



Fundraising Guidelines

These guidelines have been developed to assist groups and individuals who are planning fundraising activities to benefit the Royal Flying Doctor Service (RFDS) South Eastern Section (SE Section). They explain some aspects of the law relating to fundraising appeals, as well as The Flying Doctor's own requirements. They are not a substitute for your own legal advice and should not be taken as such.

1. National, state and territory laws

All fundraising activities must comply with all relevant national, state, territory laws and regulations. In each state and territory, there is a Charitable Fundraising Act or equivalent to which the RFDS and people fundraising on behalf of the RFDS must adhere. To find out more please refer to www.flyingdoctor.org.au/se/fundraise, or contact the RFDS Community Fundraising Team.

The full conditions applying to the RFDS SE Section Authority to Fundraise can be found: www.flyingdoctor.org.au/se/fundraise

Fundraising and Gaming legislation varies across states and territories. You must take the time to understand and comply with all the legislation and regulations and obtain all necessary permission, permits and insurances that apply to your fundraising activity.

2. Being recognised as a legitimate RFDS SE Section fundraiser

Once you've registered your fundraiser with us, we will review and send you an 'Authority to Fundraise'. You must not represent that you are authorised to raise money on behalf of the RFDS SE Section without this authority – it's a legal requirement.

The 'Authority to Fundraise' is printed on the RFDS letterhead and includes:

- the fundraiser's name;
- a description of the fundraising activity;
- the specific period for which the authorisation applies
- the conditions under which the authorisation is granted
- the RFDS authorised staff signature and date.

The RFDS keeps a record of everyone who is an authorised fundraiser. If you are unsure if someone is an authorised fundraiser, please contact the RFDS.

3. Planning your fundraising activity

Management of the activity is your sole responsibility. The RFDS SE Section staff and volunteers cannot take on a coordination role, help you to solicit prizes, organise media or publicity, or provide goods or services to run the activity and you and your activity are not a partner, employee or joint venturer of the RFDS.

If your activity is related to your business (for example, if you plan to donate a percentage of sale proceeds to the RFDS, or you intend to keep some of the funds raised, or direct some funds to other third parties) additional permissions and authorisation is required. Please contact the RFDS for more information.

Consider informing the police and ambulance service about your fundraising activity if it is a large event. Your state and territory police service may have guidelines as well.

Make sure you have permission from the property owner where your fundraiser will take place, if you're fundraising in a public place check with the local council, as additional permissions or specific permits may be required.

Special conditions also apply where children are participating in your fundraising activity, please contact the relevant national, state and territory authorities, for more information.

4. Insurance

We are unable to insure your fundraiser under the Royal Flying Doctor Service (RFDS) South Eastern Section (SE Section)'s insurance so it's important to consider and obtain all cover necessary for any activity you'll be running. If you don't, you and your organisation, its committee (and if not incorporated, all members) may be personally liable.

5. Promoting your fundraising activity

When referring to or promoting the fundraising activity or referring to the relationship with the RFDS, it must be made clear that the activity is in support of the RFDS and the Fundraiser does not represent the RFDS. Once the Authority to Fundraise is received from the RFDS for the activity, you may use the following wording when referring to the relationship between your activity and the RFDS:

- Proudly supporting the Royal Flying Doctor Service
- This volunteerrun event is raising funds for the Royal Flying Doctor Service

Example of correct usage:

Dandelions Celebrity Dinner – Proudly supporting the Flying Doctor

Example of incorrect usage:

The Flying Doctor Celebrity Dinner (i.e. branding your event as an RFDS activity)

However, the above does not grant to you or your activity, any rights or intellectual property, other than is granted specifically in writing between us.

6. Branding your activity

The RFDS has a special 'Proudly supporting the RFDS' logo for use by authorised fundraisers. Use of the 'Proudly supporting the RFDS' logo is permitted at the RFDS's discretion and specific permission will be sent out with the "Authority to Fundraise" upon approval of the fundraising activity. All printed promotional materials featuring the RFDS's name and logo need to be approved at the design stage by the RFDS (prior to print and distribution).

The organisation must be referred to as 'the Royal Flying Doctor Service' or 'the Flying Doctor'. Please note that the abbreviation 'RFDS' would only be appropriate if the people participating in your activity were aware of its meaning.

7. Advertising your fundraising activity

The law says that any advertisements, notices and information related to your fundraising activities must:

- clearly and prominently disclose the name of the authorised fundraiser, and
- not be reasonably likely to cause offense to a person, and
- be based on fact and must not be false or misleading..

Additional requirements apply to advertising if you are conducting the activity as part of your business, or you plan to keep some of the funds raised or direct funds to a third party. Contact the RFDS for more information.



8. Media

You may like to generate local media interest to help raise awareness of your fundraising activity. Please contact us for assistance in preparing materials that reflect current RFDS information, we have a media release template to help you.

If the media contacts you for information about the RFDS, or information regarding our services, you should contact Michelle Lauder, RFDS (South Eastern Section) Communications Manager, 02 9941 8854. You are not authorised to speak on behalf of the RFDS. You may however speak about the fundraising activity itself. Please also remember that it must be made clear to the public that funds being raised will be donated to the RFDS, and that you do not represent the RFDS.

9. Sponsorship

Sponsorship is a great way to help your fundraising efforts. It is important to check with the RFDS before you approach a corporate sponsor or organisation beyond your personal network or outside your local community, as it is possible that the RFDS has an existing relationship or has already approached them for support.

10. Upholding the Standards of the Flying Doctor

Because of the nature of our organisation and its work, there are some activities with which we cannot be associated. It is important to decide whether the activity accords with The RFDS health messages and values, including in relation to:

- Tobacco
- Pharmaceutical
- Excessive consumption of food
- Excessive consumption of alcohol
- Illegal or excessively dangerous activities

It is against the law to collect donations on public roads, including from motorists waiting at traffic lights. The fundraising policies of the RFDS also do not allow door knocking or street collections. Please do not raise money this way but comply with these guidelines and the terms and conditions of any approval issued by the RFDS (as amended from time to time).

11. Money matters

As the authorised Fundraiser you are responsible for all financial aspects of the activity, including record keeping, management of funds and depositing of funds raised into the RFDS's bank account.

Your basic obligations are to ensure that:

- you keep, and provide the RFDS with accurate financial records of your activity
- all funds raised are deposited into the nominated RFDS Gift Fund bank account within 30 days of completion of fundraising activity

The RFDS cannot pay or reimburse any expenses incurred by you as a result of the fundraising activity, however, the law allows for the expenses to be deducted from the proceeds of the activity, provided they are reasonable and are properly documented. The RFDS is committed to ensuring that more of the fundraising dollar goes directly towards our primary mission of delivering improved health outcomes to remote, rural and regional communities. As a guide only the RFDS recommends that the total expenses should not exceed 30 per cent of total proceeds.



12. Issuing Receipts

The Royal Flying Doctor Service of Australia (South Eastern Section) is a Deductible Gift Recipient (DGR) and can provide a tax-deductible receipt for all donations of \$2 or more. The RFDS will automatically provide tax-deductible receipts to people who donate \$2 or more to an authorised online fundraising page.

The RFDS will provide a *Receipt Request Form* to collect the details of supporters who donate as part of your fundraising. A receipt will be issued by the RFDS directly to the donor/s once the form and funds have been submitted to our office.

Tax-deductible gift receipts will only be issued for gifts meeting the Australian Tax Office guidelines. Please note donations made in exchange for a material benefit or advantage, such as merchandise purchases, raffle tickets, auction items or entry fees for events or fundraising functions are not generally tax deductible, more details can be found at: www.ato.gov.au.

Please note:

- You cannot claim a personal tax deduction for monies received and/or donated on behalf of others.
- You cannot claim a tax deduction for gifts that are donated to your activity.

13. Banking

The law requires that all funds raised be forwarded to the charity as soon as possible after the activity. RFDS Authorised Fundraisers are issued with a unique *Fundraising Activity ID*. All funds are to be received by the RFDS no later than 30 days after the activity has finished, unless written approval is provided by RFDS with an agreed alternative date.

Cheques should be made payable to: Royal Flying Doctor Service
And returned to us via post to: GPO Box 3537, SYDNEY NSW 2001

The Account Details to deposit the funds are:

Westpac

BSB: 032816

Account: 802299

Account Name: RFDS Gift Fund

Please send an email confirming the deposit amount and date of deposit to fundaise@rfdse.org.au

Don't forget to use your Fundraising Activity ID as your reference on deposits and any remittance advice you send to the RFDS.

14. Expenses and Record-Keeping

The law requires you to keep records of income and expenditure relating to your fundraising appeal or event. You can use a simple income and expenditure table to do this. You will also need to keep receipts, bank deposit stubs, cheques, and donor pledge/tally sheets. To make this easier, we suggest that you:

- Keep a folder with a number of plastic sleeves to store documents.
- Make notes on the back of the receipts if it is unclear what the expense was.

The RFDS cannot pay your expenses; however you can deduct your necessary expenses from the proceeds of your fundraising activity, provided they comply with the fundraising authority conditions and are properly documented, and are supplied to the RFDS within a reasonable period at the time of submitting funds.



15. After the Activity

After your fundraising activity or event is finished, please return to the RFDS SE Section:

- Your Fundraising Activity Summary
- Details of Donors requiring receipts
- Any ID cards that were issued to you
- Any reusable Collection Devices that were issued to you (single use devices should be destroyed after your activity)

These are reportable items under the fundraising legislation and must be provided/returned to the Flying Doctor. If you lose any of them, please contact the RFDS straight away.

**Thank you for helping us to take
the finest care to the furthest corner**

Register your activity today at: www.flyingdoctor.org.au/se/fundraise