

# Fundraising Guidelines

## Wildcare Australia Inc.

**Thank you for considering Wildcare Australia Inc. as a recipient of your fundraising event. We rely on the generous support of members of the community like you to enable us to continue helping our local wildlife, so your help is greatly appreciated.**

Wildcare Australia Inc. (hereon in referred to as 'Wildcare') is a non-profit organisation with limited resources. All our members, including the management team, are volunteers; we have no paid staff. Most of our volunteers are already over-committed with the hands-on aspects of rescuing and caring for sick and injured wildlife and are therefore limited in our ability to assist in the coordination of additional fundraising events outside those that we organise internally. We will however do our best to assist you in making your fundraiser a success.

This document has been designed to help you plan and carry out your event and understand your responsibilities as a fundraiser for Wildcare. These guidelines will also form part of the terms and conditions of your fundraising activity once it has been approved.

There are many ways in which people may fundraise for Wildcare. These guidelines are intended to cover smaller fundraising activities from organised events (e.g. BBQ's, Trivia Nights) to merchandise sales (e.g. donation of a portion of profits). Some of the information may not be relevant to your activity so if you require any clarification, please contact us. For more complex activities, please contact us so that we can consider your request in more detail.

### 1. Authority to Fundraise

#### *Letter of Authority*

Wildcare is legally required to approve and authorise all fundraising activities. Application to fundraise for Wildcare should be made on the Fundraising Application Form (attached), ensuring that that sufficient information is included to enable us to fully consider your activity. Please allow up to three (3) weeks for your application to be reviewed.

Once your fundraising activity is approved, you will be provided with a formal Letter of Authority from Wildcare. This letter is required for you to begin to fundraise, or use Wildcare's name or logo in any activity to promote your fundraiser.

If you wish to discuss your proposed fundraising activity prior to submitting an application, please feel free to contact us at [enquiries@wildcare.org.au](mailto:enquiries@wildcare.org.au).

#### *Authorised Activities*

Wildcare will only consider fundraising activities that fit within our guidelines and that are in accordance with our core values.

Activities that are generally unacceptable may include, but are not limited to the following:-

- Activities that involve a high level of personal or public risk;
- Activities that result in a potential negative impact on the environment;
- Activities that endorse violence in any form;
- Activities that endorse cruelty to animals.



wildcare  
caring for  
our wildlife

[www.wildcare.org.au](http://www.wildcare.org.au)

Wildcare does not endorse or approve any activity that involves the soliciting of donations through door-to-door, street or telephone collections, on public transport or in public places such as shopping centres, without express written permission and all necessary permits being obtained.

If your activity involves the sale of merchandise (e.g. paying a portion of sale proceeds/profit to Wildcare), in reviewing your application we will also consider whether:-

- the item is of high quality;
- the item poses danger to either individuals or the environment;
- the item is made from sustainable products;
- the item complies with all licensing or copyright requirements (i.e. that the item is your own design/work and you have authority to make/sell the item);
- the anticipated proceeds from the activity will provide a reasonable return.

If you wish to raise funds for us and are not an existing Wildcare member, or are not known personally, we may ask you to provide a reference prior to providing a Letter of Authority. Unfortunately this requirement is necessary to guard us from unscrupulous and dishonest people.

## 2. Responsibility

### ***Obligations***

The raising of funds for charitable organisations is governed by a variety of State and Federal guidelines and many activities have specific insurance and financial requirements. It is therefore important that you understand your obligations before you commence your approved activity.

As a fundraiser for Wildcare you have a number of responsibilities and obligations including:-

- Ensuring that all State and Federal regulations are adhered to;
- Applying for any required permits for activities such as raffles, auctions etc.;
- Applying for any required licences for activities such as BBQ's or events on Council/public land;
- Ensuring that any item/merchandise being sold complies with all regulations (including safety, labelling etc.);
- Being responsible for the coordination and management of the activity including any licences, insurance, publicity and the procurement of any prizes, services, volunteers and personnel;
- Assuming full responsibility for managing the activity in an appropriate manner;
- Is responsible for minimising any risk associated with the activity and is responsible for the safety of the event, volunteers, attendees and personnel;
- May be responsible for arranging your own public liability insurance specific to the activity and indemnifies Wildcare against any liability in relation to the activity;
- Assuming responsibility for all expenses relating to the activity and ensuring that they are addressed to you and not addressed to Wildcare;
- Where the activity is an event (either for Wildcare members only or open to the general public), ensuring compliance with Wildcare's Safety Management Manual.

### ***Public Liability Insurance***

Wildcare Australia Inc. does hold public liability insurance to cover fundraising activities however some conditions/exclusions do apply. You will be covered under our policy once you have received a Letter of Authority and we will provide you with a copy of our insurance certificate if you require it.

Wildcare reserves the right to decline the fundraising event if it is deemed dangerous or have an unacceptable high risk. Depending upon your event, you may also need to consider arranging additional public liability insurance of your own.

### **Representing Wildcare**

You must ensure that any fundraising activity is operated in your name and not in the name of Wildcare. You, not Wildcare will be solely responsible for all aspects of the management of the activity. Where possible, however, we will provide you with advice and support.

All correspondence or promotional material relating to the fundraising activity must clearly state that the activity is being undertaken to raise funds for donation to the organisation.

**Acceptable** phrases/wording that can be used include:-

“proudly supporting Wildcare Australia Inc.”  
“funds raised will go to support the work of Wildcare Australia Inc.”  
“proceeds donated to Wildcare Australia Inc.”

**Unacceptable** phrases/wording include:-

Wildcare Australia Charity Dinner  
Wildcare Australia Sausage Sizzle  
Wildcare Trivia Night

### **Media and Promotion**

You will be responsible for the promotion of your activity. However, Wildcare must approve all promotional material prior to distribution. You are welcome to include your proposed promotional material in your application, or email it to [enquiries@wildcare.org.au](mailto:enquiries@wildcare.org.au) after you have been issued your Letter of Authority.

You are not authorised to contact any media outlets or issue any media releases without obtaining written permission from Wildcare Australia Inc. If you are approached by the media in relation to your activity, it is important that you contact us before proceeding.

If you would like Wildcare to promote your event through our internal networks and social media, please ensure that the information is provided to us well in advance to allow us time to consider the material. Wildcare’s decision to promote your activity through our internal networks is at our discretion.

### **Use of Logo**

The use of the Wildcare logo cannot be used in any manner without express written permission from the organisation.

A digital copy of the Wildcare logo can be provided upon request. Placement of the Wildcare logo on any material must be approved by the organisation prior to use and it cannot be altered in any way from the original format.

If you wish to use the Wildcare name or logo on any branded items (e.g. hand-made goods, re-packaged retail goods), we will need to discuss this with you to ensure that it fits within our branding guidelines and provide approval for its use.

### **Promotional Material**

Wildcare has some promotional material that we may be able to provide or lend to you. Some of the resources that we have include:-

- a) Wildcare Information Brochure – outlines how we help our local wildlife.
- b) Wildlife series of brochures – a set of four (4) brochures on wildlife-related topics including Wildlife and Pets, Homes for Wildlife, Feeding Wildlife and Helping Native Baby Birds.
- c) Wildlife brochures – on topics such as koalas, wildlife friendly fencing and netting.
- d) Wildcare posters – promoting the Wildcare emergency hotline.
- e) Wildcare pull-up displays (available for loan) – on wildlife-related topics as outlined in b) above

### 3. Financial Matters

You are responsible for all financial aspects of the activity, which include record keeping, management of funds, paying all expenses and paying the proceeds to Wildcare however we can provide you with guidance in this regard.

#### ***Compliance with legislation/regulations***

As Wildcare is registered as an Incorporated Association in Queensland, we are only permitted to raise funds from activities conducted in Queensland.

Once the fundraising activity is approved, we will provide you with advice in relation to your specific fundraising activity and any specific compliance issues that you need to be aware of.

Most activities are straightforward however it is important that you understand the obligations associated with fundraising for charitable purposes in Queensland.

Information regarding the obligations associated with fundraising for charitable purposes in Queensland can be found at the links below:-

- <https://www.qld.gov.au/law/laws-regulated-industries-and-accountability/queensland-laws-and-regulations/associations-charities-and-non-for-profits/charities-and-fundraising/>
- <https://www.ato.gov.au/Non-profit/Gifts-and-fundraising/>
- <https://www.ato.gov.au/Non-profit/Gifts-and-fundraising/Running-fundraising-events/>

#### ***Record Keeping***

It is imperative that you keep accurate records of your fundraising activity as well as copies of any receipts or expenses claimed. For most activities, keeping a simple Excel spreadsheet will be sufficient. If you need some advice on what information should be kept, please contact us.

#### ***Paying the funds to Wildcare***

All funds raised on behalf of Wildcare must be paid within three (3) weeks of the fundraising activity.

Fundraising proceeds can be paid to Wildcare in one of the following ways:-

- **Bank EFT** to Wildcare's account:-

Account Name:	Wildcare Australia Inc. General Account
Bank:	National Australia Bank (NAB)
Branch/BSB No:	084-572
Account No:	58 270 3389
Reference:	Please use either your surname or activity name as the reference

Please ensure that you email the Wildcare Treasurer at [treasurer@wildcare.org.au](mailto:treasurer@wildcare.org.au) and advise the details of the EFT.

- **PayPal** – funds can be paid via PayPal to [treasurer@wildcare.org.au](mailto:treasurer@wildcare.org.au). Please ensure that you include a detailed reference including your name and the fundraising activity.

For assistance with payment of fundraising proceeds, please contact the Wildcare Treasurer via email at [treasurer@wildcare.org.au](mailto:treasurer@wildcare.org.au)

### **Tax-Deductible and Non Tax-Deductible Receipts**

The issuing of tax-deductible receipts is subject to very strict conditions as set down by the Australian Taxation Office.

A **tax-deductible receipt** can only be issued in the following circumstances:-

- Where the donation is \$2.00 and over.
- Where a donation is made on a purely voluntary basis with no conditions attached (e.g. where no service or goods are provided in return).
- Tax-deductible receipts can only be issued to the original donor.
- Where you are donating proceeds or profit (in full or in part) from the sale of items that you personally make or own (e.g. donation of % of sale proceeds from the sale of hand-made goods).

A **non tax-deductible receipt (tax invoice)** is issued in the following circumstances:-

- Where a payment is made on a conditional basis (e.g. recognition of sponsorship).
- Where payment is made in exchange for goods or services (e.g. purchase of raffle tickets, auction item, entry fees).
- From the sale of items that are donated/collected from others (e.g. garage sale/car boot sale items).

*You cannot claim a tax deduction for funds that you collected from other people. When you submit funds raised from your activity, you can request a tax invoice/receipt as an acknowledgement of the funds you raised however you are not entitled to a tax-deductible receipt.*

### **Receipts**

We may be able to provide you with a receipt book for the collection of tax-deductible and non tax-deductible receipts. This will be discussed with you once your activity has been approved.

For some fundraising activities, it may be more appropriate to utilise existing fundraising portals such as *Everyday Hero* or *My Cause*. These portals have the advantage of portraying your activity in a more professional manner and provide greater transparency to your potential supporters. They also provide automated receipt functions.

For activities that involve the collection of actual donations (see above requirements), it may be more appropriate to provide potential donors with the link to Wildcare's secure donation portal through our website:

<http://wildcare.org.au/help-us/donate/>. By utilising this portal, donors are emailed a tax-deductible receipt immediately and your reporting and record keeping obligations would be reduced significantly. This also significantly decreases the workload on our volunteer Treasurer.

## **4. Finalising your activity**

We would love to receive a detailed summary from you as to how your event went as well as photos that we could use to acknowledge your contribution.

Once funds are received we can issue you with a formal letter and appropriate receipt for your contribution.

### **Thank you!**

On behalf of Wildcare Australia Inc. we would like to thank you for choosing our organisation for your fundraising activities. Please do not hesitate to contact us via email at [enquiries@wildcare.org.au](mailto:enquiries@wildcare.org.au) if you have any questions regarding the information in this guideline or if you require any support for your activity.