



FUNDRAISING GUIDELINES

These fundraising guidelines provide the conditions of fundraising for Motor Neurone Disease Australia (ABN 52650269176) "MND Australia". All individuals, organisations or groups who intend to raise funds for MND Australia agree to these conditions in planning and running all fundraising activities.

Processing your submission to fundraise

Thank you for choosing to fundraise for MND Australia. Please note that we will review your fundraising page to ensure that it meets our community expectations.

On what basis are submissions to fundraise reviewed?

- Our review process includes:
- Ensuring we have sufficient written information, the activity aligns within our fundraising and ethical guidelines
- it does not involve unnecessary risk, and
- it will provide reasonable return.

Should your submission to fundraise not align with our guidelines, we reserve the right to remove the fundraising activity from our website.

Naming your event

You may wish to come up with a fun and catchy name for your event. Please be aware there are sensitivities around MND. Promotion of activity that encourages MND risk factors may need to be adjusted to align with our ethical guidelines. We'll make every effort to help you come up with the right language, but we do deserve the right to review the suitability of your event name.

Are there any activities that MND Australia will not approve in terms of community fundraising?

All fundraising activities approved by MND Australia must comply with all relevant Australian Federal and State Laws. Whilst we appreciate all efforts to fundraise, there may be some activities which do not adhere to our fundraising and ethical guidelines and would therefore not be accepted. These include, but are not limited to, any fundraising activities:

- That promote gambling, alcohol, smoking and tobacco
- That promote fundraising via the sale of alcohol directly to the public
- That promote/exhibit any nudity, semi-nudity or sexual imagery
- That promote violence in any form or cruelty to animals

- That results in a potential negative impact on the environment
- That involves high-level personal or public risk (as in the actual activity)

Where any MND Australia logo is used for packaging of a product or on a product and sold in a retail environment without the established corporate partnership agreement

RESPONSIBILITIES AND EXPECTATIONS

As an MND Australia Community Fundraiser

The community fundraiser is the actual person, contact, and/or organisation responsible for running the proposed event or activity and should not represent themselves as a paid employee of MND Australia. It is important that the event or activity is recognised as being run to support MND Australia.

As outlined in our privacy policy, MND Australia is legally bound to only share details of the event or activity direct with the community fundraiser.

What are the responsibilities of an MND Fundraiser?

The Fundraiser:

- Shall not undertake any door to door, street sales or telephone-based approaches for donations to be made in connection with the activity.
- Is responsible for the coordination and management of the activities, associated licenses, required insurances, publicity, and communications with MND Australia and the community, procurement of prizes, services, volunteers and personal.
- Assumes full responsibility for managing the activity in an appropriate way and that the event is conducted and promoted in the organiser's name.
- Accepts and is responsible for minimising any risk associated with the fundraiser and is responsible for the safety of the event, volunteers and personnel and that it has the required minimal level of public liability cover.

- Will be required by MND Australia to arrange their own public liability insurance specific to the activity.
- Must disclose any prior or current criminal convictions for financial fraud before approval is awarded.
- Ensure any children involved in collecting, handling, or managing funds:
 - Are at least 8 years old if volunteering and at least 13 years old if being paid.
 - Do not participate for more than five hours or later than 8:30pm on a school day or more than six hours on any other day, and
 - That they are under the supervision of a responsible adult over the age of 18.
- If you, as a registered community fundraiser, have not raised any funds in 12 months, we reserve the right to remove your fundraising page from our website.
- Ensure any statements or representations you make about your donation to MND Australia must be true and not misleading or deceptive, or likely to mislead or deceive. For example, you must not say all proceeds will be donated to MND Australia if that is not the case.

Are there any financial and administrative responsibilities as a Community Fundraiser?

When you agree to become an MND Australia Fundraiser, you agree to be responsible for the administration and instances related to the staging or conduct of your activity. It will be your responsibility to:

- Obtain whatever required permits relating to activities such as raffles, lotteries, auctions etc.
- Collect, hold all funds collected in a secure environment and reconcile the funds relating to any fundraising activities undertaken.
- Ensure that when counting funds, there are two people present.
- Record all expenses and income in a log for the event or activity.
- Aim to maintain costs for your event 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 MND Australia or are paid with any money you have represented as being raised for MND Australia.
- You must be clear about the funds you are raising for MND Australia. If you are selling products or merchandise, you must state expressly the dollar amount you donate to MND Australia per product sold. You should not represent that all profits or proceeds are being provided to MND Australia if you are deducting your costs.

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Legal responsibilities

- Ensure the event is conducted in accordance with all relevant Australian Federal and State Laws.
- Organise insurance requirements e.g. public liability cover – MND Australia cannot issue their public liability for your fundraiser.
- Obtain other licences required e.g. local council approval.
- Ensure the event is recognised as being run to support MND Australia and therefore properly account for all funds and keep appropriate records, and ensure activities and actions are appropriate.
- The information you supply to MND Australia will also be provided to the relevant government agencies in your State/Territory upon request, should licenses be required.

How should I promote my association with MND Australia?

Please state “Proud Community Supporter of Motor Neurone Disease Australia”. We also have a community supporter logo that you can use to show association with MND Australia, provided such use complies with the Brand Guidelines we provide to you.

It is important to be transparent and make it clear that you are representing your fundraising activity and that your event is not run by MND Australia.

Tax-deductible and non-tax-deductible receipts

The issuing of tax-deductible receipts is based on conditions outlined by the Australian Taxation Office (ATO). In summary:

- Tax-deductible receipts may be issued when a payment results in the receipt of a good or service or ticket, or the donation is not deemed to be unconditional. e.g. recognition of sponsorship, as this is not classified as a donation or gift. This also relates to purchasing raffle tickets, entry fees or auction items and sponsorship. Please refer to the ATO www.ato.gov.au for further information on tax-related matters.

Official MND Australia receipts:

- Donations of \$2 and over are tax-deductible.
- Upon receiving donations through our website, the donor will receive an automatic tax invoice sent to their nominated email address.

Consent to share images and messages

You, as the Community Fundraiser, give consent to MND Australia to use all photos, videos, quotes and stories shared with MND Australia. It is your responsibility to ensure all persons in the photos give consent. You can withdraw your consent at any time by letting us know.

State and Territories regulators

ACT – Access Canberra: www.accesscanberra.ac.gov.au and ACT Gambling and Racing Commission (for raffles and gaming): www.gamblingandracing.act.gov.au

NSW – Office of Liquor, Gaming and Racing: www.liquorandgaming.nsw.gov.au

SA – Consumer and Business Services: www.cbs.sa.gov.au

QLD – Office of Fair Trading: www.fairtrading.qld.gov.au and Office of Liquor Gaming and Racing (for raffles and gaming): www.olgr.qld.gov.au

TAS – The Liquor and Gaming Branch, Tasmanian Gaming Commission: www.gaming.tas.gov.au