



GUIDELINES FOR YOUR RED NOSE COMMUNITY FUNDRAISING EVENT

Red Nose works to save the lives of babies and children during pregnancy, infancy, and childhood and supporting bereaved families.

In Australia each year over 3,200 Australian families experience the sudden and unexpected death of a baby or child. This has to stop. Through world-class research, advocacy and education we passionately believe we can put an end to this.

Thank you for your interest in fundraising for Red Nose. These guidelines have been developed to assist groups and individuals that are planning fundraising activities and events to benefit Red Nose as well as to outline the Community Fundraiser obligations and those of Red Nose under the fundraising regulations in your state or territory. When your fundraising activity or event is approved your Red Nose Community Fundraising Coordinator contact will email you a letter giving confirmation of your **Authority to Fundraise**.

As the Organiser, you agree that these guidelines will be the basis for the fundraising activity/event to be organised.

Organising the Event

The **Organiser** is the individual or organisation holding the fundraising activity or event for the benefit of Red Nose.

The fundraising activity or event will be conducted in the Organiser's name and the Organiser is solely responsible for the coordination and management of the activity or event, finances, publicity and/or goods and services required to run the activity or event.

Red Nose is unable to take a coordination role in these activities and is not responsible for such activities. Where possible, Red Nose will provide support and advice.

Application & Approval

Red Nose requires all community fundraising events and activities to be registered with the organisation. Community Fundraising Applications are to be completed online at

www.rednose.com.au/forms/hold-an-event

Community fundraising events and activities will be approved by Red Nose and an **Authority to Fundraise** on behalf of the organisation will be issued when:

- we have sufficient written information;
- the application fits within our guidelines
- the fundraising activity or event does not involve unnecessary risks and will provide a reasonable return; and
- the fundraising activity or event aligns with our organisation messages and values.

Please allow 48 hours for the application to be received and a confirmation receipt to be issued. Approval can take between **5-7 working days**.

During our **busier period of April to July**, we ask that you allow **1-2 weeks** for your final application to be approved.

If an urgent situation occurs ["a not to miss opportunity"] please contact us via phone in the first instance on 1300 998 698.

All fundraising activities approved by Red Nose must comply with all relevant Australian Federal and State Laws [refer to your state authority in the first instance].

Whilst we would like to be able to approve all applications, there may be some activities which do not adhere to our organisation messages and values and would therefore not be accepted. These generally include but may not be limited to any fundraising activities:

- that promote smoking and tobacco
- that promote fundraising via the sale of alcohol direct to the public
- that promotes/exhibits any nudity, semi nudity or sexual imagery
- that promotes violence in any form
- that promotes cruelty to animals
- that results in a potential negative impact on the environment
- that involves a high level of personal or public risk [as in the actual activity]
- where the logo is used for packaging of a product or on a product and sold in a retail environment without an established licensing agreement

- Red Nose will not approve the use of its logos for the application of permanent tattoos or body markings and related sponsorship activities.

This restriction may also apply to the use of text that involves the promotion of any of the above mentioned products, situations or actions in association with Red Nose. When you complete your application you will also be required to acknowledge that you have read and understood and agree to comply with the guidelines outlined in this document.

Promoting the Activity or Event

You are responsible for generating the publicity for your activity or event.

In your correspondence and promotion of the activity or event, please ensure that you make it clear that the fundraising activity or event is not an official Red Nose function but you are raising funds to donate to Red Nose.

Suggested phrases include: *“funds raised will go to support the work of Red Nose”* or *“proudly supporting Red Nose”*.

The level of support for Red Nose must also be stated. For example, *“all funds raised”* or *“after costs, all funds raised”*.

On approval of your Community Fundraising Application, Red Nose will provide you with a copy of the Red Nose logo for use on materials, products and promotional material for the fundraising activity or event. Red Nose must approve the use of the logo on any products and promotional material prior to publication. A minimum of 7 days notice to Red Nose is required for approval.

Speakers and Assistance

Red Nose may be able to provide you with a speaker or have a Red Nose representative at your activity or event, depending on availability.

Requests for speakers need to be received at least 21 days prior to the activity/event and you should give us as much information as possible such as demographic of audience, topics, and time requirements. Please let us know if you would like a speaker or representative.

Red Nose may be able to provide the following to support your event:

- Red Nose banners and posters;
- donation tins and donation items;
- merchandise and balloons

In most cases, Red Nose cannot provide assistance with:

- gifts or prizes with your fundraising activities;
- applying for relevant licences, permits or insurance;
- staff to run the activity or event;
- sales of tickets, products or services on your behalf; or
- financial contributions to any activity or event related materials or equipment.

Discuss with your Red Nose Community Fundraising Coordinator for more information.

Where possible, Red Nose will endeavour to assist you publicise your activity or event through our social media accounts. If you have a website or social media accounts, please let us know so we can share or link to them.

Due to the nature of our work, it is sometimes inappropriate to promote certain activities or events on our social media accounts. Whilst we will endeavour to assist you publicise your activity or event we cannot guarantee any level of assistance/publicity.

Is it OK to approach Red Nose Supporters/Partners for involvement in Community Fundraising activities?

No, Red Nose has many corporate partners and sponsors that support the organisation all year round. As these companies are already very generous supporters of Red Nose and are approached frequently throughout the year, we ask that you do not approach these companies. These companies are listed on the Red Nose website.

Insurance, Liability and Administration

The Organiser is solely responsible for the fundraising activity or event and must ensure that the activity or event is appropriately covered. You may need to obtain public liability insurance, so please seek independent advice.

Red Nose is not liable for, and the Organiser indemnifies Red Nose against, any claims, losses, damages or costs incurred directly or indirectly as a result of the activity or event, including for personal injuries or property damage.

The Organiser must:

- consider whether there are likely to be any hazards at the activity or event and put appropriate measures in place to minimise risk and injury;

- seek the required permits relating to activities including but not limited to raffles, lotteries, auctions etc., in your state;
- register with the relevant state government authority if you intend on raising over \$10,000;
- collect, hold in a secure environment and reconcile the funds relating to any fundraising activities undertaken;
- keep accurate financial records, including the retention of receipts and invoices relating to expenditure;
- aim to maintain costs at no more than 40% of the total income;
- pay any invoices relating to your expenses and ensure that they are not to be addressed to Red Nose;

The information you supply to Red Nose will also be provided to the relevant government agencies in your state upon request should licences be required.

Tax Receipts

Donations of \$2 and over are tax deductible.

You cannot claim a tax deduction on behalf of others. If you are submitting donations from other persons on behalf of your activity or event, you as the Organiser will receive a *proceeds of fundraising* receipt. This is not a tax deductible receipt.

If attendees at your activity or event would like a tax deductible receipt for a cash donation receipts can be issued by:

- donating online at <https://rednose.com.au/donation>
- recording and supplying Red Nose with donor details including: name, phone, address

and email address, amount donated (financial reconciliation must balance) and a receipt will be sent directly.

- calling our fundraising team on 1300 484 480

Please be aware that tax deductible receipts cannot be issued for ticket purchases (e.g. raffles), entry to a fundraising activity, donations of goods or services and auction purchases.

For more details see the ATO's website: www.ato.gov.au/nonprofit

After the Event

It is very important that you:

- Return the funds raised to Red Nose within 14 days of the activity or event. Funds must be forwarded via direct deposit or bank cheque. You must immediately notify your Red Nose Community Fundraising Coordinator when direct deposits are made along with the reference provided; and
- return all materials that we may have loaned you for the activity or event the following business day after the activity or event, unless alternate arrangements have been made;

Please share with us any photos, stories or footage from your activity or event which you are happy for Red Nose to share through our marketing and communication activities.

Acknowledgement

Only once funds are received (and all materials returned), we can prepare and send you a thank you letter for your generous support and a tax receipt (if applicable).

For more information on Red Nose please contact

Phone: 1300 484 480
Email: fundraising@rednose.com.au
Website: www.rednose.com.au