

## FUNDRAISING GUIDELINES

Thank you for your interest in fundraising for the Hunter Breast Cancer Foundation Inc.

The Hunter Breast Cancer Foundation helps local people affected by breast cancer and their families. We do this through the generosity of our community. But with the ever-increasing diagnosis of women and men with breast cancer (in the Hunter) the services of the Hunter Breast Cancer Foundation are more in demand. Your assistance in raising additional support and awareness is most valued.

### How to raise funds for the Hunter Breast Cancer Foundation

The first step is to decide what type of fundraising activity you would like to organise for HBCF, considering the resources you have at hand and the number of people you will have at your disposal during the fundraising process.

Examples of activities that have been successful in the past include:

- Morning/afternoon tea at school or in the workplace
- Golf days
- Workplace lunchtime BBQ's
- Open garden, garden party or a fashion parade
- Pink Socks Sports Day
- Wear pink for a day (great for workplace and schools)
- Trivia night.

The following types of activities are not endorsed or permitted to be conducted on behalf of Hunter Breast Cancer Foundation

- Tin rattling at any venue
- Door-to-door fundraising
- Alignment with any pharmaceutical or tobacco organisations
- Telesales

Hunter Breast Cancer Foundation will not endorse any activities that may adversely affect the health of participants.

### How to register your event

Once you've decided on your activity, you will need to complete and sign the Fundraising Registration Form and send it to [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au).

We will usually provide a response within one week from the date of receipt. The Foundation reserves the right to decline any fundraising proposal.

If HBCF approves and registers your event we will provide you with an Authority to Fundraise letter. It is essential that this authority is attached to any correspondence that you send out requesting donations for your event.

An Authority to Fundraise letter will only be provided once we are satisfied that the proposed activity meets these Fundraising Guidelines.

## Understanding your responsibilities

The fundraising activity must be conducted in the name of the person or organisation named in the Authority to Fundraise letter (the Fundraiser). The Fundraiser, not HBCF, will be solely responsible for the co-ordination and management of the activity, along with any finances, prizes, publicity and/or goods or services required to run the activity. The Fundraiser must ensure that its officers, employees, agents, partners, volunteers, contractors and associates do not claim to represent HBCF, nor claim to have any authority to act on behalf of HBCF.

All fundraising activities must comply with all relevant National, State and Territory laws and regulations. In each State and Territory, there is a Charitable Fundraising Act or equivalent to which HBCF, and people fundraising on behalf of HBCF, must adhere. Other regulations you should be aware of, in particular, relate to liquor licensing and preparation of food. It is also your duty, as the Fundraiser, not to make false statements while seeking donations.

The Fundraiser indemnifies HBCF its employees and its volunteers against all liabilities, losses, costs and damages that any of them may sustain or incur as a result, whether directly or indirectly, of any:

- a. breach of the relevant charitable fundraising legislation by the Fundraiser;
- b. negligent, wrongful, or fraudulent act or omission by the Fundraiser; or
- c. physical injury (including death) to any person or damage to any property caused by the Fundraiser arising at or from the fundraising activity that is the subject of this Fundraising Activity Application Form.

## Income and Expenses

HBCF is not responsible for the management or record keeping of the fundraising activity, or for the commercial success or any debts incurred in the fundraising activity. The Fundraiser is responsible for any and all expenses associated with the conduct of the fundraising activity.

The Fundraiser must take all reasonable steps to ensure that total expenses payable from the fundraising activity do not amount to more than 40% of the gross proceeds generated from the activity.

HBCF cannot pay expenses incurred by the Fundraiser. The Fundraiser can deduct necessary expenses from the proceeds of the fundraising activity provided they are properly documented (total expenses must be less than 40% total proceeds).

Funds raised together with details of actual income and expenditure must be forwarded to HBCF within four weeks of the fundraising activity being held.

## Public liability insurance

It is the Community Fundraiser's responsibility to ensure adequate public liability insurance cover is held in relation to the fundraising activity. Public liability insurance protects you from costs that might arise if an incident occurs during the activity, even if you are not to blame.

### Activities which may be deemed risky

HBCF reserves the right to refuse to grant authority for activities that it deems are too dangerous or pose an unacceptably high risk to you or the public. This may include (but is not limited to) activities involving:

- dangerous activities
- parachuting or flying.

HBCF supports the responsible serving of alcohol. The Community Fundraiser must ensure HBCF is not aligned with any pharmaceutical or tobacco organisations.

HBCF will not endorse activities that may adversely affect the health of participants (for example, smoking) or which involve the use of firearms, explosives or fireworks. The Fundraiser must ensure that all fundraising activities comply with relevant Australian laws and regulations.

### Use of the HBCF logo

Use of the HBCF supporter logo may be permitted at HBCF's discretion and for a limited time. Any placement of the HBCF logo (by the Fundraiser or supporting commercial organisations) must be approved by HBCF.

### Use of the HBCF name

All printed promotional materials featuring HBCF name or logo need to be approved at the design stage by HBCF (prior to print and distribution). Once you receive the Authority to Fundraise letter from HBCF, you may use the following terminology on all promotional materials: "Proudly supporting HBCF". Example of correct usage: Breast Cancer Charity Dinner – Proudly supporting Hunter Breast Cancer Foundation Inc.

**Please ensure that you contact HBCF for approval of any media release, logo use, artwork, activity description or wording about HBCF before it is published or distributed.**

**Thank you for supporting Hunter Breast Cancer Foundation.**

**We rely on the generosity of the community and we are grateful for all contributions.**