

**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](mailto: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](http://www.mates4mates.org)) and email it to [fundraising@mates4mates.org](mailto: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](http://www.ors.act.gov.au)

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

Northern Territory (NT) Department of Justice - [www.nt.gov.au](http://www.nt.gov.au)

Queensland (QLD) Department of Fair Trading - [www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)

South Australia (SA) Consumer and Business Services - [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au)

Tasmania (TAS) Consumer Affairs and Fair Trading - [www.consumer.tas.gov.au](http://www.consumer.tas.gov.au)

Victoria (VIC) Consumer Affairs Victoria - [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

Western Australia (WA) Department of Commerce - [www.commerce.wa.gov.au](http://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](http://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](mailto: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](http://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!

<b>Online Fundraising</b>	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.
<b>Casual Dress Day</b>	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.
<b>Sausage Sizzle / BBQ / Office Lunch</b>	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.
<b>Car Wash</b>	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.
<b>Golf Day</b>	Book a day at a golf course and invite business partners, friends, and colleagues. Charge per team and have sponsored holes, raffles and auctions.
<b>Coffee Toll or "Go Cold Turkey"</b>	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.
<b>Walk-A-Thon / Read-A-Thon / Fun Run / Bike Ride / Obstacle Course Race etc.</b>	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).
<b>Auction or Raffles</b>	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.
<b>Trivia Night / Film Night / Talent Show</b>	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.
<b>Guessing Jar Competition</b>	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.
<b>Percentage of Sales</b>	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.
<b>Ball / Cocktail Party / Melbourne Cup Lunch / Dinner</b>	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.
<b>Work or School Cookbook</b>	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.
<b>In Lieu of Gifts/Flowers</b>	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.).
<b>Bake Sale</b>	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.