



Community Fundraising Guidelines

Thank you for choosing to fundraise on behalf of the Telethon Institute for Child Health Research. It is only through the generous support of individuals and organisations in the community that the Telethon Institute can continue important research into some of the most costly and devastating childhood illnesses and diseases.

The Telethon Institute, due to limited resources, is unable to assist in the coordination of your fundraising initiative or fundraising event, for example, administration, solicitation of prizes or ticket sales. All management of the fundraising initiative or event including bookings, record keeping, donations and financials should be coordinated by you.

Authorisation to fundraise

Any person or organisation fundraising in the name of the Telethon Institute for Child Health Research is required to accept the following guidelines and register their fundraising activity with the Public Relations Office at the Telethon Institute. This will ensure that your fundraising initiative or event meets Western Australian fundraising legislation and the Telethon Institute for Child Health Research maintains a high level of corporate governance.

1. Please read through the **Community Fundraising Guidelines**.
2. Complete the **Community Fundraising Registration Form** (available from our website) and return it to the Public Relations Office, details listed at the end of this document.
3. All arrangements for the fundraising initiative or event must be **approved** by the Telethon Institute.
4. If your fundraising initiative or event is approved, we will send you an **Authorisation Letter** to fundraise on our behalf. The Authorisation Letter is a means for you to verify that you are fundraising on behalf of the Telethon Institute when soliciting donations, support or gifts-in-kind.

Financial details and important points to remember

The financial aspects of fundraising, raffles, record keeping and management of the fundraising initiative/event are entirely your responsibility and you must comply with the Charitable Fundraising Act and Regulations. Please keep close contact with the Public Relations Office of the Telethon Institute in regards to any of the fundraising arrangements and feel free to contact us should you have any queries whatsoever.

1. Within 14 days of the conclusion of your event or fundraising initiative, all proceeds as well as the official letter of authorisation, must be returned to the Telethon Institute. Proceeds from the event can be accepted by cheque, credit card, money order or by EFT transfer directly to the Telethon Institute.
2. If a supporter makes a donation of \$2.00 or more, the Telethon Institute can issue individual receipts for tax deductions. If supporters would like receipts, please give us a full list that includes the date, name, full address, phone number, donation amount and method of payment.
3. A tax-deductible receipt cannot be issued when the supporter has received goods or services in return for their donation. For example, the purchase of raffle tickets, merchandise or auction items.
4. This also extends to any 'sponsorship agreements' for the event, i.e. if a supporter receives advertising such as displaying a banner or placing their logo on printed materials in exchange for a cash amount, they cannot receive a tax-deductible receipt as this is classed as a sponsorship, not a donation. However, you can acknowledge a donors support by placing their logo on printed materials, but only after they have made a donation.
5. If you are hosting a raffle you must obtain a permit from the Office of Racing, Gaming and Liquor. The only time you do not need this permit is if you are selling raffle tickets and drawing the winner on the same day.
6. If alcohol is to be sold at the event you must obtain a permit from the Office of Racing, Gaming and Liquor.

7. If you are fundraising on behalf of the Telethon Institute and using the Telethon Institute's name, all donations must go to the Institute. You cannot decide to give profits or part-profits to another charity if you have advertised the event / fundraiser in the Institute's name. You can choose to support multiple charities from the start and state this explicitly in your literature. You should contact the other charities as they too will have fundraising guidelines you should adhere to.

Contacting companies, sporting teams and celebrities

1. Please **do not contact any corporate organisations** or sporting teams / associations, either state or national, without approval from the Public Relations Office at the Telethon Institute. Seeking sponsorship or support of any kind is a very competitive and specialised area and many large companies like QANTAS, Coles, Harvey Norman, Woodside and sporting teams get hundreds of requests a day. The Institute is very privileged to have generous corporate sponsorship and support from a number of bluechip organisations and works hard to attract and maintain them. These companies have asked that they do not receive multiple requests from the Telethon Institute for funding and therefore we ask that you seek **specific approval** from the Public Relations Office before you approach any large companies or teams for support.
2. Please do not approach celebrities or high-profile people without prior approval from the Telethon Institute. We may already receive significant support from them.

Using the Telethon Institute's name and logo

1. As you fundraise on our behalf, you must clearly explain that funds are being raised for the Telethon Institute for Child Health Research.
2. An event cannot be named, "The Telethon Institute for Child Health Research Golf Day". We suggest that you could use the lines, "Proudly supporting the Telethon Institute for Child Health Research" or "All profits raised will go towards the Telethon Institute for Child Health Research" in your printed materials or website.
3. The Public Relations Office can provide high quality logos and photos for any printed materials used to promote your fundraiser / event.
4. The Public Relations Office must approve any materials that include the Telethon Institute's name and logo before they are circulated.

How we can help you fundraise

1. See our Fundraising Tips and Ideas document, available from our website, for further ideas on fundraising for the Institute. Read about other Community Fundraisers, who have held very successful events on behalf of the Institute in the past.
2. We can provide you with showbags containing information about the Telethon Institute or printed materials such as newsletters, promotional balloons and money-collection tins.
3. One of our researchers or scientists may be available to attend your event and accept a cheque, say a few words of thanks and/or talk about their area of research.

***Thank you for fundraising on behalf of the Telethon Institute for Child Health Research.
From little things, big things grow.***

Contact:

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