



Community Fundraising

Essential Information for Fundraisers

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About Lifeline Canberra

Lifeline Canberra exists to support those in crisis and save the lives of those experiencing thoughts of suicide. To complement our 13 11 14 telephone crisis support service, Lifeline Canberra also offers a range of mental health awareness and suicide prevention courses to the community.

Our purpose is to support Australians in times of crisis and equip individuals to be resilient and suicide safe, we do this by providing awareness, preventative training and intervention services.

We rely on support from the community to ensure we can continue to grow our operations, including the recruitment, training and ongoing support of our volunteer Telephone Crisis Supporters. Community fundraising is a fun and rewarding way for you to help Lifeline Canberra!

Thank you for supporting Lifeline Canberra!

Overview

You've decided to raise funds for Lifeline Canberra, wonderful! Please follow the steps below to ensure this is an enjoyable, easy process.

- Step one** Decide what type of fundraising activity you would like to organise. If you're stuck for ideas, feel free to contact our team on 02 6171 6300 for a chat.

- Step two** Read through this document to ensure you understand your responsibilities as a fundraiser for Lifeline Canberra, proper use of the Lifeline brand, money management and legislative requirements.

- Step three** Complete and return the Authority to Fundraise Application. This will let us know how you plan to raise funds and if there are any resources you need from us to ensure your fundraiser is a success!

Once received, Lifeline Canberra will review your application and provide written notification of outcome. If successful, you will receive an identification number - this should be used as a reference in communications with Lifeline Canberra.

Please note: within four weeks of the completion of the fundraising activity, the fundraiser organiser must deposit the funds raised and supply a full record of income and expenditure.

Lifeline Canberra Community Fundraising Guidelines

Thank you for choosing Lifeline Canberra as a charity beneficiary for your upcoming community fundraising activity. Funds raised will enable us to recruit and train more volunteers and answer more calls, ultimately helping more people in our community. To help make your fundraising activity a success and to ensure it meets relevant fundraising legislation, please read the fundraising guidelines below.

1. Fundraising for Lifeline Canberra

- 1.1 These Fundraising Guidelines have been developed to assist individuals, schools, workplaces, clubs and community groups (Fundraiser) who are developing a fundraising activity to benefit Lifeline Canberra. A Fundraiser must agree to these guidelines by completing and returning the Authority to Fundraise Application Form. If approval to fundraise is granted by Lifeline Canberra these guidelines will form the basis of any dealings between Lifeline Canberra and the Fundraiser in relation to the fundraising event.

2. Authorisation

- 2.1 Fundraisers must provide Lifeline Canberra with:
 - a clear written description of the nature, extent and duration of the activity,
 - an estimated budget of the proposed fundraising activity, and
 - information about the group or individual organising the activity.

This information will be collected in the Authority to Fundraise Application Form.
- 2.2 Any individual or group organising a fundraising activity on behalf of Lifeline Canberra must, by law, have a Letter of Authority to fundraise. Lifeline Canberra will issue this letter if the proposal is accepted and Lifeline Canberra is satisfied that:
 - the fundraising activity will produce a reasonable return after expenses,
 - the Fundraiser will supply a complete record of income and expenditure with supporting receipts and invoices within four weeks after the conclusion of the activity
 - the fundraising activity fits in with the aims and values of Lifeline Canberra, and
 - the fundraising activity is not considered high risk.
- 2.3 The Fundraiser is not authorised to use Lifeline Canberra as its beneficiary charity until it has received the Letter of Authority. Permission to fundraise is issued for a period no longer than 12 months (or a time period otherwise specified by Lifeline Canberra)
- 2.4 Lifeline Canberra reserves the right to deny or withdraw approval for a fundraising activity at any time if it appears there is a likelihood of the event organiser failing to adhere to any of the terms and conditions as set out in the Lifeline Canberra Community Fundraising Guidelines and Authority to Fundraise Application Form. In the event this does occur, written notification will be provided.

3. Organising the Activity

- 3.1 The fundraising activity must be conducted in the name of the Fundraiser and is the sole responsibility of the Fundraiser. The Fundraiser must make it clear in all dealings with the public, sponsors and supporters that they are not employees and agents of Lifeline Canberra, nor are they acting in any other representative capacity.
- 3.2 Lifeline Canberra is not able to take a coordination role in organising the fundraising activity and its officers cannot assist in soliciting prizes, organising publicity or providing goods or services to assist the Fundraiser in the running of the fundraising activity.
- 3.3 Lifeline Canberra does not provide public liability insurance coverage for Fundraisers. Fundraisers may wish to consider liaising with an existing group (e.g. Lions, Scouts or Rotary) or hold their fundraising activity at a venue which is already covered by public liability insurance.
- 3.4 If the Fundraiser intends to include extreme sports (e.g. parachuting, paragliding, bungee jumping or other extreme activities) or motor vehicle and motor bike racing as part of the fundraising activity, Lifeline Canberra will require evidence of public liability insurance to cover the Fundraiser and participants before approving the activity.
- 3.5 The Fundraiser must keep Lifeline Canberra up to date throughout the planning for the fundraising activity and must not proceed with the activity without Lifeline Canberra's prior consent.
- 3.6 For fundraising purposes, a child is anyone under the age of 18. The minimum age of children participating in a fundraising activity as a volunteer is 8 years old. There are specific codes of practice associated with children in fundraising that may apply. Please discuss with Lifeline Canberra if you intend to involve children in your fundraising activity.

4. The Lifeline Canberra Brand

- 4.1 The fundraising activity is not a Lifeline Canberra activity, but an activity to raise funds for Lifeline Canberra. If the Fundraiser wishes to refer to or promote Lifeline Canberra subject to these guidelines, it must refer to Lifeline Canberra as "Lifeline Canberra".
- 4.2 The Fundraiser has no right to the name "Lifeline Canberra" nor is the Fundraiser given the right to raise funds in that name other than set out in these guidelines.
- 4.3 Any use of Lifeline Canberra's brand (i.e. name and logo) must be approved. Each fundraising activity will be evaluated on a case by case basis and it is the sole discretion of Lifeline Canberra whether use of the Lifeline Canberra brand is granted.
- 4.4 If permission for usage of the Lifeline Canberra brand is granted, special conditions to be negotiated between Lifeline Canberra and the Fundraiser may apply (i.e. if the use of the brand is for the Fundraiser's marketing activities).

- 4.5 All references to Lifeline Canberra in all promotional material (e.g. pamphlets, brochures or promotional products), including text and images whether taken from Lifeline Canberra's website and print resources or another source, (e.g. images or statistics) must be submitted to Lifeline Canberra for approval prior to publication.
- 4.6 If permission to use the Lifeline Canberra brand is granted, the Fundraiser must not alter, reproduce or amend the logo in any way that breaches the integrity of the trademark design (e.g. changes to the colour, stretching or skewing original dimensions, cropping or additions to the design). Lifeline can provide approved logo files for the purpose of the fundraising activity.
- 4.7 Lifeline Canberra cannot undertake media relations on behalf of the Fundraiser but may provide advice on producing media materials. Please notify Lifeline Canberra if you intend to approach any media regarding the fundraising activity.
- 4.8 All promotional material and media must be submitted to Lifeline Canberra prior to being printed or circulated for approval.

5. Money Management and Record Keeping

- 5.1 The financial aspects of fundraising, record keeping and management of the activity are entirely the responsibility of the Fundraiser and the Fundraiser must comply with the *Charitable Fundraising Act* and Regulations (or appropriate legislation in the applicable state or territory).
- 5.2 The *Charitable Fundraising Act* and Regulations highlight the need to protect the public interest and accordingly Lifeline Canberra requires that Fundraisers keep accurate financial records (including retention of receipts and invoices), and hence provide Lifeline Canberra with an accurate record of income and expenses within four weeks after the conclusion of the fundraising activity.
- 5.3 The Fundraiser must deposit the funds raised and supply a full record of income and expenditure within four weeks of completion of the fundraising activity.
- 5.4 Lifeline Canberra cannot pay expenses incurred by the Fundraiser, however the Fundraiser can deduct expenses necessary to conduct the fundraising activity from the proceeds of the activity, provided they are properly documented. As a guide, total expenses should be less than 30% of total proceeds.
- 5.5 Funds raised for donation to Lifeline Canberra cannot be used to make another donation to another organization.
- 5.6 Any GST associated with the cost of fundraising is the responsibility of the Fundraiser.

5.7 Lifeline Canberra can provide official receipts for donations towards approved fundraising activities. Tax-deductible receipts can only be issued to people donating money of \$2 or more where the donation is a gift (i.e.: the donor received nothing of material value in return). The Fundraiser must keep a register of all attendees / supporters eligible for a tax-deductible receipt, including the:

- donor's full name,
- date of donation, and
- donation amount.

Individual receipts will be sent to the Fundraiser for distribution to the attendees / supporters.

5.8 It is the responsibility of the Fundraiser to understand circumstances where a receipt can be issued and to whom i.e. the following are not tax-deductible: ticket purchases (e.g. raffle), entry to an event, donations of goods or services, auction purchases. If the Fundraiser is unsure whether or not a tax-deductible receipt can be issued, it is their responsibility to contact Lifeline Canberra for advice.

6. Legal Implications

6.1 The Fundraiser must comply with all relevant State Legislation for fundraising and apply for any permits and authorities that may be required. Different states and territories have their own legislation which should be checked by the Fundraiser. The Fundraiser agrees that the information provided to Lifeline Canberra must be made available to the regulatory authorities on request.

7. Approval

7.1 For a fundraising activity to be approved, the Fundraiser will need to complete and sign the Lifeline Canberra Community Fundraising Authority to Fundraise Application Form. The Fundraiser will be notified in writing if the application is successful.

7.2 Lifeline Canberra will provide the Fundraiser with an identification number upon approval. The Fundraiser should reference the ID number when communicating with Lifeline Canberra.

7.3 Lifeline Canberra reserves the right to deny or withdraw approval for a fundraising activity at any time if it appears there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions as set out in the Lifeline Canberra Community Fundraising Guidelines and Authority to Fundraise Application Form. In the event this does occur, written notification will be provided.

Privacy Policy and Information Collection

Privacy Policy

This privacy policy sets out how Lifeline Canberra uses and protects any information that is provided to the organization via any community fundraising activity or via monetary donations, pursuant to the National Privacy Principles (NPP) in the Commonwealth Privacy Act 1988.

Lifeline Canberra is committed to ensuring that your privacy is protected. Should Lifeline Canberra ask you to provide certain information by which you can be identified, you can be assured that it will only be in accordance with this privacy statement.

What kind of information Lifeline Canberra collects

Lifeline Canberra may collect the following information:

- Name and job title.
- Contact information.
- Demographic information such as postcode, preferences and interests.
- Other information relevant to customer surveys and / or offers.

What Lifeline Canberra does with the information we gather

Lifeline Canberra requires this information to understand your needs and provide you with a better service, in particular for the following reasons:

- Internal record keeping.
- Improvement of our products and services.
- Periodical distribution of promotions about new services, special offers or other information we think you may find interesting using the email address you have provided.
- Market research purposes.

Controlling your personal information

You may choose to restrict the collection or use of your personal information by contacting office@act.lifeline.org.au.

Lifeline Canberra will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. We may use your personal information to send you promotional information about third parties which we think you might find interesting if you tell us you wish this to happen.

Who will have access to your personal information?

Unless we are required to provide your personal information to another party for purposes relating to public safety and law enforcement or financial transactions, your personal information provided to use in relation to the fundraising activity will only be seen or used by persons employed by Lifeline Canberra and our contracted services providers (e.g. mailing houses and ecommerce providers) who are bound by privacy legislation.

Security of your personal information

Lifeline Canberra protects the personal information it collects and holds (both hardcopy and electronic) from misuse and loss, as well as from unauthorised access, modification and/ or disclosure by:

- implementing computer system safeguards, including password protection and controlled user access,
- monitoring computer information systems to test and evaluate data security in line with the appropriate industry standards,
- having lockable physical security for paper records, and
- ensuring that information is transferred securely.

Changing and accessing your personal information

You may request details of personal information which we hold about you under the *Privacy Act* 1988. If you would like a copy of the information held on you please write to:

Community Fundraising
Lifeline Canberra
GPO Box 583
Canberra City ACT 2601

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Questions

If you have any questions please contact the Lifeline Canberra fundraising team on 02 6171 6300 or fundraising@act.lifeline.org.au.