

Community Fundraising Guidelines



Thank you for your interest in fundraising for Epilepsy Queensland. Your support of our mission to **bring epilepsy out of the shadows and optimise life for people touched by epilepsy** is greatly valued.



These Community Fundraising Guidelines have been designed to assist you with planning your fundraising activities and generating community awareness for Epilepsy Queensland.

There are regulations and guidelines that must be observed to ensure that all fundraising events and activities meet with Epilepsy Queensland's and state legal requirements. We ask that you read the **Guidelines for Fundraising**, complete the **Application Form**, and submit it to our Fundraising & PR Team for approval, before starting to fundraise.

Once your activity has been approved by Epilepsy Queensland, you will be provided with a **Letter of Authority** to fundraise on our behalf.



We encourage you to discuss your proposed fundraising event and/or activity with a member of our experienced and helpful Fundraising & PR team.

Epilepsy Queensland

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Welcome

There are many rewarding ways in which you can fundraise for Epilepsy Queensland, from simple activities to larger events. This also includes encouraging others to assist you – the more the merrier!

- Free dress day
- Morning/Afternoon teas or lunch
- Sausage sizzles (e.g. at shops or home)
- Raffles and auctions
- Film night
- Bowls/Golf day
- Fashion parade
- Gala ball or corporate function
- Participating in challenges
- Sell merchandise/raffles on behalf of Epilepsy Queensland in shopping centres and/or markets
- Make a donation in lieu of a birthday/anniversary party/gift, Christmas cards, etc.
- Purple Day for Epilepsy, 26 March.
www.epilepsyqueensland.com.au/purpleday

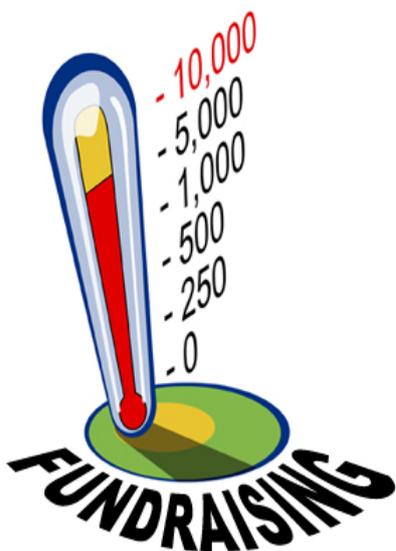
An estimated 100,000 Queensland children and adults will be diagnosed with epilepsy during their lifetime.

Your support assists Epilepsy Queensland to continue providing:

- Support and counselling services
- Education and information
- Family Support and Children's Programs
- Support groups and advocacy
- Training for health, education and disability workers.

Guidelines for Fundraising

Once your fundraising activity has been approved Epilepsy Queensland may also be able to assist you with the following:-



Provide guidance and suggestions, including advice on budgeting and all legal requirements so that you can make the most of your event.

Supply Epilepsy Queensland information brochures, posters, collection tins and/or merchandise.

Generate tax invoices or receipts for those wishing to give tax deductible donations (\$2 and over). To assist with this process, we can provide a **Donation Receipt Form** to record contact and donation details. Please note that tax deductible donations *cannot* be used to cover expenses.

Acknowledge your fundraising activity in our 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 an Everyday Hero fundraising webpage via www.everydayhero.com.au.

Everyday Hero provides you with the tools to easily create a personalised, secure, on-line fundraising webpage. Supporters can make donations to Epilepsy Queensland via your Everyday Hero fundraising page. You can circulate emails; track your progress; upload images or video; blog your fundraising story; and your donors can leave messages of support and encouragement.

Your support is most welcome, though 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 but excludes tax deductible donations.
- Provide access to our database of corporate partners, sponsors and/or supporters
- Source auction, raffle or prize items on your behalf
- Allocate Epilepsy Queensland staff to work at your event

Fundraising via Merchandise sales

Epilepsy Queensland has a variety of merchandise such as wristbands, pens, badges, torch key rings and awareness ribbons. Merchandise comes with or without a box for displaying on shop/office counters and can be supplied on consignment ie, sale or return upon approval.

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

- Ensuring that the event/activity is held in your name and that you are committed to taking responsibility for managing all aspects of the event/activity, including any GST implications.
- Complying with Queensland Office of Gaming Regulations and/or Office of Fair Trading Collections Act to ensure that your 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 for approval.
- Applying for any licences, permits, and relevant insurances including liquor, gaming, street collection, door to door and local council.
- Epilepsy Queensland is unable to provide public liability insurance for your fundraising activities (with the exception of some shopping centre activities).
- 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.
- Where there are likely to be children involved in your fundraising event, you 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

Being given approval for your event/activity does not automatically give you permission to use the Epilepsy Queensland name and logo on any communications and promotional materials.

If you wish to use Epilepsy Queensland's name and/or logo, please forward a draft copy of your documents for approval. A final copy of all materials must also be submitted.

Advice that Epilepsy Queensland is a beneficiary of your event/activity must be worded as follows:

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

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.

Should photographs 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 so as to avoid any conflict of interest.

Once your activity is approved we are able to provide you with the following if applicable: -

- A letter of authority to fundraise
- Donation receipt forms
- Raffle guidelines and application form
- Epilepsy Queensland fact sheets
- Request for contact from Epilepsy Queensland forms
- Fundraising/Merchandise reconciliation form which provides banking details.

Stay in touch

We enjoy sharing your enthusiasm in fundraising for Epilepsy Queensland and invite you to contact a member of our Fundraising & PR 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!