



Royal Flying Doctor Service

National Community Fundraising Guidelines

For persons wanting to fundraise
for the RFDS nationally

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Prepared by

Melissa Perkins
Stakeholder & PR Manager, Federation Office
T 02 6269 5500



Community Fundraising Guidelines

Thank you for choosing to fundraise on behalf of the Royal Flying Doctor Service of Australia (RFDS). The generous support of the community helps the RFDS continue to provide the finest care to the furthest corners of Australia. ***Please read these guidelines when planning and before undertaking your fundraising activity.***

These guidelines have been developed to assist groups and individuals that are planning national fundraising events on behalf of RFDS and provide the basis in which an event/activity can be organised.

They have been developed to assist you to understand your obligations as a fundraiser, and what the RFDS can and cannot provide, to support individuals and groups wishing to fundraise on our behalf. They will also ensure that your fundraising initiative or event complies with Australian fundraising legislation.

The Royal Flying Doctor Service is a federation of companies, operating across Australia. Almost all fundraising activities for the RFDS occur within state boundaries and funds raised go to the local RFDS. Details on how to fundraise for your local RFDS can be obtained through our website at www.flyingdoctor.org.au.

Occasionally supporters have a need and desire to raise money with a national fundraising campaign and money raised to be shared across all RFDS companies, instead of just the local one. The RFDS Federation Office has set up a Raisely account at <https://fundraise-rfds-au.raisely.com/> for this express purpose, and this service enables you to:

- a. Create a national fundraising campaign for the RFDS, within an RFDS verified fundraising platform.
- b. Receive formal 'authority to fundraise' from the RFDS Federation Office, in accord with Australian fundraising legislation.
- c. Have links and information that can be shared by the Fundraiser as part of the activity with the general public, friends, family and associates.
- d. Receive tax invoices for all donations/fundraising monies raised.
- e. Have a clearly set target of monies and where donations stand.
- f. Have the capacity to share the campaign across social.
- g. Have all the needed financial capacity to both receive donations through credit card and also have the monies raised go straight to the RFDS.

In all fundraising on-the-ground activities, such as events, face-to-face activities of whatever kind, it is assumed that the Fundraiser has garnered the needed local authorisations for that activity from the local council or relevant authorities. This may require permit, licence, indemnity insurance and other legal requirements – each of which will be different depending on jurisdiction.

Authorisation

All individuals, groups or organisations who wish to fundraise on behalf of RFDS must register with us, which ensures that your fundraising initiative or event complies with fundraising legislation.

1. Please read these Community Fundraising Guidelines fully.
2. Register and create your fundraising event through our Community Fundraising page at <https://fundraise-rfds-au.raisely.com/>
3. Once you have created your fundraising campaign, full details are sent to the RFDS Federation Office automatically by Raisely, and once received and reviewed, we will contact you and send you an Authorisation Letter which gives you permission to fundraise on behalf of the RFDS. This authorises you and can be used for verification by 3rd parties that you are fundraising on our behalf when soliciting donations, support or gifts-in-kind.

Due to the RFDS role as a national health charity there are a few types of events that have been deemed unsuitable for the RFDS to be associated with, and the RFDS may not endorse community events or activities that involve telemarketing, door knocking or open bucket collections. The RFDS will also not endorse any violent/dangerous or unlawful activity.

The RFDS reserves the right to decide if a fundraising event can take place, and can withdraw approval for the fundraising activity at any time if it believes any aspect of the proposed fundraising activity no longer fits within RFDS fundraising guidelines.

The Laws of Fundraising

The fundraiser/event will be conducted in the fundraiser's name and is the sole responsibility of the fundraiser.

The fundraiser will agree to release the RFDS to the fullest extent permissible under the law for all claims and demands of any kind, in any way associated with the event, and indemnify the RFDS for all liability or costs that may arise in respect of any damage, loss or injury occurring to any person in any way associated with the event caused by the breach of these guidelines, or of negligence.

The RFDS is unable to provide public liability insurance cover to community fundraisers. It is the fundraiser who is responsible for obtaining public liability insurance. Should it not be obtained, reference needs to be made of this in writing to the RFDS with an explanation of why insurance is not required.

Sponsorship and promoting the fundraising event

1. The fundraiser must not approach the national or state office of any company for sponsorship without prior approval from RFDS. Although this policy may appear restrictive, it is very important as the company or group may already support us. It can appear unprofessional if a company is approached more than once, and approaching a national or state office may hinder any ongoing negotiations for a major sponsorship of the RFDS.
2. Due to resource constraints, RFDS staff are unable to take on a coordination role in the fundraiser/event or assist in soliciting prizes, sponsors or providing goods and services to assist in the running of a fundraising activity. Naturally, if we do have some goods on hand that may serve as prizes we are more than happy to provide these to you.
3. The RFDS cannot undertake media relations for the Fundraiser. Media Guidelines will be provided upon request.
4. The Fundraiser must specify that the event is “Proudly supporting the Royal Flying Doctor Service” or “Proceeds supporting the Royal Flying Doctor Service” and must not imply a partnership with the RFDS, unless one exists as part of a partnership/sponsorship contract.
5. If the fundraiser wishes to use the RFDS name or logo on any material or products, the fundraiser must obtain prior permission from the RFDS. All printed material, including media releases, must be approved by the RFDS before being printed or circulated. A specific ‘Proudly Supporting’ RFDS logo is available for your use.

Financials

1. All funds raised must be directed to the RFDS through the Community Fundraising Platform Raisely through the individual campaign page and may not be shared with another charity or organisation without prior agreement. If members of the community donate to a fundraising activity which identifies the RFDS as the beneficiary it is illegal for funds to be donated elsewhere.
2. The fundraiser must not incur any expenses in the name of the RFDS. Events and fundraising activities often incur various expenses. These expenses must be covered through sponsorship and/or private support. Donation monies cannot be used to cover expenses. If donation monies were used to cover expenses it is misleading the donor as:
 - Their donation would not be received by the RFDS
 - Their donation would not be tax-deductible as it is no longer classified as a donation but as income to off-set expenses
3. The RFDS Community Fundraising Platform can provide official Tax deductible receipts for donations over \$2.00 or more through your individual campaign page.

4. The RFDS reserves the right to withdraw approval to fundraise should it be necessary to protect the reputation of the RFDS. In this situation, fundraising and promotion must cease immediately and all monies raised must be remitted to the RFDS immediately.

Thank you for supporting the Royal Flying Doctor Service of Australia -- your contribution will help keep the Flying Doctors in the air and on the ground.

If you have any questions about national fundraising for the Royal Flying Doctor Service, please email donations@rfd.org.au or call **02 6269 5500**.