

Fundraising Guidelines

For supporters fundraising for Peter Mac

Support from fundraisers in our community assists Peter Mac deliver vital cancer research and develop more effective treatments for those with cancer. We value the energy, enthusiasm and effort you make on our behalf.

These guidelines outline your obligations in fundraising for us. Please read them before submitting a completed *Fundraising Activity Application* form.

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On behalf of Peter Mac and the patients we care for, thank you for your interest in supporting the Peter MacCallum Cancer Foundation through a fundraising activity.

1 YOUR RESPONSIBILITY

The “Fundraiser” means the individual or organisation approved to hold a fundraising activity in support of the Peter MacCallum Cancer Foundation (“Peter Mac” or “Foundation”).

Before commencing any fundraising activities for Peter Mac, the Fundraiser is legally required to gain approval and authorisation from the Peter MacCallum Cancer Foundation.

Once your activity is approved, the Foundation will provide you with a letter giving confirmation of your legal authority to fundraise on its behalf.

Approval will be granted when the Peter MacCallum Cancer Foundation:

- 1 Has received a completed and signed *Fundraising Activity Application Form*.
- 2 Is satisfied that the fundraising activity will produce a reasonable return (if relevant, after expenses have been deducted).
- 3 Is satisfied that the fundraising activity fits in with the aims and values of Peter Mac and complies with the *Fundraising Guidelines*.

The Fundraiser must:

- 1 Be responsible for all organisational aspects of the fundraising activity. This may include soliciting prizes, ticket sales, organising publicity or providing goods and services.
- 2 Keep Peter Mac updated throughout the planning for the activity.

Once the authority to fundraise is issued, these guidelines will form the basis of the terms and conditions of the fundraising activity. You are always welcome to contact the Foundation office for any advice or questions.

1.1 YOUR LEGAL OBLIGATIONS AS A FUNDRAISER

All fundraising activities must comply with all relevant Australian Federal and State laws. In Victoria, Peter Mac and those fundraising for Peter Mac must adhere to the *Fundraising Act 1998*.

Other regulations you should be aware of relate to gaming (raffles), liquor licensing, and preparation of food. The Fundraiser must comply in the following ways:

- Abide by all relevant legislation and apply for all permits and authorities that may be required. Visit www.consumer.vic.gov.au and go to the Fundraising section for further information.
- Provide Peter Mac with all monies raised within 30 days of the activity. Peter Mac will send a letter acknowledging funds received.
- Provide Peter Mac with an accurate, detailed record of income and expenses associated with the activity and copies of receipts or invoices for all expenses within 30 days of the activity.
- Provide Peter Mac with an accurate record of donations - ask us for a template - so tax-deductible receipts can be provided at the conclusion of the Fundraiser’s activity.
- The financial aspects, fundraising, raffles, auctions, record-keeping and management of the fundraising activity are the responsibility of the Fundraiser. Different States have their own legislation, which the Fundraiser needs to be aware of before they start fundraising.

2 FINANCIAL MANAGEMENT & GOVERNANCE

The Fundraiser must not incur any expenses in the name of Peter Mac.

Peter Mac requires that you maintain and provide detailed records relating to your activity, including copies of all invoices and receipts within 30 days of the activity. Reasonable expenses can be taken out of the gross proceeds, but these should not exceed 40% of the gross proceeds. Of course, you may choose to donate any expenses and give 100% of gross revenue to Peter Mac.

To help Fundraisers control their budget, Peter Mac will provide a template with some common expense and revenue items, which can be easily tailored to suit your activity.

2.1 PUBLIC LIABILITY INSURANCE

Peter Mac does not provide public liability insurance for Fundraisers.

The Fundraiser is responsible for obtaining adequate public liability insurance in respect of the fundraising activity (including all components involved in the staging of the activity). The Fundraisers must, if requested by Peter Mac, supply to Peter Mac proof of that insurance.

2.2 TAX DEDUCTIBLE RECEIPTS

Peter Mac can provide official tax-deductible receipts for monetary donations of \$2 or more towards approved fundraising activities. To be tax-deductible, a donation must be a gift where the donor receives nothing of material value in return. Peter Mac cannot issue any receipts until donations are received by Peter Mac.

Raffle tickets, event entry, auction items, event sponsorship or donated goods or services are not eligible for a tax-deductible receipt.

2.3 CASH HANDLING

At any activity where cash is changing hands, procedures must be put in place to keep cash secure.

- Peter Mac requires that cash is counted by two people in a private, secure place at or immediately after the activity. Both people are required to sign the Cash Reconciliation form to confirm the total counted.
- If volunteers are selling merchandise or raffle tickets at the activity, nominated individuals should collect cash from volunteers at regular intervals to reduce security risk. Volunteers should sign a record of the amount of cash taken from them. There should then be a final collection from all volunteers at the end of the activity.
- Fundraisers who expect to collect cash donations at their activity should provide adequate secure containers for receiving cash such as a lockable petty cash tin or similar.
- If the money can't be paid into a bank immediately, the cash must be held somewhere securely.
- All funds should be sent to Peter Mac within 30 days of the activity.
- It is recommended that no cash invoices are paid at the activity unless prearranged with a supplier or the venue. Receipts must be collected at the time of any cash payment.
- Depending on the nature of the activity there might be other issues around the handling of cash – don't hesitate to contact the Peter Mac Supporter Activities team with any questions.

2.4 TICKET SALES

Peter Mac recommends that, where possible, tickets are pre-sold. This will assist you in planning, act as a predictor of your events success, and reduce the amount of cash to be collected at the activity.

Tickets should be individually numbered, and the number of tickets sold reconciled with the cash taken. Any unsold tickets should be returned to you, the Fundraiser, so that these can be reconciled.

2.5 RAFFLES

There are several key parts of the law that apply to all raffles, big or small, and it is important that the Fundraiser complies with these. Visit the Victorian Commission for Gambling Regulation www.vcgr.vic.gov.au to find out your responsibilities in running a raffle.

100% of net raffle proceeds must be forwarded to Peter Mac. We strongly encourage you to seek donated prizes where possible.

2.6 AUCTIONS

Peter Mac encourages Fundraisers to set a reserve on all live and silent auction items (at least 50% of the retail value) to ensure their fundraising is maximised and guests are encouraged to bid. This also ensures the organisations or individuals who have donated goods feel their contribution has counted towards the end fundraising result.

100% of net auction proceeds must be forwarded to Peter Mac. We strongly encourage you to seek donated prizes where possible.

2.7 FOOD HEALTH

The Fundraiser is responsible for adhering to relevant legislation if the activity involves the sale of food for human consumption. Food safety is vital, from preparation and handling to storage and sale. Visit www.health.vic.gov.au/foodsafety/ for full details.

2.8 SUPERVISION OF CHILDREN

The Fundraiser must ensure that their activity is properly and adequately supervised, especially where children are involved. This includes:

- Providing adult supervision.
- Checking that the child's parents/guardians have given their permission for their child to take part.
- Carrying out appropriate background checks if adults are to have unsupervised interaction with children.

3 THE PROMOTION AND MARKETING OF YOUR ACTIVITY

Generating publicity before your fundraiser starts is a great way to help raise funds, increase ticket sales, get local support and raise awareness about the Peter Mac.

Peter Mac has many wonderful supporters who coordinate a variety of fundraising activities throughout the year. Due to the large number of supporter activities, our resources are limited. Please note the following:

- Peter Mac is unable to distribute press releases or organise media coverage for Fundraiser's activities.
- Peter Mac can post information about your activity on its website, pending approval.

- Peter Mac is generally unable to provide a representative to attend activities. If you have this need, please discuss this with our Supporter Activities team.
- Peter Mac is unable to promote Fundraiser activities to its database.

The Fundraiser needs to comply with the following:

- The Fundraiser is not authorised to speak on behalf of Peter Mac, only about their fundraising activity.
- The Fundraiser must not approach the media without prior approval.
- All media materials and press releases must be approved by Peter Mac Supporter Activities team prior to circulation.
- It is essential that Fundraisers contact Peter Mac to gain approval before they contact or approach any public personality or celebrity.
- Telemarketing, door-knocking and the soliciting of donations in public places are not permitted.
- Any communications produced by the Fundraiser must specify the percentage of funds that will go to Peter Mac.

3.1 USE OF THE PETER MAC BRAND AND LOGO

3.1.1 Peter Mac brand

The Fundraiser has a responsibility to make it clear that the fundraising activity is not Peter Mac's, but an activity to raise funds to support Peter Mac. Do not use the name of Peter Mac in any way that would reduce respect for the Peter Mac brand. Take care to avoid doing anything that might cause confusion in the mind of the public between your fundraising activity and Peter Mac.

A fundraising activity supporting Peter Mac must not:

- Devalue the Peter Mac brand or be inconsistent with its brand positioning.
- Bring the Peter Mac brand into disrepute.
- Grant an endorsement of any company, product or service.
- Grant general, comprehensive exclusivity to any single company, product or service.

The correct terminology in using the Peter Mac name is "Peter Mac" or "Peter MacCallum Cancer Centre" or "Peter MacCallum Cancer Foundation. No alternatives or abbreviations can be used.

Fundraisers cannot use Peter Mac in the title of the activity eg 'The Peter Mac Gala Ball' or the 'Run for Peter Mac' as this implies the activity is organised by Peter Mac.

The Fundraiser is responsible for accurately communicating the nature of the relationship with Peter Mac to its consumer base. Appropriate wording:

- "Proudly supporting the Peter MacCallum Cancer Centre (or Peter Mac)" or
- "Funds raised will go towards funding the best and most promising cancer research at Peter Mac"

3.1.2 Peter Mac logo

Fundraisers are not permitted to use the Peter Mac logo at any time.

A Peter Mac “supporter” logo is available.

Requests to use this logo will be evaluated on an individual basis and approval is at the discretion of Peter Mac. If logo use is granted, any marketing materials using the logo must be submitted to Peter Mac for approval, prior to production or circulation.

4 APPROACHING COMPANIES FOR CASH SPONSORSHIP OR PRODUCT DONATION

Sponsorship is a great way to boost your fundraising efforts. However, with corporate organisations, it is possible that Peter Mac has already made an approach for sponsorship. As such, if you wish to approach a corporate sponsor for cash sponsorship or product donation, please check with Peter Mac first, so as not to jeopardise any potential sponsorship approach by Peter Mac. Please provide a copy of your sponsorship proposal for approval at this time.

You must not approach any business:

1. That receives significant revenue from the tobacco industry.
2. Whose primary business is the manufacture or distribution of any product or service known to cause cancer or increase cancer risk (such as solarium and asbestos).
3. That produces goods that claim to reduce the risk of cancer or offer health benefits (such as vitamins or food products) unless there is sufficient scientific evidence to support such claims.
4. That has been convicted or fined for criminal offences within the past 10 years.

Peter Mac acknowledges however that you may unknowingly receive donations from such companies and private persons employed by such companies.

If required, Peter Mac can provide written confirmation to the company for any donated goods and/or services for the fundraising activity which states the item and retail value of the goods or services.

5 CAUSE-RELATED MARKETING (CRM)

Individuals or businesses can partner with Peter Mac by donating a percentage/fixed amount from the sale of a selected item or product (eg. CD, book or food item) as part of their regular course of business. Please contact the Foundation directly to discuss a Cause-Related Marketing Agreement.

6 SAYING THANK YOU

It is important to thank each and every one of your supporters. Whether it’s a verbal thank you when you receive their donation, or an email, letter or phone call – your donors will appreciate this recognition and may even spread the word about your fundraising activity.

Peter Mac can provide a sample thank you letter that you can adapt for your supporters.

7 DISCLAIMER

Whilst Peter Mac does offer advice and support for external Fundraisers, the Peter MacCallum Cancer Centre and Peter MacCallum Cancer Foundation is not to be recognised as the organiser of these events. As a consequence, all issues involving financial and public liability and public safety are the total responsibility of the Fundraiser. Peter Mac will not be liable for any expenses occurred in running or promoting the event.

Fundraisers are not employees or agents of Peter Mac, nor are they acting in any other representative capacity of Peter Mac. Fundraisers undertake fundraising activities at their own risk. Responsibility for insurance rests with the Fundraiser.

Peter Mac reserves the right to assess each application to raise funds on its behalf and decline if necessary. It also reserves the right (in its absolute discretion and without having to provide any reasons) to withdraw its approval for the Fundraiser's activity at any time, including where it appears that there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Peter Mac reserves the right to decline or withdraw approval of an application with the Fundraiser, should the other party participate in activities that may undermine the reputation of Peter Mac.

Unless specifically negotiated, approval of a Fundraising Activity does not imply exclusivity and Peter Mac reserves the right to enter into similar arrangements with other Fundraisers, subject to the same criteria.