

Community Fundraising Guidelines

**Thank you for your interest in fundraising
to make an impact for Queenslanders to live well with epilepsy**

These Guidelines will assist you with any obligations and requirements around planning your fundraising activities and generating community awareness for Epilepsy Queensland. Before you commence fundraising, please review the following, and if you have any questions at all please contact our Fundraising Team.

Welcome

The ideas for fundraising events or activities are endless, make it as big or as effortless as you want, what are your passions or hobbies? The choice is yours! Remember to keep it fun and the simplest ideas are often the best! Don't forget to plan what your fundraiser will look like, and what your fundraising goal will be. Encouraging others to help you – many hands make light work!

Visit myimpact.epilepsyqueensland.com.au for fundraising ideas, FAQ's, tips, resources, and to create your online fundraising page today! There are many benefits to fundraising online in addition to your event or activity.

myimpact.epilepsyqueensland.com.au provides you with the tools to easily create a personalised, secure, online fundraising webpage.

Supporters can donate directly to your fundraising page; this means you do not need to handle any cash and your donors are immediately emailed their tax-deductible receipt.

You can share your page via email or social media; track your progress; upload images or video; blog your fundraising story; and your donors can leave messages of support and encouragement.

If you are not interested in having an online fundraising page, we ask that you register your event with our Fundraising Team, you will receive access to advice and support, tips and resources, and more!

Chat with our Fundraising Team about your fundraising ideas on 1300 852 853 or fundraising@epilepsyqueensland.com.au.

Getting the most out of your fundraising...Be social !

Promotion is key to a successful fundraiser. We will equip you with posters, impact sheets and our community fundraiser logos to use to encourage your networks to support you. By sharing updates on social media or via email (including a link to your fundraising page), it will encourage others to support you in the lead up to the event. Think about the networks you have (online and offline) and how you can share the opportunity to gain their support.

Don't forget to thank those personally for their donations, especially via social media (this is a great way to encourage others to donate too). We would love to share your fundraiser with our community too, so make sure you recruit someone to take photos on the day!

How can we help?

Epilepsy Queensland may assist you with the following:

- Provide guidance and suggestions, including advice on budgeting and legal requirements so you can make the most of your event.
- Supply Epilepsy Queensland information brochures, posters, collection tins and/or merchandise, costs may apply.
- Generate tax invoices or receipts for those wishing to give offline tax-deductible donations (\$2 and over). Please note that tax deductible donations *cannot* be used to cover expenses of your fundraiser.
- Acknowledge your fundraising activity in our email and social media communications.
- Supply an Epilepsy Queensland representative to attend and/or speak at your event, depending on time, location, availability etc.
- Provide advice on how to easily set up your very own fundraising webpage via: myimpact.epilepsyqueensland.com.au
- Provide on request a Letter of Authority to Fundraise. By having a letter of Authority to Fundraise, businesses and individuals will feel more secure in donating, knowing it is an officially approved fundraiser and that the funds will be safely donated.
Use your letter when approaching businesses to request a donation of goods, services or vouchers that you can use to raise funds as prizes or raffle items. This is a great way to keep the costs of your fundraiser down.

Your support is most welcome; however, Epilepsy Queensland is unable to:

- Reimburse or pay expenses incurred as a result of your event/activity. Please note expenses can be covered by sponsorship and/or private contributions. The Fundraiser can deduct necessary expenses from the proceeds of the event, provided they are properly documented. (Total expenses must be less than 10% of total proceeds).
- Provide access to our database of corporate partners, sponsors and/or supporters (due to privacy legislation)
- Source auction, raffle, or prize items on your behalf
- Any other general assistance in organising and marketing your event
- Allocate Epilepsy Queensland staff to work at your event
- Provide Public Liability Insurance to cover your event.
It's great peace-of-mind to be prepared. Taking out the appropriate type and level of insurance for your activity is strongly recommended. We recommend partnering with a local community group such as Lions Club or Rotary who may have public liability insurance you may use.
- Applications for permits, licenses, or insurances required (these are the responsibility of the fundraiser)

Your key responsibilities

Ensure that your fundraising event/activity does not:

- Promote a high level of personal or public risk
- Be interpreted as rude, offensive, or inappropriate
- Go against Epilepsy Queensland's values

As the organiser of the fundraiser, you must accept and adhere to the guidelines in this document, including:

- Accept full responsibility for ensuring that your activity is safe, legal, and appropriate to our organisation.
- Accept full responsibility for the coordination and management of the activity, volunteers, associated finances, prizes, publicity, and all communications with Epilepsy Queensland and guests/participants/supporters of your activity.

- As your activity is not an official Epilepsy Queensland activity, but rather is a personal activity to raise funds for the organisation, you must make it clear that you are independently raising funds to support Epilepsy Queensland.
- Understand that Community fundraising activities are not covered by Epilepsy Queensland's insurance, including public indemnity, workers' compensation for workers, nor personal accident insurance for volunteers and third-party property insurance. Epilepsy Queensland will not be held responsible for any damages as a result of the approved fundraising activity.

To ensure your fundraising event/activity complies with relevant Commonwealth and State legislation and local government regulations, you are responsible for:

- Complying with Queensland Office of Gaming Regulations and/or Office of Fair Trading Collections Act to ensure that your fundraising activities are in accordance with current laws.
This includes raffles for which we can provide separate guidelines and a **Raffle Application Form** which must be submitted to Epilepsy Queensland for approval.
- Applying for any licences, permits, and relevant insurances including liquor, gaming, street collection, door to door collections, face to face fundraising in public spaces, and local council.
- Undertaking risk assessment and management. It is vital for the safety of your participants that risk is managed e.g. first aid services, security, fire safety, approved suppliers, etc.
- Complying with and maintaining appropriate food preparation, handling and safety standards. For more information please visit https://www.health.qld.gov.au/data/assets/pdf_file/0024/441528/fundraising-events.pdf
- Where there are children involved in your fundraising event, ensure that specific considerations be given to the welfare of, and minimising the risk of harm to, any child at that event.
(These considerations may include (if applicable) language; supervision of children; physical or one-on-one contact with a child; behaviour management; smoking, alcohol consumption and the use of medications or drugs around children; general safety; managing any injuries or illnesses; privacy)
- You will not behave, nor allow behaviour to occur, that would put Epilepsy Queensland's reputation into disrepute.
- Ensuring that funds raised are recorded, collected, and retained in a secure manner. All funds must be submitted to Epilepsy Queensland within 14 days of the completion of the activity.
- Returning promptly any donations (cash/goods/vouchers) collected on behalf of Epilepsy Queensland which were not utilised at the event/activity.

Use of name / logo

You are welcome to use Epilepsy Queensland's supporter logo, which is available on request or for download from our website myimpact.epilepsyqueensland.com.au. Always use the original, provided artwork and please do not modify it in any way.

Please forward a copy of all documents and promotional materials using the supporter logo and/or Epilepsy Queensland's name, for approval.



In naming your event/activity, please do not use 'Epilepsy Queensland' in the title. Instead, please identify Epilepsy Queensland as the beneficiary of your fundraising event/activity:

- “Proceeds donated to Epilepsy Queensland”
- “Proudly supporting Epilepsy Queensland”
- “Funds raised will be donated to Epilepsy Queensland”



Any advertising material related to fundraising events or appeals must:

- Clearly state your name
- Not be likely to cause offence to any person, and not be misleading

Media

The personal approach is always the best way to get the attention of media if you wish to publicly promote your event/activity. We encourage you to contact your local newspaper and/or radio station. We can assist you with additional information about epilepsy and Epilepsy Queensland's services and programs to provide to them. Please note that all media releases mentioning Epilepsy Queensland will also require approval prior to circulation.

We recommend having a chat with our Communications team first who will approve your media release and offer assistance around approaching your local media who may cover your fundraiser, pr@epilepsyqueensland.com.au.

Should photos be taken at your event/activity, always ensure you have requested the permission of the subject/s (or parents if under the age of 18) so that the photos may be used for future promotional purposes.

Sponsorship

Epilepsy Queensland has existing relationships with a number of sponsors and supporters. We kindly ask that you advise us of potential sponsors and businesses that you are contacting to avoid any conflict of interest.

Issuing Tax Deductible Receipts

If you receive cash from a donor, you may make the donation in their name and email, direct to your online fundraising page. A receipt will be automatically issued as a result.

Alternatively, all cash donations can be banked with Epilepsy Queensland. If you have cash donations to bank, we can provide you with a Receipt Record Sheet and our bank details. Contact our office and we will issue an official tax-deductible receipt after the end of your fundraising appeal.

What is tax deductible?

- Donations over \$2 made by an individual or organisation

What is not tax deductible?

- Lump sum collections
- Purchases that receive something in return, such as a ticket, gift, merchandise, or raffle tickets
- The cost of attending fundraising events

Resources available:

- A letter of authority to fundraise.
- Donation receipt forms, for all offline donations over \$2
- Raffle guidelines and application form
- Donation boxes and merchandise, at a cost.
- Epilepsy fact sheets, brochures, posters
- Visit myimpact.epilepsyqueensland.com.au for downloadable and printable resources.

Stay in touch

We enjoy sharing your enthusiasm in fundraising for Epilepsy Queensland and invite you to contact a member of our Fundraising Team to discuss your fundraising goals and activities, or if you have any questions about the Community Fundraising Guidelines.



Thank you for taking this positive approach to support Epilepsy Queensland and we look forward to hearing from you soon!

THANK YOU!