



## Fundraising Guidelines

**Thank you** for your interest in fundraising for the Children's Cancer Foundation. We depend on the community for support and appreciate your generous offer to help raise funds to support programs for children and adolescents with cancer.

### Our Values...

**Curiosity:** We always want to find a better way for every childhood cancer challenge

**Collaboration:** We know we cannot do this alone

**Accountability:** We strive for the most efficient ways to achieve our ambitions and always provide full disclosure

**Advocacy:** We are the voice for those needing a cure

**Belief:** We steadfastly believe that we are making a vital contribution to beat childhood cancer for good

### 1 Register your event

We require all fundraisers to be registered with the Foundation. Please complete the Fundraising application with as much detail as possible about your fundraising activity.

On approval of your fundraising application, we will provide the Fundraiser (the individual or organisation holding the fundraising activity on behalf of the Foundation) with an Authority to Fundraise letter confirming you are authorised to fundraise.

Because of the nature of our charity and the high ethical standards under which we operate, there are some events that we cannot be associated with. These include door-to-door sales, street or shopping mall sales, telephone-based approaches for donations in connection with the activity, purchase of items for a raffle or auction, or activities that are in conflict with the values and purpose of the Foundation.

### 2 Fundraising Responsibility

Holding the fundraising activity on behalf of the Foundation does not create a relationship of agency or partnership between the Fundraiser and the Foundation. The Fundraiser will be solely responsible for the activity and will make it clear when dealing with the public, sponsors and supporters that the fundraising activity is not representing the Foundation, that they are raising funds that will be donated to the Foundation.

### 3 Intellectual Property

The Foundation's name and logo and any intellectual property right will at all times remain the exclusive property of the Foundation.

### 4 Logo Usage, Media and Marketing of the Fundraiser

Please also ensure that the logos or names of hospitals and research institutes that receive funding from the Foundation are not used or promoted at the fundraising activity unless authorised to do so.

Usage of the Foundation brand or logo is by agreement only. If deemed appropriate, you will be authorised to use the Foundation's 'Proudly Supporting Children's Cancer Foundation' logo on promotional material. 'Proudly Supporting the Children's Cancer Foundation' can also be written in text related to the activity. The Foundation prefers a clear statement of the relationship between the Fundraiser such as "[Company/person's name] is proud to donate X% of the RRP to the Children's Cancer Foundation", with the wording approved by the Foundation.

Copies of any advertising, media materials and press releases mentioning the Children's Cancer Foundation must be approved by the Foundation prior to distribution. The Foundation is unable to distribute press releases or marketing material or organise media coverage for the fundraising activity. The Foundation may post information about the event on its website and social media channels. The Fundraiser must not approach the media (including print, TV, radio and media websites) or approach a public personality or celebrity for support or endorsement of the fundraiser without prior approval of the Foundation.

### 5 Referring to the Foundation

When referring to the Foundation, please write 'Children's Cancer Foundation' out in full. Please do not use the abbreviation 'CCF'.



## 6 Right to Cancel an Event

The Foundation may, at any time, withdraw its Authority to Fundraise letter and the Foundation's involvement from a fundraising activity, if the Foundation:

- is no longer satisfied that the fundraising activity will produce a reasonable return after expenses have been deducted;
- is no longer satisfied that the fundraising activity aligns with the aims and values of the Foundation;
- is no longer satisfied that the fundraising activity is not high risk; or
- reasonably believes, in its absolute and sole discretion, that it is no longer appropriate for the Foundation to remain involved in the fundraising activity.

## 7 Legal Obligations as a Fundraiser

The Fundraiser is solely responsible for the conduct of the fundraising activity, including complying with any, and all applicable Australian Federal and State laws governing the conduct of the activity and applying for permits and authorities required. These may include but are not limited to the regulations relating to fundraising, food preparation, gaming (raffles) and liquor licensing. Contact details for each governing state and territory offices are below:

- **Australian Capital Territory ACT Gambling and Racing Commission** Phone: 02 6207 0361 [www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)
- **New South Wales Liquor and Gaming NSW** Phone: 1300 024 720 [www.fairtrading.nsw.gov.au/charitable-fundraising](http://www.fairtrading.nsw.gov.au/charitable-fundraising)
- **Northern Territory Licensing NT** Phone: 08 8999 1800 [nt.gov.au/industry/gambling/gambling/lotteries-community-gambling](http://nt.gov.au/industry/gambling/gambling/lotteries-community-gambling)
- **Queensland Office of Liquor and Gaming Regulation** Phone: 1800 064 848 [www.qld.gov.au/law/fair-trading](http://www.qld.gov.au/law/fair-trading)
- **South Australia Consumer and Business Services** Phone: 131 882 [www.sa.gov.au/topics/family-and-community/community-organisations/fundraising-for-organisations](http://www.sa.gov.au/topics/family-and-community/community-organisations/fundraising-for-organisations)
- **Tasmania Liquor and Gaming Commission** Phone: 03 6777 2777 [www.treasury.tas.gov.au/liquor-and-gaming](http://www.treasury.tas.gov.au/liquor-and-gaming)
- **Victoria Victorian Commission for Gambling and Liquor Regulation** Phone: 1300 182 457 [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)
- **Western Australia Department of Racing, Gaming and Liquor** Phone: 08 6551 4888 [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)

All fundraisers based in Victoria who anticipate raising \$10,000 or more from an activity must register as a fundraiser with Consumer Affairs Victoria and submit a letter from the beneficiary (i.e. the Foundation) consenting to receive the funds. Certain exemptions apply and all fundraisers should view the Exemptions from Fundraising Registration page on the [Consumer Affairs Victoria website](#).

## 8 Public Liability Insurance

The Foundation does not provide public liability insurance for third party fundraisers. Adequate public liability insurance is solely the responsibility of the Fundraiser.

## 9 Financial Management

The Fundraiser is solely responsible for all costs incurred in relation to the fundraising activity, and the Foundation will in no way be liable for any costs incurred by the Fundraiser or any third party in relation to the Foundation's involvement in a fundraising activity.

The Fundraiser must comply with the Fundraising Act 1998 (VIC), specifically: "A person conducting a fundraising appeal must keep records sufficient to enable a true and fair view of the income and expenditure relating to the appeal to be ascertained at any given time." The Fundraiser must provide the Foundation with an accurate, detailed record of income and expenses associated with the fundraising activity together with the monies raised within 30 days of the fundraising activity. The Foundation will provide a letter acknowledging the donation. Reasonable expenses can be deducted from the gross proceeds but these **should not exceed 30%** of the gross proceeds.

## 10 Handling of cash

The Foundation requires that cash proceeds from an activity are counted by two people in a private, secure location at or immediately after the activity. Where volunteers are collecting cash during the fundraising activity, arrangements must be in place to collect cash from volunteers at regular intervals, with the volunteers signing a written record of the amount of cash taken from them. Secure containers (e.g. lockable petty cash tins) must be available at the fundraising activity to hold cash collected until the cash is banked.





## 11 Tax Deductible Receipts

The Foundation can provide official receipts for donations of \$2 or more from approved events or activities. The Foundation will send out these receipts provided that the Fundraiser provides an electronic register of all supporters eligible for a tax-deductible receipt, including the name, address and preferably the email address of the third party and documentation to support the receipt of the cash donation by the Fundraiser (i.e. bank statement).

To be tax deductible, a donation must be a gift by an individual or organisation where the donor does not receive a material benefit in return. For instance, raffle tickets are not tax deductible and a portion of event tickets can only be deductible under very strict conditions determined by the [Australian Tax Office](#).

For non-cash items (such as prizes for auctions etc.) the Foundation can provide an official letter acknowledging sponsorship. No receipts can be issued until the Foundation has received the donation. The Fundraiser should discuss receipting options with the Foundation prior to the event.

## 12 Privacy Policy

We value your donation and your privacy. By donating you consent to the collection, use and storage of your personal information in accordance with our [Privacy Policy](#) and [Disclaimer](#). You also acknowledge the Australian Privacy Principles may not apply to personal information stored outside Australia.



### Contact

✉ [hello@childrenscancerfoundation.com.au](mailto:hello@childrenscancerfoundation.com.au)  
☎ 03 7001 1450  
🌐 [childrenscancerfoundation.com.au](http://childrenscancerfoundation.com.au)  
📍 Melbourne Park, Olympic Boulevard, Melbourne 3000

### Social

📘 /childrenscancerfoundationau  
📷 @childrenscancerfoundationau  
🐦 @ccf\_md1

