable people.** There are many other ways you can make a difference to someone's life from giving blood to leaving a gift in your will.
- **Our contact details. Our state office contact details.**



Did you know less than 50% of people in East **Timor** have access to safe drinking water? You can help bring fresh clean water to remote villages in places like East Timor so that families can begin to build a better, healthier future for their children.

Section 1:

Essential Information for Fundraisers

Use of the Red Cross name, logo & emblem

Use of the Red Cross name, emblem (cross) or logo is strictly controlled by Australian and international laws and fundraising organisers are not permitted to use these on any communications or materials produced for your fundraiser. However, we are able to supply a small range of branded items from our official merchandise range for you to use at your event.

You also need to be aware that we have guidelines around how you can use our name in promoting your event. These guidelines protect you and Red Cross.

Our name cannot be used as part of your event's name as this would indicate incorrectly that the event is an official Red Cross event. Instead, you are able to say that funds raised are to be donated to Red Cross. The examples below clarify how you can do this:

Acceptable

- Proudly supporting Australian Red Cross.
- Art Auction, with net proceeds to Australian Red Cross.
- 50% of the proceeds from this event will go to Australian Red Cross.

Not Acceptable

- Australian Red Cross Art Auction.
- Red Cross Walkathon.

Your communications must also clearly state the amount or % of funds raised that will go to Red Cross.

Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name, emblem or logo of Red Cross (called unofficial merchandise). Red Cross official merchandise is available for on-sale by organisers and details are available from your state office.

Please make sure that you do not use our name in any way that would reduce respect for our brand or to guarantee the quality of your fundraising activity, or do anything which might create confusion in the mind of the public between your fundraiser and Red Cross.



Like us you are committed to the most vulnerable people in Australia. Now you can help feed breakfast to Aboriginal and Torres Strait Islander kids in remote communities, reach out early to homeless people in Queensland and give Aboriginal teens a step up into work in Western Australia.

Your responsibilities as a fundraiser

Any person, organisation or group (referred to below as the “organiser”) who decides to fundraise for Red Cross must accept the following responsibilities:

- The fundraising activity should only proceed once the Fundraising Activity Registration Form is submitted to and approved by Red Cross, and the organiser has received a Letter of Authority.
- The event will be conducted in the organiser’s name, who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- The organiser must comply with any obligations imposed on it by the Charitable Fundraising Act and/or regulations in the relevant state or territory. Any necessary permits, authorities to fundraise, insurance or licenses must be secured by the organiser of the event.
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- Organisers must request approval for the use of our name on any communications and cannot under any circumstances use our logo or emblem (cross).
- The organiser holds all funds raised from the public on behalf of Red Cross until the fundraiser is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made, and that these are sent to Red Cross **within 28 days** of the event taking place.
- The organiser can deduct any necessary costs of organising the fundraiser as long as these are properly documented and are fair and reasonable (i.e., total expenses must be less than 30% of total income raised).
- No door-to-door, street or telephone approaches should be made to the general public for donations in connection with the event.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations/money.
- The organiser needs to inform us of any prior or current criminal convictions. *Although these will not necessarily stop you from being able to support Red Cross, they will be taken into account in agreeing to your suitability as an organiser.*
- The organiser agrees to release Red Cross to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify Red Cross for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- We reserve our right to terminate our support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.



We all know war and conflict can lead to loss of life or injury. But being separated from family can be even worse. Your fundraising activity can help support our tracing network operating in 185 countries to reunite families who are desperately trying to find one another.

Money management

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event and here are some guidelines to help you.

Collecting funds

- You are only able to collect funds in the form of cash, cheques or money/postal orders (made payable to "Australian Red Cross"). Credit card donations can be made direct to Red Cross on 1800 811 700 or via our website at redcross.org.au (these cannot be credited to your event however).
- When collecting cash, we would prefer you to use the tamper-proof Red Cross collection containers which can be supplied by your local state office.

Your costs

- Any costs you incur and deduct from funds raised must be fair and reasonable, and only include direct "out of pocket" expenses such as venue hire, catering etc.
- No expenses should be made in the name of Red Cross.

Donor receipts

- If any donors need a receipt (only donations of \$2 or over are tax-deductible), complete the Donor Receipt Form in this Kit and send this back to Red Cross at the end of your fundraiser. We will then organise and send receipts direct to each donor.

- Please note that the Australian Taxation Office have ruled that donations are not tax-deductible if a person receives goods or services in return for the money given (i.e. the purchase of any services or items, raffle/auction/competition tickets or event entry tickets etc). For further information visit the Australian Taxation Office website.
- For donations of goods or services where a receipt is needed, please send to Red Cross a letter from the supplier stating the value of the donated products and we will supply a letter of acknowledgement for them to use in applying for a tax deduction.

Sending your funds to Red Cross

- Once your event is over, complete and return the *Fundraiser Results Summary form* in this kit along with the funds raised (and a completed Donor Receipt Form if any receipts are required).
- We must receive these documents within 28 days of your fundraising event/activity taking place.
- You can remit your funds by sending us a cheque, direct payment into our bank account, making a credit card donation by phone, or via personal delivery to your nearest state office. Please liaise with your state contact person to decide what is easiest for you.
- Red Cross will then send you an acknowledgement letter to show that the funds have been received.



All too often the difference between life and death in an overdose situation is the fear of being found out. Help educate young people to recognise an emergency involving drugs or alcohol and give them the skills to respond quickly – you could be helping them to save-a-mate.

Fundraising Activity Registration Form

Before you start organising your fundraising activity, you need to complete & return this Fundraising Activity Registration Form to Red Cross to obtain our go-ahead to proceed. We will then issue you a Letter of Authority to show that your activity has been approved by Red Cross.

FUNDRAISING ORGANISER CONTACT DETAILS

(Full) Name of Organiser: Title: Mr/Mrs/Ms/Dr

Name of community group represented (if any):

Relationship to community group represented:

Organiser's Street Address:

Suburb: State: P/Code:

Contact phone No (daytime): Mobile:

Email:

Do you have any current or previous criminal convictions? Yes No

If yes, please provide further details:

DETAILS OF PROPOSED FUNDRAISING ACTIVITY/EVENT

Proposed name of activity:

Brief Description of fundraising activity:

Proposed date of activity or timeframe:

Venue to be used:

Venue address:

How will funds be raised from this activity?:

What proportion of funds raised do you expect to be donated to Red Cross?:

Are any other charities/not for profit organisations to benefit also from this fundraising activity (and if so, please list)?:

Why did you choose Red Cross as the beneficiary of your fundraiser?:

EVENT BUDGET*

Total estimated income that will be generated: \$

Total estimated costs: \$

Details of expenditure anticipated (advertising, hire of equipment etc):

Estimated net revenue to be donated to Australian Red Cross: \$

Any other budget comments you would like to make?:

***Note:** Please estimate your event costs and income and ensure that any expenses incurred are reimbursed to you directly from the total revenue generated. These must be fully documented via receipts and be fair and reasonable ie total expenses should be less than 30% of total income raised. In circumstances where you need us to issue donor receipts for 100% of money generated, expenses will need to be reimbursed to you later by Red Cross once the total gross funds have been submitted.

Please continue →

Fundraising Activity Registration Form ... cont'd

SUPPORT REQUIRED FROM RED CROSS

Red Cross would be happy to provide promotional materials to assist with your event, subject to availability. Please indicate which materials you think you might need and approximate quantities (where applicable) below:

Donation Collection containers

Red Cross information brochures

Posters/Display materials

Stickers (if available)

Please indicate below any other support you would like from us:

- Use of the Red Cross name for promotional purposes
- Inclusion on the Red Cross website in the community fundraising events listing
(note: details used will be taken from this form and by ticking this box you are agreeing to these details being disclosed on our website)
- A Red Cross Representative to attend event (subject to staff availability)

AUTHORISATION

I, (event organiser's full name) have read, fully understand and agree to comply with the terms and conditions of community fundraising for Red Cross as outlined in the Australian Red Cross Community Fundraising Kit.

Disclaimer: Red Cross reserves its right to withdraw its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to adhere to any of its responsibilities.

Your privacy is our priority. Your details are confidential and will not be disclosed to any other organisation.

I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity and values of the organisation. I also accept my obligation to remit the funds raised to Red Cross within 28 days of the event conclusion.

Please note if you are under 18 years of age please have a parent, guardian or teacher sign this form on your behalf.

Your Signature: Date:

If signed by a person other than the organiser, please provide:

Your name:

Relationship to organiser:

Contact phone no (daytime):

Is there any other information not provided already that you would like to include here?

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The funds you raise will be directed to the areas of greatest need either in Australia or internationally. If you want your funds to be used otherwise, please let us know your preference here:

INTERNAL USE ONLY

Date application form received:

Received by (name/title):

Event/Activity Approved?

YES Date Letter of Authority sent:

NO

Notes:

Section 2:

General Information

How your fundraising will help people in need

Red Cross helps people in crisis, and cares for local communities around Australia and overseas. Our commitment to humanitarian values is at work, every day providing:

- Relief in times of disaster
- Breakfast for hungry children
- Clean water to villages overseas
- HIV and AIDS education in Asia Pacific
- A daily phone call to Australians living alone.

We are part of the world's largest humanitarian organisation, with close to 100 million volunteers in 186 countries, meaning Red Cross reaches people wherever they need us.

Look how the funds you raise can make a real difference to someone's life:

\$60 covers daily phone contact for two months to an isolated, elderly person to ensure they are safe and well.

\$250 will support HIV awareness training for 3 village leaders in Papua New Guinea.

\$500 will kit out a Save-a-mate team to provide emergency assistance and peer support around alcohol and drug use.

\$1,200 would build a well that would provide safe water for 15-20 families in Timor-Leste.

\$5,000 would purchase kitchen equipment, including pans, utensils and plates for 200 families during an emergency.

\$10,000 will equip a volunteer team to provide support such as reconnecting evacuees with their families during emergencies.

\$20,000 would supply enough bed nets to protect around 2,700 people from mosquito borne disease such as malaria and dengue fever.

\$50,000 will feed and clothe fifty families who have lost everything in a house fire.



A new generation is emerging, one that is committed to humanitarian values and recognises that great needs exist. If you are young, energetic and committed we need your help to raise funds for people in urgent need of assistance and to build awareness of the values that we share.

Organising a fundraising activity

There are so many different and creative ways you can raise funds for Red Cross! Here are a few ideas to get you started:

- Gala ball or dinner dance.
- Nightclub event/talent night.
- Concert or music festival.
- Giant raffle.
- Cricket, tennis or lawn bowls day.
- Karaoke night.
- Girls (or boys!) night in – Stay in with friends and organize games or dinner, donating the money saved by not going out.
- Trivial Pursuit or Monopoly challenge.



Fashion designer Liza Emanuele and Mix 102.3's Ali Carle at the Tempus Two Temptation Gala event.



David and Kathy Zilm rode from Adelaide to Perth on their tandem bike for a holiday and raised \$2,000.

- Quiz night.
- Fashion sale and/or parade.
- Wine & cheese tasting night.
- Car rally/treasure hunt
- Fun theme day at work for a gold coin donation.
- Donation in lieu of giving Christmas or birthday gifts.
- Corporate team building challenge.



Funky designer pants were just one of the hot items offered for sale at the Albury Fashion Extravaganza.

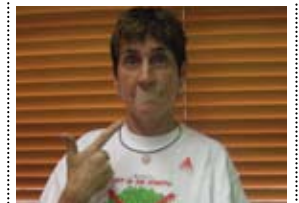


The annual Bindaring Clothing Sale in WA organised by a tireless group of supporters, raises over \$70,000 each year.

- Swap jobs with your boss for the day.
- Sponsored walk, run or weight loss challenge.
- An auction at your company dinner.
- Morning tea at work for gold coin donation.
- Art or craft competition.
- Talent quest event.
- Wash cars or mow lawns for a donation.



Red Cross Riders around Australia put their hands up in celebration of National Ride to Work Day.



Me No Speak! Maureen Meredith showing how she will be trying not to speak during the annual Curtin University Gobstopper Day.

**If you are thinking of asking a celebrity or publically-recognised person to be involved in your fundraiser, please make sure you get our approval before making an approach.*

You can now also fundraise online by setting up your own web page and emailing friends and contacts to ask for a donation. See community fundraising at www.redcross.org.au for further details.

We can help you!

Once your fundraising event or activity has been given the go-ahead by Red Cross, there are many ways we may be able to assist you:

- General advice and tips to help make your event a success.
- Providing Red Cross materials and resources that you can use such as stickers, signage and collection tins (these are subject to availability and may differ by state).
- Listing of your event on our website.
- Providing tax receipts to donors.
- Attending your event to represent Red Cross and/or accept donations and hand out donor receipts (subject to staff availability).
- A Letter of Authority to show that your event has our approval and is genuine.
- Assistance with your media releases and other promotional materials you produce.
- A thank you certificate once your fundraiser is finished to acknowledge your support.

Please note that we are NOT able to provide the following:

- Approval to use the Red Cross logo or Red Cross emblem (cross), both of which are protected under Australian and international law.
- Funds or reimbursement for any expenses incurred. Costs incurred should be deducted from your event proceeds providing they are less than 30% of the total income raised and receipts are provided.
- Contact lists for you to use in promoting your event (due to privacy legislation).
- Any other general assistance in organising and marketing your event.
- Red Cross staff to help coordinate or run the event itself.
- Applications for permits, licences or insurances required (these are the responsibility of the organiser).
- Prizes, auction or raffle items.



Kids skip breakfast for many reasons: money, mum and dad both work, or simply because they don't feel hungry. Sadly the results are usually the same - poor concentration and disruptive behaviour in the classroom. You can help us serve up over 500,000 breakfasts for kids in need around Australia through your own fundraising event.

Other ways you can get involved with us

Become a Red Cross volunteer

We operate over 70 community services around Australia which are almost entirely delivered by Red Cross volunteers. So if you have some spare time that you would like to spend on a worthwhile project, why not become a volunteer for Red Cross?

Make a donation

You can also support our work by making either a one off or regular financial donation to Red Cross. A regular automatic donation is particularly valuable to us as it enables us to plan ahead for vital services and keeps administration costs down. This can be organised directly from your credit card or alternatively can be taken pre-tax from your salary.

Donate blood

Thanks to the generosity of blood donors, countless people have received the precious gift of life, while others are able to enjoy a much-improved quality of life through regular treatment with blood and blood products.

Collect funds for Red Cross Calling Appeal

If you can't commit time on a regular basis why not consider helping as a doorknock collector for our annual Red Cross Calling Appeal. This will only take a few hours of your time and is a great way to get to know your neighbours.

Further information can be found at www.redcross.org.au or by contacting your local Red Cross office.

First aid courses & kits

Red Cross is a leading provider of First Aid Training. We provide a wide range of high-quality accredited training courses and first aid products right around the country to cater for all needs.

Purchase Red Cross merchandise

We currently offer a range of merchandise for purchase on our website including t-shirts, cards, diaries, calendars and gifts.

Become a member

By becoming a member of Red Cross you have the opportunity to contribute to the humanitarian efforts of Red Cross at home and abroad, while receiving the latest information and progress updates on our programs.

Leave a gift in your will

Each year, many caring Australians choose to remember Red Cross in their Will. Their generosity helps us to continue providing services and programs to vulnerable people in Australia and around the world.

Become a corporate partner

Businesses of any size are encouraged to support Red Cross programs and services by becoming a corporate partner/sponsor, offering part-proceeds on sales of their products or services or by making a philanthropic donation.



Would you know how to save a life? Red Cross trains around 90,000 people a year to respond during an emergency and help save a life. You can check out a wide range of courses online or buy first aid kits to use in your car, home or workplace.

Our contact details

For further details and advice regarding your fundraising activity, please contact the Red Cross fundraising team in your state:

Australian Capital Territory

Cnr. Hindmarsh Drive and Palmer Street
Garran ACT 2605
PO Box 610, Mawson ACT 2607
Tel: 02 6206 6000
Fax: 02 6206 6050
Email: actinfo@redcross.org.au

New South Wales

Level 9, 17 York Street
Sydney NSW 2000
Tel: 02 9229 4224
Fax: 02 9229 4238
Email: nswinfo@redcross.org.au

Northern Territory

Cnr. Lambell Terrace & Schultz Street
Larrakeyah NT 0820
GPO Box 81, Darwin NT 0801
Tel: 08 8924 3900
Fax: 08 8924 3909
Email: ntinfo@redcross.org.au

Queensland

49 Park Road
Milton Qld 4064
PO Box 1822, Milton QLD 4064
Tel: 07 3367 7222
Fax: 07 3367 7444
Email: qldinfo@redcross.org.au

South Australia

207-217 Wakefield Street
Adelaide SA 5000
PO Box 2265, Adelaide SA 5001
Tel: 08 8100 4500
Fax: 08 8100 4501
Email: sainfo@redcross.org.au

Tasmania

40 Melville Street
Hobart TAS 7000
GPO Box 211, Hobart TAS 7001
Tel: 03 6235 6077
Fax: 03 6231 1250
Email: tasinfo@redcross.org.au

Victoria

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Melbourne VIC 3051
GPO Box 9949, Melbourne VIC 3001
Tel: 03 8327 7700
Fax: 03 8327 7711
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Western Australia

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East Perth WA 6004
GPO Box P1239, Perth WA 6844
Tel: 08 9225 8888
Fax: 08 9325 9040
Email: wainfo@redcross.org.au