



Echuca Regional Health

Fundraising Guidelines

*For supporters of fundraising for
Echuca Regional Health*

'Supporting everyone to be healthy and live well'

Community involvement is an essential part of Echuca Regional Health's fundraising activities. So thank you for your support and interest in fundraising for Echuca Regional Health – it is very much appreciated.

Support from fundraisers in our community assists Echuca Regional Health in 'supporting everyone to be healthy and live well'. Because we value your support we have prepared these guidelines to assist you in fundraising for us.

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1. *Your responsibility*

The 'Fundraiser' means the individual, group or organisation approved to hold a fundraising activity in support of Echuca Regional Health (ERH).

Although your support and interest in fundraising for ERH is appreciated, please note that you cannot commence fundraising on behalf of ERH without written approval. This is a relatively simple process. All fundraising activities must be registered with ERH in order to receive authority to raise funds.

In discussion with Echuca Regional Health's PR Manager approval will be considered once:

1. Has received a completed and signed [Fundraising Activity Application Form](#).
2. Is satisfied that the fundraising activity will produce a reasonable return (if relevant, after expenses have been deducted).
3. Is satisfied that the fundraising activity complies with both ERH's aims and values and these Fundraising Guidelines.
4. Once your fundraising idea is approved ERH will forward to you a confirmation letter. You will then be in a position to commence fundraising!

The Fundraiser must:

- Be responsible for all organisational aspects of the fundraising activity. This may include soliciting prizes, ticket sales, organising publicity or providing goods and services.
- Keep ERH updated throughout the planning for the activity.

Once approval to fundraise has been issued, these guidelines will form the basis of the terms and conditions of the fundraising activity.

You are always welcome to contact ERH for any advice or questions.

2. *Your legal obligations as a Fundraiser*

All fundraising activities must comply with relevant Australian Federal and State laws. In Victoria, both ERH and those fundraising for ERH must adhere to the *Fundraising Act 1998*. Visit www.legislation.vic.gov.au for further information.

Other regulations you should be aware of relate to gaming (raffles), liquor licensing and food preparation. The Fundraiser must:

- Abide by all relevant legislation and apply for all permits and authorities that may be required. Visit www.consumer.vic.gov.au fundraising section for further information.

- Provide ERH with all monies raised within 30 days of completion of the activity. ERH will provide an acknowledgement for all funds received.
- Provide ERH with an accurate, detailed record of income and expenses associated with the activity.
- If tax deductible receipts are required, provide ERH with an accurate record of such donations.
- The financial aspects, fundraising, raffles, auctions, record keeping and management of the fundraising activity are the responsibility of the Fundraiser. The Fundraiser should be aware that legislation may vary in different States.

3. *Financial management*

The Fundraiser must not incur any expenses in the name of ERH. To assist Fundraisers with their budget, ERH can provide a template with some common expense and revenue items which can be tailored to suit your activity.

ERH does not provide public liability insurance for Fundraisers. The Fundraiser is responsible for obtaining adequate public liability insurance in respect of the fundraising activity. The Fundraisers must, if requested, provide proof of such insurance to ERH.

ERH can provide official tax deductible receipts for monetary donations of \$2 or more towards approved fundraising activities. To be tax deductible, a donation must be a gift where the donor does not receive anything of material value in return. ERH cannot issue any receipts until donations are received by ERH.

Raffle tickets, event entry, auction items or donated goods or services are not eligible for a tax deductible receipt.

Activities which involve the handling of cash:

- Must have procedures in place to keep cash secure.
- Fundraisers who collect cash donations at their activity should provide adequate secure containers for receiving cash, such as a lockable petty cash tin or similar.
- ERH requires cash to be counted with the total amount of funds raised from the activity signed by two people prior to delivery to ERH.
- All funds should be delivered to ERH within 30 days of the activity.

ERH recommends that, where possible, tickets are pre-sold. This will assist you in planning and also reduce the amount of cash to be collected at the activity. Tickets

should be individually numbered and the number of tickets sold reconciled with the cash taken. Any unsold tickets should be returned to you, the Fundraiser, so that they can be reconciled.

There are several key components of the law which apply to conducting raffles and it is important that the Fundraiser complies with these. Visit the Victorian Commission for Gambling Regulation www.vcgr.vic.gov.au clarify your responsibilities in running a raffle.

When conducting auctions, ERH encourages Fundraisers to set a reserve on all live and silent auction items to ensure fundraising is maximised and attendees are encouraged to bid. This also assists to ensure the individuals or organisations who have donated goods feel their contribution has counted towards the end fundraising result.

ERH strongly encourages the Fundraiser to seek donated prizes for raffles and auctions where possible. 100% of net auction proceeds must be forwarded to ERH.

The Fundraiser is also responsible for adhering to relevant legislation if the activity involves the sale of food for human consumption. Food safety is vital, from preparation and handling to storage and sale. For further details visit www.health.vic.gov.au/foodsafety .

The Fundraiser must ensure that the activity is properly and adequately supervised, especially where children are involved. This includes things such as:

- Providing adult supervision.
- Checking that the child's parents/guardians have given permission for their child to participate in the activity.
- Carrying out appropriate background checks if adults are to have unsupervised interaction with children.

4. Promotion and marketing of your activity

Generating publicity prior to your activity is an excellent way to assist in raising funds, increasing ticket sales, obtaining support and raising awareness about ERH.

ERH is fortunate to have many supporters who coordinate a variety of fundraising activities throughout the year. Due to the large number of supporter activities, our resources are limited. Please note:

- ERH is unable to distribute press releases or organise media coverage for fundraising activities.

- Pending approval, ERH can post information regarding your activity on the health service's website.
- If you would like an ERH representative to attend your activity, please discuss this with us.
- ERH is unable to promote Fundraiser activities to its fundraising database.

The Fundraiser should also note:

- The Fundraiser is not authorised to speak on behalf of ERH, only about their fundraising activity.
- The Fundraiser must not approach the media without prior approval.
- All media materials and press releases must be approved by ERH prior to circulation.
- It is essential that Fundraisers contact ERH to gain approval prior to contacting or approaching any public personality or celebrity.
- Telemarketing, door knocking and the soliciting of donations in public places is not permitted.
- All communications produced by the Fundraiser must specify the percentage of funds that will be donated to ERH.

5. Use of the ERH brand and logo

The Fundraiser must make it clear when dealing with the public, sponsors and supporters that they are not representing ERH; they are acting on its behalf to raise funds that will be forwarded to ERH.

The Fundraiser is not permitted to use the ERH name or logo without written approval. All requests to use the ERH logo will be evaluated on an individual basis and approval will be at the discretion of ERH. If permission is granted, all marketing materials utilising the logo must be submitted to ERH for approval prior to production or circulation.

The Fundraiser has a responsibility to clarify the fundraising activity is not ERH's but an activity to raise funds to support ERH. A fundraising activity to support ERH must not:

- Devalue the ERH brand or logo or be inconsistent with its positioning.
- Bring the ERH brand or logo into disrepute.

- Grant an endorsement of any company, product or service.
- Grant general, comprehensive exclusivity to any single company, product or service.

Fundraisers should not use Echuca Regional Health in the title of the activity e.g. 'The Echuca Regional Health Gala Ball' or 'ERH Charity Ride' as this implies the activity is organised by ERH. The Fundraiser is responsible for accurately communicating the nature of the relationship with ERH to its consumer base. Appropriate wording may be 'Proudly supporting Echuca Regional Health' or 'All funds raised will support ERH'.

6. Making an approach for sponsorship or product donation

Sponsorship is an excellent way to boost fundraising efforts. However, with many organisations, it is possible that ERH has already made an approach for sponsorship or support. Accordingly, if you wish to approach a sponsor for cash sponsorship or product donation, please check with ERH first so as not to jeopardise any potential sponsorship approach by ERH.

7. Acknowledging support

It is important to thank each and every one of your sponsors. Whether it is a verbal thank you when you receive their donation, or an email letter or telephone call, your donors will appreciate this recognition.

8. What we can do to help

We value your support and interest in fundraising for ERH and are happy to assist you regarding your fundraising proposal. We can:

- Offer advice and expertise on event planning.
- Provide a letter of authorisation to be used to validate the authenticity of the event and its organisers.
- Promote the event internally to staff on the ERH Annual Report, intranet and newsletter.
- Promote the event externally on the ERH website www.erh.org.au.

We are here to provide both advice and support.

9. *Disclaimer*

Whilst ERH does offer advice and support for Fundraisers, Echuca Regional Health should not be recognised as the organiser of these events. As a consequence, all issues involving financial and public liability and public safety are the total responsibility of the Fundraiser. ERH is not liable for any expenses incurred in running or promoting the event.

Fundraisers are not employees, volunteers or agents of ERH, nor are they acting in any other representative capacity of ERH. Fundraisers undertake fundraising activities at their own risk. Responsibility for insurance rests with the Fundraiser.

ERH reserves the right to assess each application to raise funds on its behalf and decline if necessary. ERH also reserves the right (in its absolute discretion and without having to provide any reasons) to withdraw its approval for the Fundraiser's activity at any time, including where it appears there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Should the Fundraiser participate in activities which may undermine ERH's reputation, ERH reserves the right to decline or withdraw approval of an application with the Fundraiser.

Unless specifically negotiated, approval of a fundraising activity does not imply exclusivity and ERH reserves the right to enter into similar arrangements with other Fundraisers, subject to the same criteria.

10. *Thank you*

We value the energy, enthusiasm and effort you make on behalf of ERH. Your gift of voluntary support will help us fulfil our purpose of 'Helping everyone to be and stay healthy'. On behalf of Echuca Regional Health, our patients, clients, residents and members of the community, thank you for supporting us through your fundraising activity.

Please direct all enquiries to
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