



## Send Hope Not Flowers Fundraising Guidelines

Send Hope Not Flowers welcomes the efforts of groups and individuals who wish to help us raise funds to combat, and increase awareness around, maternal mortality.

On behalf of mothers who are able to give birth safely as a result of our efforts and interventions, we express our sincere thanks.

Because we are a small group of volunteers, we hope you can appreciate that we can neither manage nor monitor all fundraising activities undertaken on our behalf. Instead we ask that you coordinate your fundraising activities on our behalf within the following guidelines.

### **Should I contact Send Hope Not Flowers before organising my fundraising activity?**

Yes please! Please email us at [tara@cmxadvisory.com.au](mailto:tara@cmxadvisory.com.au) if you have a plan to raise money on our behalf.

### **Will Send Hope Not Flowers approve my fundraising activity?**

Your fundraising activity will not be an official Send Hope Not Flowers activity.

We cannot formally authorise you to act as a Send Hope Not Flowers agent and we will not be responsible for the management or conduct of your fundraising activity.

You will need to consider key matters such as insurance, venue hire and how you will collect donations safely. We will not be able to provide direct assistance with these matters and our insurance policies will not cover your fundraising activity.

### **What are the legal requirements?**

There are different applicable laws, including specific laws about fundraising, depending on which state or territory you will be fundraising in. It is your responsibility to make sure that you comply with all applicable laws covering things such as: obtaining permits or licenses where necessary, providing accurate information to the public and ensuring that you remit funds to us promptly.

We recommend that you take the time to read the information provided by the Australian Tax Office (or relevant tax office of individual countries) and that you contact relevant regulators directly with any questions you may have.

Please note in particular:

1. If your fundraising activity is connected with more than one state or territory, the legal requirements of each of these must be taken into account. For example, if you



fundraise over the internet, then the laws of all Australian states and territories may be applicable.

2. Some states and territories impose restrictions on children being involved in collecting funds.
3. Some municipal and shire councils impose local government requirements (for example, on door-to-door or street collections) which may be relevant if your fundraising activity takes place within their municipal areas.
4. If you are planning a raffle, lottery, competition or similar gaming activity, there are state and territory gaming laws that you will need to consider.
5. There are restrictions on the tax deductibility of donations associated with the supply of goods or services, including charity auctions and ticketed events. See the ATO website about this.

### **Can I use the Send Hope Not Flowers logo or other Send Hope Not Flowers resources for my fundraising activity?**

You can use our name by stating that the proceeds from your fundraising activity will be going to "Send Hope Not Flowers". You can request from us a PDF of our logo to use in promotion of your event.

There are also some resources available on our website. For example, if you have a webpage, you can create a link from your webpage to our website. (Please note that we do not create links from our website to websites of members of the public fundraising for us).

Where you use images sourced from other locations, you must only use photos and graphics as legally permitted and you should name the source of your images. You must also include a statement that these images are not endorsed by Send Hope Not Flowers. Such a statement can be as follows: "This picture is sourced from [insert source - eg. the Reuters website], on [insert date] and is not endorsed by Send Hope Not Flowers".

### **What information should I include when advertising my fundraising activity?**

We recommend that all of your communications (such as flyers, brochures, letters, media releases, etc) about your fundraising activity clearly specify:

1. The purpose of the fundraising activity, including the Send Hope Not Flowers appeal towards which donations will be attributed (eg. a fun run, luncheon, cake stall). Alternatively, where you are not fundraising for a particular Send Hope Not Flowers appeal, you should state that "proceeds will be donated to Send Hope Not Flowers, for its work"; and
2. the amount of funds raised that will be donated to Send Hope Not Flowers Australia (for example, "all proceeds after payment of costs of this event").



Some states have legal requirements about what information must be disclosed to prospective donors. Please refer to the information provided by the relevant regulator.

Please also clearly state that Send Hope Not Flowers is not involved in the organisation of your fundraising activity by including the following statement:

[Your name] supports the work of Send Hope Not Flowers [by raising funds for name of appeal]. Send Hope Not Flowers is grateful for the support of [your name] but is not involved in this fundraising initiative.

#### **Will Send Hope Not Flowers give me cash collection tins to use?**

We aren't able to provide cash tins for your fundraising activity.

#### **Can donors receive a tax deductible receipt?**

At this stage, Send Hope Not Flowers does NOT have tax deductible status and this should be declared to all potential donors.

#### **How should I collect donations?**

We recommend that you carefully consider the risks associated with collecting cash and, where possible, enable people to donate directly to us online by, for example, having a laptop set up at your fundraising event or asking people to write you a cheque instead.

Where you do receive cash, we recommend that you convert it to a bank cheque or money order as soon as possible.

Please do not bank it into your own bank account, as this is prohibited by fundraising laws in a number of jurisdictions.

#### **How and when should I provide the funds raised to Send Hope Not Flowers?**

You should remit funds raised to us as soon as practicable. If you are fundraising in Western Australia, this must be no more than 14 days from the date you receive funds.

Please securely post cheques, bank cheques and money orders to Send Hope Not Flowers, PO Box 9477 Deakin, ACT 2600 with details of the appeal for which the funds were raised and your contact details (in case we need to call you to clarify anything).



**Agreement**

Please indicate your acceptance of these terms of appointment by signing the below:

Executed by:

\_\_\_\_\_  
Signature of director

\_\_\_\_\_  
Name of director (print)

\_\_\_\_\_  
Date