



# Community Fundraising Policy 2.0

Version	2.0	Approved by	BOM
Reviewer	Helen Barker	Approved date	31 March 2021
Responsible person	CEO	Review date	31 March 2023

## 1. Introduction

Community or (Third Party Fundraising) is when an individual or group elects to coordinate or take part in an activity that will raise funds for WCC. Community fundraising can provide significant benefit to our organisation as WCC bears minimal financial or logistical burden associated with the activity.

Examples of community (third-party) fundraising include:

- Hosting a morning tea, garage sale or sausage sizzle, with all proceeds going to the WCC. This may take place at home, school, work or within a sports event, shopping centre or community club.
- Taking part in a third-party event such as a marathon, with the participant asking friends and family to sponsor their efforts as a donation to WCC,

## 2. Policy

The community fundraising activity can be approved, in accordance with this policy, by the CEO, BOM or their appointee.

The following terms will apply to any such activity:

- **Permission to Fundraise** – In every case the third party must gain our permission to fundraise on our behalf and email [info@wecareconnect.org.au](mailto:info@wecareconnect.org.au) to receive our 'Permission to Fundraise' application. This protects both the charity and the fundraiser. Upon approval, the third party will receive a 'Authority to Fundraise Letter' from the charity.
- **Liability** - The fundraiser is solely responsible for their fundraising activity. This includes financial management, human resources, marketing, promotion, public safety, food safety, sponsorship, insurance and procurement along with the operational logistics required to manage the activity.

If you are running a major event, you should check if you require insurance. Please note We Care Connect's public liability insurance does not cover your event.

Management of the event is your sole responsibility. We Care Connect staff and volunteers cannot help with prizes, media or publicity, or provide goods or services to run the event.

- **Tax Deductibility and Receipts** - It is not possible for the charity to issue multiple receipts for donations made through third party fundraising activity after the event. If someone contributing to the activity would prefer to make a donation directly to the organisation, they should be directed to do so at [wecareconnect.org.au](http://wecareconnect.org.au).
- **Use of Name and Logos** – The third party is not permitted to use We Care Connect’s name, logo or other part of our intellectual property on (including, but not limited to) any communications or material produced for the fundraising activity without our express written authority. However, the third party is permitted to state that We Care Connect is the beneficiary of the fundraising activity (e.g. “Proudly supporting We Care Connect” or “Proceeds go to We Care Connect”). The third party cannot use We Care Connect’s name or logo to suggest, in any way, that We Care Connect is responsible for the activity (e.g. “The We Care Connect Raffle” or “We Care Connect Fashion Parade”).
- **Return of Funds** – the fundraiser will provide an indicative date for return of funds on their ‘Permission to Fundraise’ form. All funds raised should be returned within 14 days of the conclusion of the fundraising activity to We Care Connect in fairness to both the We Care Connect and those who contributed to the funds. We Care Connect should be proactive in following up on funds that have not been returned.
- **Prohibited fundraising sources** – We Care Connect shall not accept funds raised via or from:
  - Sports betting – e.g. horse racing, greyhound racing and boxing matches.
  - Adult entertainment
  - Overseas donations exceeding the lawful limits

Any deviation from the above policy requires the CEO and/ or Board prior written approval.

### 3. Acknowledgements

This document is directly based with permission on the St Kilda Mums ‘Community Fundraising Policy 3.0, drafted by Sarah Sealy HWL Ebsworth approval date 19 Aug 2020, modified by Helen Barker (We Care Team)