

Community Fundraising Kit



Thank you for enquiring about fundraising for Guide Dogs Victoria.

Fundraising is a fun and rewarding way for schools, clubs, community groups and individuals to support the vital work of Guide Dogs Victoria.

This Community Fundraising Kit is designed to help you organise your own fundraising event or initiative. It contains everything you need to know to get started including guidelines, activity suggestions and information about your responsibilities as a fundraiser.

If at any time you have any additional questions or need to organise items such as collection tins, please contact our Marketing Office Administrator **(03) 9854 4459** or email **caroline.d@guidedogsvicotria.com.au**



This community fundraising kit contains:

Information to get you started:

- **How your fundraising will help others**
- **So you've decided to fundraise – what next?**

The steps involved in planning a fundraising activity

- **Organising a fundraising activity**

Some handy tips on how to plan an activity or event

- **We can help!**

Ways in which Guide Dogs Victoria may be able to support your fundraising activity.

- **Use of the Guide Dogs Victoria name and logo**

Guidelines about the use of our name, logo and branding style in your communications.

- **Money matters**

How to collect and receipt donations and pay these to Guide Dogs Victoria.

- **Your Responsibilities as a Fundraiser**

The responsibilities you would take on as a fundraising organiser for Guide Dogs Victoria.

- **Other ways you can get involved**

There are many ways you can support Guide Dogs Victoria, which you may also like to consider at the conclusion of your activity

Forms for you to use:

[Fundraising Registration Form](#) to let us know what you are planning to do.

[Fundraiser Results Summary Form](#) to be completed and issued with the funds raised

[Donor Receipt Form](#) to organise tax-deductible receipts for donations over \$2



How your fundraising will help others



Guide Dogs Victoria is a premium provider of Orientation and Mobility services to Victorians who are blind or vision impaired. These services include Children's Mobility, Acquired Brain Injury Mobility, Intensive Orientation & Mobility and, of course, Guide Dogs.

All of our services including training, consultations, counselling, Guide Dogs, accommodation and meals are provided entirely free of charge to blind and vision impaired Victorians.

The primary aim of all our services is to enhance clients' safety, independence and quality of life at every stage of their life's journey.

Guide Dogs Victoria only receives around 7% Government funding, none of which is provided to cover the costs of breeding, raising and training Guide Dogs. We would not exist without the generosity of our supporters.

Here's how your fundraising can help:

\$85 will cover one day of intensive training for a person who is vision impaired to learn independent mobility with a Guide Dog or White Cane

\$140 will run a puppy training class

\$230 will buy a Guiding Harness

\$450 will buy adaptive handled cutlery for our residential training facility

\$1,000 will buy children's cooking kit for occupational therapy

\$2,000 will buy Instructor Kits for training and assessment

\$5,000 provides one month's veterinary care including materials, professional veterinary services and nursing for our Guide Dogs and dogs in training

\$10,000 makes it possible for us to hold six months work of educational activities across Victoria, raising awareness of Guide Dog Victoria's range of services to eye health professionals

\$30,000 will cover the full cost of sponsoring a working Guide Dog. Every Guide Dog costs the organisation around \$30,000 and up to two years to breed and train, however the impact they make to someone's life is PRICELESS.

Your community group can also sponsor its own Guide Dog Puppy! Puppy Sponsorship for community groups is available at levels of \$2,500, \$5,000, \$10,000 and \$30,000. For more information, please contact our Puppy Sponsorship Coordinator on (03) 9854 4468.



So, you've decided to fundraise... What next?

- Step 1** Decide what type of fundraising activity you would like to organise and determine what is required to host this activity.
- Step 2** Complete and sign the Fundraising Registration Form attached in this kit and post it back to us.
- Step 3** We will send you a Letter of Authority to confirm that we have received your details and have approved your fundraising activity.
- Step 4** Get ready to fundraise!
- Step 5** Within 30 days of finishing your event, send any funds raised together with the attached Fundraiser Results Summary Form back to Guide Dogs Victoria.
- Step 6** If any donors require a receipt, record their details on the attached Donor Receipt Form and send this back to us together with the funds raised. We will post receipts to each individual.
- Step 7** We will acknowledge your fundraising achievements with a thank you letter and certificate of appreciation

It's that simple! All of your raised funds will then contribute directly to the provision of vital services for Victorians who are blind or vision impaired.

DID YOU KNOW?

All of our organisation's administrative costs are covered by income generated from commercial activities, so you can be assured that your efforts are directly contributing to making a difference to the lives of people who have lost their vision.

We can help!

Once your fundraising event or activity has been approved, there are many ways we may be able to assist you.

ITEMS THAT WE CAN PROVIDE:

- Guide Dogs Victoria material and resources that you can use such as ID badges, stickers, signage and collection tins
- Approval to use our logo on authorised material
- Online banners to put on your website
- Tax receipts to donors
- A Letter of Authority to show that your event has our approval and is genuine
- A thank you certificate once your fundraiser is finished to acknowledge your support

HERE ARE A FEW IDEAS TO GET YOU STARTED:

- Gala ball, dance or dinner event
- Fashion parade or sale
- Talent quest or karaoke event
- Scavenger hunt
- Trivia night
- Cinema night/purchasing bulk tickets
- Benefit concert
- Donation of services (e.g. car wash)
- Silent auction
- Sponsorship of a challenge or daring activity (e.g. going without a vice, completing a marathon)
- Raffle
- A day out (eg. wine tour, lunch in the city)

PLEASE NOTE WE ARE NOT ABLE TO PROVIDE THE FOLLOWING:

- Funds or reimbursement for any expenses incurred.
- Contact lists for you to use in promoting your event (due to privacy legislation)
- Assistance in organising and/or marketing your event
- Staff to help coordinate or run the event itself
- Applications for permits, licences or insurances required (these are the responsibility of the organiser)
- Prizes, auction or raffle items



Use of the Guide Dogs Victoria name and logo

Use of the Guide Dogs Victoria name and logo cannot be used in any way without express permission from Guide Dogs Victoria. If you wish to use any branded items in your fundraising activity, please discuss this with us first to ensure they are within our branding guidelines. Please do not use variations of our name such as “Guide Dogs Association”. If your event includes any participants outside of Victoria and you wish to support “Guide Dogs Australia”, alternate branding will need to be discussed in counsel with the other state based organisations.

When naming your event, please note that our organisation’s name is not to be used as part of the event name as this would indicate that the event is being hosted by Guide Dogs Victoria. However, we encourage the use of our name to indicate that funds will support the organisation. The following are some examples of acceptable name use:

ACCEPTABLE

- ✔ Market Day, proudly supporting Guide Dogs Victoria
- ✔ Fun Run, with net proceeds to Guide Dogs Victoria
- ✔ \$2 from every sale will go to Guide Dogs Victoria

NOT ACCEPTABLE

- ✘ Guide Dogs Victoria Market Day
- ✘ Guide Dogs Fun Run
- ✘ Guide Dog Association’s Silent Auction

Your communications must also clearly state the amount or percentage of funds raised that will go to Guide Dogs Victoria. Please make sure that you do not use our name in any way that would reduce respect for our brand, guarantee the quality of your fundraising, or create any confusion in the mind of the public between your fundraiser and Guide Dogs Victoria.

Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name or logo of Guide Dogs Victoria or Guide Dogs Australia, otherwise known as unofficial merchandise.

Media and Publicity

Please do not contact any media without first speaking to our Media Relations Coordinator on 9854 4411. If required, Guide Dogs Victoria may help to organise publicity on your behalf, however at least 6 weeks prior notice is required.

If you are approached by the media for further information, it is important that you call Guide Dogs Victoria immediately, before proceeding.





Money matters

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event and here are some guidelines to help you.

COLLECTING AND SENDING YOUR FUNDS

Once your event or activity has been completed, fill in the Fundraiser Results Summary Form in this Kit and send it back to us with the money you have raised, as well as the Donor Receipt Form if you need us to send out any receipts to donors. Please send these to us within 30 days of your fundraising event/activity taking place.

You are only able to collect funds in the form of cash, cheques or money/postal orders. Please make sure that cheques and money/postal orders are made payable to "Guide Dogs Victoria". Anyone wanting to make a credit card donation would need to do this direct with Guide Dogs Victoria for security reasons and can do so either by phone on 1800 988 626 or via our website www.guidedogsvictoria.com.au

When collecting cash, we would prefer you to use the tamper-proof Guide Dogs Victoria collection tins which we can supply on request. Do not send cash by post as there is a risk that it will not reach us – please send a cheque, call us or deliver personally to our office on the Chandler Highway in Kew. Guide Dogs Victoria will then send you an acknowledgement letter to show that the funds have been received. Please direct any cheques/money orders to:

Marketing Department
Guide Dogs Victoria
Private Bag 13
Kew 3101

YOUR COSTS

If you intend to take costs incurred from the funds raised, you should ensure that costs deducted are fair and reasonable and only include direct "out of pocket" expenses such as venue hire, catering etc. It is important to note that no expenses should be made in the name of Guide Dogs Victoria.

DONOR RECEIPTS

If any donors need a receipt, you must collect their contact information on the Donor Receipt Form attached in this Kit and provide this to Guide Dogs Victoria at the end of your fundraiser. We will then organise and send receipts direct to each donor. Please note that tax-deductible receipts cannot be issued if a person receives goods or services in return for the money given (i.e. they purchase an auction item or raffle tickets). If something is received in return for the money (i.e. a product/service or a "chance" to win) then it is not classified by the Australian Taxation Office as a tax-deductible donation.

If an organisation donates goods or services to your fundraiser and requests a receipt, please make sure you ask them for a letter stating the value of the donated products. We will then be able to provide them with a letter of acknowledgement for them to use in applying for a tax deduction.



Your responsibilities as a fundraiser

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event and here are some guidelines to help you.

- The fundraising activity should only proceed once the Fundraising Activity Registration Form is submitted to and approved by Guide Dogs Victoria and the organiser has received a Letter of Authority.
- The event will be conducted in the organiser's name, who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- The organiser must ensure that the activity is run in accordance with relevant Victorian charities legislation and must obtain any permits, authorities or licences needed. For example, permits are required by councils and shopping centres for events in their area/on their premises and State government permits are also required for the conduct of raffles or prize draws.
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- Organisers must request approval for the use of our name on any communications and cannot under any circumstances use our photos or logo without permission.
- The organiser holds all funds raised from the public on behalf of Guide Dogs Victoria until the fundraiser is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made and that these are sent to Guide Dogs Victoria within 30 days of the event taking place.
- The organiser must ensure that costs incurred in organising the fundraiser are fair and reasonable.
- No door-to-door, street or telephone approaches made to the general public for donations in connection with the event.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations.
- The organiser needs to inform us of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support Guide Dogs Victoria, they will be taken into account in agreeing to your suitability as an organiser.
- The organiser agrees to release Guide Dogs Victoria to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify Guide Dogs Victoria for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- We reserve our right to terminate our support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

Other ways you can get involved

Fundraising is just one way that you can be involved with Guide Dogs Victoria. There are many ways you can show additional support for Guide Dogs Victoria, including:

- Volunteering as a Puppy Raiser
- Becoming a Puppy Sponsor
- Donating either your time, money or expertise in support
- Purchasing merchandise from our Guide Dog Shop
- Considering us in your Will
- Becoming a corporate partner
- Inviting a speaker to your business or community group
- Taking a tour of our campus in Kew or attending an event such as Open Day
- Make regular donations through Workplace Giving or Pledge Giving



Fundraising Registration Form

Please complete the following registration form and return it to the Marketing Office Administrator.
Guide Dogs Victoria, Private Bag 13, Kew 3101 or fax: (03) 9854 4466.

PERSONAL DETAILS

Contact Person: Group/School Name:
Address: State: Postcode:
Phone No: Mobile: Email:

EVENT DETAILS

Name of proposed event: Event Location:

Address of Venue:

Date of event:/...../..... Time: Start..... am/pm Finish:am/pm

Brief Description of fundraising activity, including how funds will be raised:

.....
.....
.....

From time to time Guide Dogs Victoria publish some details about fundraising activities in its Guide Dog Tales newsletter. Please tick the box if you do NOT wish details of this event to be published.

I, _____ fully understand and agree to comply with the terms of community fundraising as outlined in the Guide Dogs Victoria Community Fundraising Kit. I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity and values of the organisation. I also accept my obligation to remit the funds raised to Guide Dogs Victoria within 30 days of the event conclusion.

Signature: Date:/...../.....

Please Note: Prior to publicising or conducting any event, you must obtain Guide Dogs Victoria's approval to be covered by our public liability insurance. This does not cover activities that involve amusement rides, animals, fireworks, high-risk activities, vehicle racing or water activities. Additional cover may be required.

INTERNAL USE ONLY

Date application form received:

Activity Approved: YES NO

Further action/information required: YES NO

Notes:

Fundraiser Results Summary Form

This form is to be completed once your fundraiser is completed and returned to Guide Dogs Victoria within 30 days.

Name of event: Date held: / / Full Name of Organiser:

Street Address: Suburb: State: P/Code:

Contact Phone No: Mobile: Email:

The total (gross) income generated by the fundraiser: \$ With deducting of expenses (as shown): \$

Therefore, I have enclosed the total net proceeds of: \$ Your Signature:

Please check that the following items are submitted together with this form:

- Funds collected (but please do not send cash by mail). Please make payments to Guide Dogs Victoria.
- Completed Donor Receipt Form (if receipts required)

EXPENSES INCURRED

Date	Supplier Paid	Description of Purchase	\$ Amount
.....
.....
.....
.....
.....
.....
.....

Total Expenses: \$





Guide Dogs Victoria

ABN 68 004 621 461

Chandler Highway Kew Victoria 3101

Telephone 03 9854 4444 Facsimile 03 9854 4500

Email info@guidedogsvictoria.com.au www.guidedogsvictoria.com.au