

MATES 4 MATES

Supporting Injured Defence Force Mates.

FUNDRAISING GUIDELINES.

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OVERVIEW

Mates4Mates supports current and ex-serving Australian Defence Force members, and their families, who are wounded, injured, or ill as a result of their service. Mates4Mates is a national organisation with Family Recovery Centres in Brisbane, Townsville and Hobart, and outreach services in regional areas across Australia.

Mates4Mates provides support to our Mates and their immediate family members through five core service streams.

The five core service streams are:

- Physical Rehabilitation and Wellbeing Services
- Psychological Services
- Employment and Education Support Services
- Rehabilitation Adventure Challenges
- Social Connection Activities

These fundraising guidelines have been created to support you in your interest to fundraise for Mates4Mates. They are designed to ensure your fundraising activity is run safely and according to all financial and legal requirements. These guidelines also outline the boundaries in which we support fundraising efforts that are aligned to our key messages, and the services and programs we deliver.

If you have any questions at any stage please contact us on fundraising@mates4mates.org or 1300 462 837

Thank you for supporting Mates4Mates!

FUNDRAISING PROCESS

Once you have decided on your fundraising idea, please complete the Mates4Mates Community Fundraising Application form. It is a legal requirement that all fundraising activities and events be approved by Mates4Mates prior to being held.

Steps to take for approval:

1. Download, complete and sign the Mates4Mates Community Fundraising Application form (available at the end of these guidelines or on our website www.mates4mates.org) and email it to fundraising@mates4mates.org for approval.
2. Once Mates4Mates has received your Community Fundraising Application form, please allow between **7 – 10 working days** for our office to process your request and issue an Authority to Fundraise letter. If you require urgent processing please contact the Marketing and Fundraising team on 1300 462 837.
3. The Authority to Fundraise letter demonstrates that you are a legitimate fundraiser for Mates4Mates. It also contains your unique **Fundraising ID** number and bank details to use as a reference for depositing funds.

There are some fundraising events or activities that Mates4Mates cannot be associated with, and therefore cannot endorse any events or activities that may involve:

- Activities that promote a high level of personal or public risk
- Activities that may be interpreted as offensive or inappropriate
- Activities with strong political or religious messaging (Mates4Mates is an apolitical and non-religious organisation)

Approval will be granted when Mates4Mates is satisfied your potential fundraising event or activity complies with the values of Mates4Mates and these guidelines. Your Authority to Fundraise letter confirms this approval and permission for you to raise funds for Mates4Mates. These guidelines will then form the basis of the terms and conditions of your event or activity, where “the fundraiser” refers to the individual or organisation holding the fundraising event or activity.

Please note, as per government regulations for fundraising, your Authority to Fundraise letter only permits you to raise funds for Mates4Mates as a beneficiary for the duration of your event or activity. This means Mates4Mates should not be featured in the advertised name of the event and instead featured as the beneficiary of funds for your event. E.g. ANZAC Day Fun Run raising funds for Mates4Mates.

YOUR ROLE AND RESPONSIBILITY

It is important you read the following information and are aware of your fundraising responsibilities. Mates4Mates is here to provide general advice and tips to help make your fundraising efforts a success.

- As highlighted above, your fundraising event or activity is not a Mates4Mates event; but rather a personal activity to raise funds and awareness for Mates4Mates. The fundraising event or activity will be conducted in the nominated fundraiser's (as defined on the application form) name.
- As the authorised fundraiser you are responsible for ensuring your fundraising event or activity is safe, complies with the relevant laws and regulations within each State or Territory, and is appropriate to our organisation. You are responsible for the coordination and management of the activity, volunteers and personnel, associated finances, prizes, publicity and all communications with Mates4Mates and the community.
- The Charitable Fundraising Act requires fundraisers are fully aware about the cause they are fundraising for, and who they are making the donation to.

Legal Requirements

All fundraising activities and events must comply with Australian Federal, State and local Council laws and regulations. It is your responsibility to ensure you meet any obligations outlined in legislation and regulations, including permits, licenses or insurances required. You are not authorized to undertake door-to-door, street or telephone-based collections, or fundraise in public places such as shopping centres or public transport without first seeking relevant permission from your State or Territory fundraising authority. Anyone under the age of 18, collecting donations or money for the activity, must have an adult accompanying them. You are required to disclose any prior or current criminal convictions, before Mates4Mates can approve your Authority to Fundraise letter.

Public Liability Insurance & Permits

All aspects of financial, public liability and public safety (i.e. first aid services) are the responsibility of the authorised fundraiser. As Mates4Mates is not the event organiser we are unable to cover any liability on the authorised fundraiser's behalf; you may be able to obtain one-off public liability insurance from your own insurance company. Permits may be required by councils or shopping centres to conduct a fundraising event or activity, and they may require evidence of insurance. It is the authorised fundraiser's responsibility to seek this from your relevant State and Territory regulating authority.

Government Bodies in your State or Territory

Please find below a list of all relevant State and Territory regulating authorities:

Australian Capital Territory (ACT) Office of Regulatory Services - www.ors.act.gov.au

New South Wales (NSW) Office of Liquor, Gaming and Racing - www.olgr.nsw.gov.au

Northern Territory (NT) Department of Justice - www.nt.gov.au

Queensland (QLD) Department of Fair Trading - www.fairtrading.qld.gov.au

South Australia (SA) Consumer and Business Services - www.cbs.sa.gov.au

Tasmania (TAS) Consumer Affairs and Fair Trading - www.consumer.tas.gov.au

Victoria (VIC) Consumer Affairs Victoria - www.consumer.vic.gov.au

Western Australia (WA) Department of Commerce - www.commerce.wa.gov.au

Financials, Administration and Receipting

As the authorised fundraiser it is your responsibility to ensure all paperwork supplied by Mates4Mates to manage the finances of your event or activity; including record keeping, management of funds, and requests for tax-deductible receipts; is returned within 14 days of the conclusion of your fundraising activity.

It is important you comply with the Charitable Fundraising Act and regulations for your state, which might include the provision of accurate financial records including a budget to Mates4Mates. A simple budget template has been provided for your use at the back of these guidelines.

Banking of Funds

All funds raised through your fundraising event or activity must be deposited into the Mates4Mates bank account within three weeks of the conclusion of your fundraising event or activity.

Bank: Commonwealth Bank of Australia (CBA)

Account Name: Mates4Mates Limited

BSB Number: 064 001 **Account Number:** 1152 0407

Reference: Please use your Mates4Mates Fundraising Identification (ID) Number as your reference

Expenses

Mates4Mates is not responsible for any expenses or losses incurred from the fundraising event or activity. Any reasonable expenses may be deducted from the proceeds of your event, provided they are properly documented.

Receipting

Mates4Mates is not able to provide the authorised fundraiser directly with tax deductible receipts to give to donors. Mates4Mates can however issue receipts to donors directly. If any donors require a receipt, the Authorised Fundraiser must collect the donor's donation amount and contact information (including the donor's full name and postal address or email address) on a Tax Receipt Request Form. This must be supplied to Mates4Mates at the end of the fundraising activity.

Tax deductible receipts can only be issued once Mates4Mates has received funds from your fundraising activity, along with a completed budget form including actual income and expenses. Only donations of \$2 and over are eligible for a tax deductible receipt, and Mates4Mates will send these receipts direct to each donor. Please note this only relates to cash donations and does not include goods or services that have been donated to your fundraising activity. Tax deductible receipts cannot be issued if a person receives goods or services in return for the money given, as it is not classified by the Australian Taxation Office as a tax deductible donation e.g. the purchase of raffle tickets, goods (pens, wristbands etc.) or auction items. It's important to note that the donor must not receive a material benefit or an advantage by way of return for their donation. For more information on this, go to the Australian Tax Office website via www.ato.gov.au.

Additionally, you cannot claim a tax-deduction (or a tax deductible receipt) for any monies received on behalf of others.

MATES4MATES LOGO, MEDIA AND PUBLIC RELATIONS

Use of the Mates4Mates name and logo is strictly controlled to ensure the integrity of our brand is maintained. All logo requests, media and promotional materials, as well as any press releases featuring Mates4Mates must be approved by the Marketing and Fundraising team prior to circulation. Please email your request to fundraising@mates4mates.org and allow 5 business days for approval. An easy and effective way to promote Mates4Mates as your chosen charity is through our range of marketing collateral (including editable posters), available on request through the Marketing and Fundraising team.

Mates4Mates merchandise is also available to purchase from our online shop to compliment your activity or event via www.mates4matesshop.org

The fundraiser is responsible for promoting and generating their own publicity. Unfortunately, Mates4Mates does not have the capacity to share every fundraising activity or event, however if scheduling allows, we may be able to assist in spreading the word through our social media networks. Please 'tag' Mates4Mates in your social media posts to increase your chances of use being able to share with our audience.

Facebook: <https://www.facebook.com/Mates4Mates/>

Twitter: <https://twitter.com/Mates4Mates>

Instagram: <https://www.instagram.com/mates4mates/>

If you are approached, or are organising media coverage of your activity, please remember as the fundraiser you are not authorised to speak on behalf of Mates4Mates. You are of course authorised to speak about your fundraising activity that is supporting Mates4Mates. If you receive any media enquiries about Mates4Mates please contact our Marketing and Fundraising team on 1300 462 837.

FUNDRAISING IDEAS

If you don't already have a fundraising idea, there are many ways to support the work of Mates4Mates. Here are a few to help get you started!

Online Fundraising	Set up an online fundraising team with a group of friends. Decide on a challenge to participate in and share the fundraising link to all your networks.
Casual Dress Day	Casual clothes days can be really popular and easy to coordinate. Ask for a gold coin donation as a fee for casual dress. If you feel really inspired you can suggest people dress in orange, black or teal to represent Mates4Mates.
Sausage Sizzle / BBQ / Office Lunch	Host a sausage sizzle / BBQ / office lunch and charge a food fee. You could get your local butcher, bakery or pizza shop to help donate supplies or provide a discount rate.
Car Wash	A fundraising car wash is simple to organise and fun to do with your community group. Get your group together and charge per car size, with proceeds going to Mates4Mates.
Golf Day	Book a day at a golf course and invite business partners, friends, and colleagues. Charge per team and have sponsored holes, raffles and auctions.
Coffee Toll or "Go Cold Turkey"	Challenge yourself or your colleagues – Set up an online fundraising page and get sponsored to 'give up' something e.g. social media, TV, driving, coffee, chocolate over the course of a set period of time.
Walk-A-Thon / Read-A-Thon / Fun Run / Bike Ride / Obstacle Course Race etc.	Whether part of a work or school activity, you can host or join an existing event where family and friends can sponsor. You can even get creative (crazy hair run or fancy dress run).
Auction or Raffles	Host a charity auction or raffle. Speak to local businesses to donate interesting items or services, or work with management to create work-related prizes e.g. win a paid day off, a late start for the week or the CEO's car park for a week.
Trivia Night / Film Night / Talent Show	Whether designed for work, school or the local community, organise a trivia, film or talent night, where entry fees are charged and proceeds go to Mates4Mates.
Guessing Jar Competition	Fill a jar with lollies and charge people to guess how many in the jar. The winner receives the treat filled jar and a certificate as their prize. If you feel really inspired you can select lollies in orange, black or teal to represent Mates4Mates.
Percentage of Sales	Businesses may wish to donate a percentage of sales over a period of time. Final approval must be obtained by Mates4Mates, but the team are always happy to help with these ideas.
Ball / Cocktail Party / Melbourne Cup Lunch / Dinner	Organise a social event (lunch, drinks or dinner). Ask venues for a discounted hire fee and menu. Charge per person or per table. Have silent or main auctions, lucky door prizes and raffles.
Work or School Cookbook	Get people to donate recipes towards a cookbook. Combine the recipes and sell as a digital or hardcopy version. This is also a great way of getting other people involved in your initiative and help raise awareness of Mates4Mates.
In Lieu of Gifts/Flowers	Have donation envelopes or create an online fundraising page where you can ask for donations to Mates4Mates in lieu of gifts or flowers for your special occasion (birthday, wedding, birth or funeral, etc.).
Bake Sale	Bake some cupcakes/sweets and set up a bake sale to tantalise the taste buds. Check with local council or your workplace for details and restrictions.

Thank you for your interest in holding a community fundraising activity to support Mates4Mates.

Before you start organising your activity please complete this application form and return it to fundraising@mates4mates.org. Once your application has been approved you will receive your Authority to Fundraise letter, Fundraising Identification Number and the Mates4Mates Team will work with you to help make your activity is a success!

1. FUNDRAISING ORGANISER'S CONTACT DETAILS

Application Date: _____

Title: _____ **Name:** _____

Organisation (if applicable): _____

Position (if applicable): _____

Street Address: _____

Suburb: _____ **State:** _____ **P/code:** _____

Phone: _____ **Mobile:** _____

Email: _____ **Website:** _____

What has inspired you to choose Mates4Mates as your nominated charity?

2. DETAILS OF PROPOSED FUNDRAISING ACTIVITY

Activity Name: _____

Proposed Date/s: _____ **Times** (if relevant): _____

Venue Name: _____

Venue Address: _____

Description of fundraising activity

Estimated number of participants/guests: _____ **Public liability Insurance?** (If yes please attach) Yes No

How will funds be raised from this activity? _____

What is your fundraising goal? (This is a goal only) \$ _____

How do you plan to promote the activity? _____

Please list any other charities/not-for-profit organisations benefiting from this activity:

FUNDRAISING GUIDELINES AND RESPONSIBILITIES

Any person, organisation or group who intends to raise funds for Mates4Mates accepts the following:

- Mates4Mates is legally required to approve and authorise all fundraising activities. Once your fundraising activity is approved, Mates4Mates will email you a letter giving confirmation of your Authority to Fundraise, which will be your legal authority to undertake a fundraising activity in support of Mates4Mates.
- The activity must be conducted in your/the organisation's name. This means the person, group or organisation will be solely responsible for running and managing the fundraising activity in an appropriate and responsible way. It is the responsibility of the Authorised Fundraiser to manage finances, staffing, marketing, promotion, sponsorship and running of the activity.
- Please remember that your fundraising activity will not be a Mates4Mates's fundraising activity. It will be a fundraising activity to raise funds for Mates4Mates. A suggested way of promoting it is: "Funds raised will go to support the work of Mates4Mates"
- The Authorised Fundraiser must ensure that they are compliant with any applicable state fundraising legislation or local regulations and should ensure that any permits, authorities, insurances or licenses are secured for the activity. This information will be available from your State Government office.
- The Authorised Fundraiser is responsible for ensuring the safety of the activity, including organising any appropriate public liability insurance and providing first aid services if required.
- The Authorised Fundraiser will hold all funds raised until the activity is completed. They will ensure the funds are held in a secure place, with full records of income and that these funds are deposited to Mates4Mates within 28 days of the activity being completed. Additionally the Authorised Fundraiser will deposit all proceeds from the sale of Mates4Mates merchandise and return any unsold items including unused fundraising materials to Mates4Mates within 28 days of the activity being completed.
- The Authorised Fundraiser is not permitted to conduct door-to-door, street or telephone approaches to the general public for donations in connection with the activity.
- The Authorised Fundraiser agrees to release Mates4Mates from any claims associated with the activity and will indemnify Mates4Mates for any liability or costs that may arise in respect to damage, loss or injury occurring to any person associated with the activity caused by breach of responsibilities or negligence.
- The Authorised Fundraiser acknowledges that they are of proper physical and mental condition to organise and conduct the fundraising activity and have considered and voluntarily agree to any and all risks associated with conducting the activity.
- The Authorised Fundraiser understands that they, their agents or personal representatives, cannot claim against Mates4Mates or its directors, officers, staff, volunteers and agents for loss, damage or injury, however occurring, as a direct or indirect result of this fundraising activity.
- Mates4Mates reserves the right to withdraw support for the activity at any time if there is any likelihood that the fundraising activity and/or the organiser/s fails to comply with the above responsibilities.

I, (fundraising organiser's full name) have read, fully understand and agree to comply with the Mates4Mates fundraising responsibilities listed above. I agree to conduct my fundraising activity in accordance with this in a manner which upholds the integrity and values of Mates4Mates.

Signature: Date:

Please note: If you are under 18 years of age please have a parent or guardian sign this form on your behalf. Please photocopy this application and keep a copy for yourself.

Please return this completed Community Fundraising Application Form to Mates4Mates.

Post: PO Box 1220, Milton QLD 4056

Email: fundraising@mates4mates.org

If you have any questions or would like further information contact Mates4Mates on: 1300 4 MATES (62837).

**THANKS FOR HELPING
OUR WOUNDED MATES!**

BUDGET TEMPLATE

BUDGET FOR _____

FUNDRAISING PERIOD / DATE _____ ORGANISED BY _____

	Estimated	Actual
Total Income	\$	\$
Total Expenses	\$	\$
TOTAL AMOUNT RAISED	\$	\$

INCOME

Event Proceeds	Estimated	Actual
Admission/Ticket Sales	\$	\$
Donations	\$	\$
Sponsorship	\$	\$
TOTAL	\$	\$

Extra Sales	Estimated	Actual
Proceeds of Services/Sales	\$	\$
Raffles	\$	\$
Auctions	\$	\$
TOTAL	\$	\$

EXPENSES

	Estimated	Actual
Venue Hire	\$	\$
Equipment Hire	\$	\$
Insurances & Permits	\$	\$
Security	\$	\$
Food & Beverage	\$	\$
Volunteers Expenses	\$	\$
Decorations	\$	\$
Transport	\$	\$
First Aid	\$	\$
Parking	\$	\$
Accommodation	\$	\$
Other	\$	\$
TOTAL	\$	\$

	Estimated	Actual
Advertising	\$	\$
Design	\$	\$
Website	\$	\$
Social Media Costs	\$	\$
Printing	\$	\$
Photography	\$	\$
Signage	\$	\$
Auction/Raffle	\$	\$
Performers/Talent	\$	\$
Certificates	\$	\$
Stationary	\$	\$
Other	\$	\$
TOTAL	\$	\$