

# 8.1 Fundraising

Reference: SOA\_8.1PP – Fundraising Policy & Procedure

## 1. POLICY STATEMENT

Special Olympics Australia recognises that effective fundraising activities are a core strategy for short and long term financing of the organisation. Wherever possible, funds raised should be untied to support the everyday activities and operations of Special Olympics Australia. Where funds are tied to a specific purpose then it should be consistent with the current priorities, mission and purpose of Special Olympics Australia.

Special Olympics Australia is committed to conducting fundraising activities in an ethical and professional manner through a coordinated approach across clubs, states and central office. All funds received are to be administered in a transparent and consistent manner.

## 2. PURPOSE

The purpose of this policy is to support the objectives of:

- ensuring all money raised through fundraising will be used for the stated purpose, be conducted in an ethical manner and comply with Special Olympics Australia’s mission and purpose.
- providing guidelines for acceptable behaviour during the course of conducting a fundraising activity.
- ensuring that any communications to the public made in the course of carrying out a fundraising activity is truthful and non-deceptive.
- eliminating duplication of approaches and submissions to the same funding sources.
- recording and managing the relationships of donors and sponsors in a consistent manner.

## 3. SCOPE

The policy is applicable to all athletes, volunteers and staff of Special Olympics Australia.

It also applies to any organisation or individual that is given authority by Special Olympics Australia to solicit donations and sponsorship on its behalf.

## 4. DEFINITIONS

### Appeals

An appeal is the soliciting or receiving of money or benefit from the public. It can include donations, sponsorships, conducting lotteries and competitions, entertainment or other goods or services.

### Bequests

A bequest is an amount of money or goods donated through a will. Some people also request that there be donations made in lieu of flowers at the funeral.

### Cause-Related Marketing

Cause-related marketing is when the Special Olympics logo appears on a product or products with a percentage of the profit made from sales of those products given to Special Olympics Australia.

### Donations

A donation is a contribution made to Special Olympics Australia without any expectation of a return or benefit. Donations of \$2 and over are tax deductible.

Donation In-Kind or Value In-Kind

Is a donation other than a donation of money (e.g. goods, services or property).

Peer to Peer Fundraising

Are fundraising initiatives using the internet to raise funds, capture data and promote Special Olympics Australia.

Endowment

An endowment is a donation where funds are invested to ensure ongoing support for Special Olympics Australia from the investment earnings.

Fundraising

The seeking of financial support for a charity or a cause or other enterprise.

Grants

A grant is the provision of financial assistance from a grant-making entity (such as governments, foundations or private trusts). It is tied funding and must be acquitted in accordance with the grantors guidelines.

Fundraising Activities

Fundraising activities are any activity that is undertaken by or on behalf of Special Olympics Australia with the aim of soliciting or receiving donations

Pledge

A pledge is a documented commitment to make a donation within a specified period of time

Sale of Goods

There are many promotional products that can be sold to raise funds for Special Olympics Australia. Chocolate drives and the sale of pens and caps are some of the items that are regularly promoted.

Sponsorship

Sponsorship is when a company provides cash or services in return for brand recognition or other services. Accredited clubs are authorised to seek sponsorship in their local community with the assistance of the central office where required. National companies cannot be approached without the approval of central office so as to avoid potential conflict.

## 5. RESPONSIBILITIES

### **Chief Executive Officer**

The Chief Executive Officer is responsible for managing and ensuring compliance to this policy across the organisation. Additionally, the Chief Executive Officer is responsible for developing and implementing strategies for donor, sponsorship and prospect development. This includes managing key sponsorships and donor's relationships.

### **Athletes, Volunteers, Staff, Families and Supporters**

Individuals involved with Special Olympics Australia are responsible for ensuring they are aware or made aware of this policy when involved in any form of fundraising activity and comply with it at all times.

### **Club Leadership Team**

Club Leadership Teams are responsible for ensuring compliance to this policy when planning, implementing and reporting on fundraising activities.

## 6. PROCEDURE

### **6.1 Authority to Fundraise**

Special Olympics Australia is licensed to fundraise under the Charitable Fundraising Act 1991 and holds a Charitable Fundraising Number (CFN: 14503). Only accredited clubs licensed to Special Olympics Australia may fundraise for local purposes using the Charitable Fundraising Number with permission.

## 6.2 Planning Fundraising Activities

Special Olympics Australia will undertake to prioritise short and long term fundraising plans to ensure sustainability in operational objectives.

One of the most important functions of a Club Leadership Team is to understand the Special Olympics Australia strategic and operational plans to enable short and long term plans to be developed to help finance the club activities. A fundraising coordinator may be recruited to assist in this area.

## 6.3 Fundraising Approval Procedure

Fundraising is a licensed activity and anyone using the Charitable Fundraising Number must notify Special Olympics Australia in writing of its use (this may include making a specific reference to fundraising activities in the minutes of meetings which are sent to Special Olympics Australia). Failure to notify Special Olympics Australia of the use of the Charitable Fundraising Number may result in disciplinary action.

Fundraising that is not for or on behalf of Special Olympics Australia may not be covered by this Charitable Fundraising Number and further advice should be sought.

### 6.3.1 Complete Fundraising Agreement

Before beginning any fundraising activity a completed fundraising agreement located in the Special Olympics Australia Fundraising Guideline must be completed and approved. A copy of the fundraising agreement can be found in the member resources section of the Special Olympics Australia website.

The completed fundraising agreement must be approved by the appropriate person:

- Estimated gross revenue of \$10,000 or less must be approved by the State or Club Chair
- Estimated gross revenue of \$10,000 or more must be approved by the Chief Executive Officer.

## 6.4 Sponsorships

Accredited clubs may seek sponsorships in their local community. If a club is seeking sponsorship from a national company or local branch of a national company, they should first check with the fundraising team at Special Olympics Australia to ensure there is no conflict or duplication of approach. At all times, Special Olympics must act as one when approaching national companies and have one primary relationship contact.

## 6.5 Donations

All donations are to be receipted either at the central office or by the treasurer within the club. Donations are to be reconciled with the bank deposits as outlined in the finance manual.

## 6.6 Grants

Only accredited clubs may apply for grants and should be kept at either local or state opportunities. Federal government grants and national grant funding bodies are to be applied by Special Olympics Australia only.

If an accredited club wishes to employ external resources to make applications on their behalf they should first seek the advice and approval of Special Olympics Australia. Any grant which involves the employment of staff must be done in consultation with Special Olympics Australia (it being the only legal entity to employ staff).

When applying for a grant it is essential to understand the organisation's capacity to deliver on the grant conditions. In most cases, grants involve reciprocal obligations and GST will apply. Please speak with the central office if you are unsure about GST.

## 6.7 Fundraising Events

Only accredited clubs and approved 3<sup>rd</sup> party fundraisers are authorised to hold local fundraising events such as

BBQ's, chocolate drives and trivia nights.

These events provide opportunities for athletes to get involved in their own fundraising and to raise awareness about Special Olympics Australia in the local community. Funds raised from these events belong to the club that raises the money and must be spent on the activities of that club within a reasonable timeframe.

If an accredited club wishes to hold a large fundraising event which involves expenditure of more than \$10k to produce profit (dinners, golf days, concerts, etc.) they should consult with Special Olympics Australia to ensure that the opportunities for the event are maximised, that it is adequately covered by insurance and that it does not clash with other appeals or events being marketed to a particular audience.

#### **6.7.1 Individual Fundraising by Athletes**

Athletes can fundraise towards their levy for the Games (National or World Games). If the fundraising done by athlete the funds raised are to be deposited directly to the State bank account.

#### **6.7.2 Fundraising Event Obligations**

- Planned fundraising event costs should not exceed 50% of the total proceeds of the event.
- There should be sign off forms for all monies raised at the event (i.e. registration, auctions, raffles). These are available in the fundraising guidelines document.
- At least two people should be involved in supervising and counting cash and each person should sign the record of receipt/count sheet/bank deposit list.
- All receipts from an event must be banked intact. Expenses should not be taken out of the proceeds prior to banking. In instances where an expense needs to be reimbursed from cash collected, a receipt for the cost must be produced and signed by both the person providing the cash and the recipient.

#### **6.7.2 Working With Other Parties**

If your club is partnering with another group (e.g. Rotary or another charity) to host an event, there must be a written agreement between you and the other party, outlining the arrangement and how revenue and expenses are to be apportioned. The event can be registered by the relevant club. Monies raised at the event should be counted by a representative from both charities.

#### **6.7.3 Involving Professional Parties**

Particular laws apply around engaging professional fundraisers. Some states require a modification of the fundraising license requirements; others require that the Department of Fair Trade be informed of any such arrangements. Clubs should discuss any arrangements to engage paid fundraisers with the Chief Executive Officer of Special Olympics Australia prior entering into any agreements.

#### **6.8 Raffles**

Holding a raffle generally requires a permit under our authority to fundraise. It is common for there to be a raffle at Special Olympics events for small items (e.g. prize pool is less than \$10,000). Accredited clubs are authorised to run such raffles as part of their license from Special Olympics Australia, as a guide we use NSW regulations. Some of these are:

- No permit is required in NSW for charitable organisations to run a raffle ('lottery') up to a total prize value of \$30,000. Lotteries with a prize pool in excess of \$30,000 are considered 'Art Unions' in NSW and are subject to different regulations.
- At least 40% of gross fundraising proceeds must go to the not-for-profit organisation. Expenses, including prizes cannot exceed 60% of gross proceeds.
- Total value of cash prizes is capped at \$30,000.
- Tickets where prizes include alcohol may not be sold or bought by anyone under 18 years of age. There are no

other restrictions on minors selling raffle tickets in NSW.

- Tickets must be numbered sequentially, and ticket butts must clearly display the ticket number. Where the prize pool exceeds \$10,000 the ticket must also have space on the ticket butt for the purchaser to write their name and address.

When advertising the raffle, organisations must make the following information available:

- the price of the ticket
- the name of the organisation for whose benefit the raffle is being conducted
- details of the prizes and their recommended retail value
- the place, time and date of the draw
- details of how the prize winners will be notified
- details of the way in which the results of the draw will be publicised.

It is sufficient for this information to be provided on the ticket.

### **6.9 Appeals**

From time to time athletes may wish to issue an appeal to raise money for competition to local businesses or other channels. Any letters or appeals issued using the name of Special Olympics Australia must be authorised by a member of the committee of the athlete's accredited club.

Athletes are not permitted to conduct appeals for the purpose of raising money to cover the cost of equipment, training or coaching costs. Appeals are conducted for the purpose of raising money to cover the levies to attend competitions and events.

### **6.10 Sale of Goods**

Activities involving the sale of goods do not attract tax deductible status and a separate receipt book must be used for receipting such monies where required.

### **6.11 Bequests**

All correspondence regarding bequests must be immediately forwarded to the Chief Executive Officer for review by our legal advisor.

### **6.12 Fundraising Restrictions**

Consistent with Special Olympics Official General Rules, Special Olympics logo may not be publicly or visibly connected or associated with the name or trademark of alcohol or tobacco products at any training or competition venue.

This includes any alcohol or tobacco product, or the manufacturers or distributor. However, contributions may be accepted from such companies and recognition is allowable for any other products which may be manufactured or distributed by such companies as long as it is not associated with the alcohol or tobacco product.

Nobody directly or indirectly employed by or volunteering for Special Olympics Australia shall accept commissions, bonuses or payments for fundraising activities. Special Olympics Australia will also not undertake general solicitations by telephone or door-to-door.

### **6.13 Confidentiality**

When fundraising for Special Olympics you are put in a position of trust, you should not disclose any information that could cause embarrassment, harm or discredit to the organisation, the athletes and their families, staff or

volunteers. Confidentiality is expected at fundraising events in the case of financial information gained at event, donor's names and/or mailing list information. All personal contact information should be stored securely and not shared outside Special Olympics Australia. Information collected through local and state fundraising programs is governed by the national privacy act in your state.

#### **6.14 Privacy Policy**

At all times the privacy of online visitors will be protected. As part of this, we handle any personally identifiable data that is provided in accordance with Special Olympics Australia Privacy Policy.

Our privacy policy as set out on our website states we may collect personally identifiable data submitted by an online visitor (such as names, addresses, post codes, email addresses, etc.).

#### **6.15 Security Information**

We care about the security of all supporter information. Special Olympics Australia will take reasonable steps to protect personal data we hold about a supporter from misuse and loss and from unauthorised access, modification or disclosure. These steps include storing data in a secure environment only accessible by authorised personnel.

Special Olympics Australia also use secure server technology for our online donation process. We use services that utilise high-grade encryption software and the https security protocol to communicate with browser software. Contributions may also be made by calling 1300 225 762.

#### **6.16 Participation of Children in a Campaign**

Clubs are responsible for getting permission from a parent/carer/guardian for children under the age of 18 to participate in any fundraising campaign.

#### **6.17 Photography**

The use of photos of athletes, volunteers/staff to promote a fundraising activity must first be approved by the central office.

#### **6.18 Permits**

Permits may also be required by councils or shopping centres to conduct fundraising activities and they may require evidence of insurance. Our certificates are on the Special Olympics Australia website at [www.specialolympics.com.au](http://www.specialolympics.com.au).

If an event takes place on private property make sure permission is gained from the owner. Make sure the venue is safe and crowd control considerations are part of the event planning process.

#### **6.19 Fundraising Legislation and Regulations**

It is important that all fundraising activities are done in a transparent fashion and abide by all relevant laws and regulations. Committees should ensure that they are familiar with the relevant fundraising legislation in their state. Details of state legislation are included in your finance manual.

All clubs are encouraged to have a copy and follow the Best Practice Guidelines for Charitable Organisations available from the NSW Department of Fair Trading.

#### **6.20 Communication and Public Relations**

Good public relations are a vital part of any charitable organisation. How Special Olympics Australia is perceived by members, families, the media, donors and sponsors is critical to success.

Promotional activities need to portray athletes with intellectual disabilities in a positive manner using appropriate

terminology, language and presentation.

Some examples are:

- Use, person with an intellectual disability instead of intellectually disabled
- Use, Special Olympics Australia instead of The Special Olympics

The following people only are authorised to speak on behalf of Special Olympics Australia:

- Special Olympics Australia Board and Chief Executive Officer
- General Managers
- National Staff
- State Chair and State Sports Development Managers are authorised to speak on behalf of their respective state/s only

Club Chairs and their delegates may speak on behalf of their club only provided they do not warrant that their views represent that of Special Olympics Australia.

Make sure any marketing collateral, flyers and promotional material comply with the Special Olympics Australia branding guidelines.

## **RELATED DOCUMENTS**

SOA Fundraising Guidelines  
SOA\_6.3PP - Code of Conduct  
SOA\_6.9PP - Privacy  
SOA\_10.1PP - Club Accreditation

## **DOCUMENT CONTROL**

Version number: SOA\_8.1PP v1.0  
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