



Community Fundraising Policy

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Version	3	Approved By	Board
Category	Organisational Performance	Approved Date	19 Aug 2020
Type	Funding	Review Date	19 Aug 2022

Purpose

Community fundraising activity can benefit this organisation.

Scope

This policy applies to all employees, volunteers, trainees, students gaining work experience, contractors and sub-contractors and all those who represent the organisation.

Definitions

The organisation, St Kilda Mums, we, us, our - St Kilda Mums Inc., also trading as Eureka Mums and Geelong Mums

'Community' (or 'Third Party') Fundraising is when an individual or group elects to coordinate or take part in an activity that will raise funds for the organisation.

Community fundraising can provide significant benefit to the organisation, particularly as the fundraiser does all of the 'leg work' in raising and returning funds, meaning that the organisation bears minimal financial or logistical burden associated with the activity.

Examples of Community fundraising include:

- Hosting a morning tea, garage sale or sausage sizzle, with all proceeds going to the organisation. This may take place at home, school, work or within a sports or community club.
- Taking part in a Community event such as a marathon, with the participant asking friends and family to sponsor their efforts as a donation to the organisation.

Policy

The Community fundraising activity can be approved, in accordance with this policy, by:

- The Fundraising Team (relating to St Kilda Mums, Geelong Mums and Eureka Mums)
- Geelong Mums General Manager (relating to Geelong Mums)

The following terms will apply to any fundraising activity:

- **Permission to Fundraise** - In every case the fundraiser must gain permission from the organisation to fundraise on its behalf and submit a 'Permission to Fundraise' form, available on our website: <http://www.stkildamums.org/help/fundraise-for-us/>. This protects both the organisation and the

fundraiser. Upon approval, the fundraiser will receive a 'Authority to Fundraise Letter' or confirmation email from the organisation.

- **Liability** - The fundraiser is solely responsible for their fundraising activity. This includes financial management, human resources, marketing, promotion, public safety, food safety, sponsorship, insurance and procurement along with the operational logistics required to manage the activity.
- **Tax Deductibility and Receipts** - it is not possible for the organisation to issue multiple receipts for donations made through third party fundraising activities after the event. If someone contributing to the activity would prefer to make a donation directly to the organisation, they should be directed to do so at stkildamums.org, geelongmums.org or eurekamums.org. Alternatively, the Fundraising team can provide Fundraisers with a link to create their own fundraising page which will automatically generate receipts for donors.
- **Use of Name and Logos** - The fundraiser is not permitted to use the organisation's name, logo or other part of our intellectual property on (including, but not limited to) any communications or material produced for the fundraising activity without the express written authority of the organisation. However, the fundraiser is permitted to state that the organisation is the beneficiary of the fundraising activity (e.g. "Proudly supporting St Kilda Mums" or "Proceeds go to Geelong Mums"). The fundraiser cannot use the organisation's name or logo to suggest, in any way, that the organisation is responsible for the activity (e.g. "The St Kilda Mums Raffle" or "Eureka Mums Fashion Parade").
- **Return of Funds** - the fundraiser will provide an indicative date for return of funds on their 'Permission to Fundraise' form. All funds raised should be returned within 14 days of the conclusion of the fundraising activity to the organisation in fairness to both the organisation and those who contributed to the funds. The organisation should be proactive in following up on funds that have not been returned.
- Prohibited fundraising sources - the charity shall not accept funds raised via or from:
 - Sports betting - e.g. horse racing, greyhound racing and boxing matches
 - 'Pokie' machines
 - Adult entertainment
 - any other activity deemed inappropriate and not in line with the organisation's values

Any deviation from the above policy requires CEO or Fundraising Manager prior written approval.

Review

This policy will be reviewed and updated every two years or sooner if required. It will be approved by the Board and readily accessible by all staff via the People & Policy App on Salesforce.

This policy will be published on the organisation's website.

Any questions in relation to the policy, please contact the CEO.

Reference Documents

The following documents are to be used in conjunction with this policy:

- Donation Acceptance Policy