



Homes for **Heroes**

Help for Vets in Need

Fundraising Guidelines: Homes for Heroes



No one that defends our home should be without one



RSL
LifeCare

www.homesforheroes.org.au
donations@rsllifecare.org.au
(02) 9982 6666 or (02) 8978 4856

ABN 43 000 048 953

Thank you

For your interest in fundraising for Homes for Heroes. Your dedication to our cause really means a lot to us. We appreciate the generosity from individuals, community groups and businesses that will assist us in raising awareness and funds to support our younger vets who find themselves homeless. No matter what your idea or how much you want to raise, you can get involved today and make a real difference.

We have developed this fundraising kit to help you plan a successful fundraising event from start to finish. The kit covers:

- Ideas for your fundraiser
- Your responsibilities as a fundraiser – ensuring you comply with all state laws
- Use of the Homes for Heroes logo
- How to donate the monies you raise
- Application to Fundraise

Please carefully read through these guidelines and complete the “Application to Fundraise” form and return it to us. If you have any questions, please do not hesitate to contact us on (02) 9982 6666.

About RSL LifeCare and Homes for Heroes

RSL LifeCare is a charitable organisation that was formed in 1911 to provide care and services to war veterans. Services were initially provided at Bare Island in Botany Bay until moving to Narrabeen in 1939. From small beginnings providing care and services to just a handful of veterans, the organisation has grown to be one of the largest senior living services in Australia

Commencing in 2014, RSL LifeCare opened its doors to young veterans and their families who find themselves genuinely homeless with the aim of:

- Helping younger veterans and their families by providing immediate accommodation in a safe and secure environment
- Enabling younger veterans to receive appropriate treatment and continue their rehabilitation
- Empowering younger veterans to develop work-based and personal skills to better help them assimilate back into society and live a fulfilling life.

RSL LifeCare views the Homes for Heroes service as a return to its roots by *Continuing in the ANZAC Spirit* to ensure that *No one who defends our home should be without one.*

Where your fundraising goes

RSL LifeCare greatly acknowledges the support provided by donors and fundraisers. All funds raised for the Homes for Heroes service go directly to fund accommodation and wrap-around services such as basic necessities such as food and furnishings, activities in recovery, retraining and recreation, and transportation to medical appointments.

How to get started

Before you race off and start organising your fundraising event, check out our simple step-by-step guide to help you make your event a success. If you get stuck at any point in the process, drop us an email or give us a call – we're always happy to help.

Choose your activity

Choose a fun event, activity or adventure. Your event could be something as simple as a cake stall or morning tea. Some suggestions:

- BBQ/sausage sizzle
- Walkathon
- Movie night
- Quiz
- Non uniform day
- Morning tea
- Fun run

Pick a date that's suitable for your event, activity or adventure.

Scope your event

Read through these guidelines to understand the responsibilities of a fundraiser, the management of funds raised and the legislative requirements of fundraising. Many laws differ in every state – particularly for raffles and competitions. Keeping your activity simple reduces the "red tape".

Budgets and targets

Try to keep your costs to a minimum, use volunteers and use equipment and materials that could be second hand, donated or borrowed. Set an achievable fundraising target to keep yourself motivated.

Make it official

Before you commence fundraising you need to register your event by completing the Homes for Heroes Homes for Heroes Application to Fundraise form at least ten (10) business days before the activity. This informs us of your plans for fundraising. If we are satisfied that the fundraising activities are in line with the philosophy and policies of our organisation and meet statutory requirements, you will be issued with a written authorisation to fundraise on behalf of Homes for Heroes. This is a legal requirement and you cannot begin to fundraise without the written authorisation.

Authority to fundraise ID

When you receive your written authorisation to fundraise, you will also be issued with a fundraiser ID number and a fundraiser ID card. These must be displayed during the fundraising.

After your event

Within ten (10) days of finishing your event, funds raised must be forwarded to RSL LifeCare together with an Income and Expenditure Statement. At the same time, any ID badges, receipt books and donation buckets issued should be returned to RSL LifeCare.

We'd love to hear from you

Keep in touch along the way with any questions, challenges or stories of success. We'd love photos of people enjoying your event.



Guidelines

The fundraiser must agree to the terms and conditions contained in these guidelines by signing and returning the Homes for Heroes Application to Fundraise. If approval to fundraise is granted, these terms and conditions will form the basis of any dealings between RSL LifeCare and the fundraiser in relation to the Homes for Heroes fundraising event.

RSL LifeCare only undertakes fundraising in NSW and the ACT.

The following types of activities are NOT endorsed or permitted to be conducted on behalf of RSL LifeCare:

- The explicit endorsement of a specific commercial product or service
- The production, sale or promotion of products or services that could damage health
- Fundraising centred on the consumption of alcohol
- Association with an event that involves violence or dangerous activities e.g. boxing
- Activities that are demeaning or degrading
- Using a trader or other party that is paid
- Telemarketing
- Using a donations bin or bag
- Using children to conduct fundraising
- Soliciting donations from people occupying a motor vehicle
- Preventing relations with other potential supporters

Additional requirements when funds raised in the event or activity is expected to be greater than \$10,000

If the charitable fundraising activity is expected to generate more than \$10,000 for a single event or activity, the Homes for Heroes Application to Fundraise form must be accompanied with a fundraising agreement that provides more information and clearly sets out:

- Purpose of the fundraising, whether specific or general
- Description of all activities to be included in the fundraising
- Expected participants, audience and location
- Name and nature of the planned activity
- Timing and duration of the activity
- Draft budget, income and expenditure
- Details of planned management of funds
- Examples of planned marketing and promotion
- Risk assessment and management
- Copies of insurances

Authorisation to fundraise on behalf of Homes for Heroes

1. Fundraisers must provide a clear written description of the nature, extent and duration of the fundraising event when completing the Homes for Heroes Application to Fundraise form. The fundraiser should also include an estimated budget and provide information about the group or individuals organising the event.
2. By law, any individual or organisation organising a fundraiser must have a written authorisation to fundraise issued by RSL LifeCare. This authorisation will be issued if RSL LifeCare deem the fundraising event will produce a reasonable return after expenses have

been deducted; the fundraiser agrees to supply a complete record of income and expenditure with supporting receipts and invoices within ten (10) days after the conclusion of the event; the fundraising activity fits in with the aims and values to RSL LifeCare and the fundraising event is not considered high risk.

3. A fundraiser ID Card will be issued to the approved fundraiser. The ID Card must be displayed when the fundraiser is collecting monies or conducting the fundraising event. The written authorisation to fundraise and ID Card will contain a fundraiser ID number that should be included in all correspondence with RSL LifeCare.
4. The fundraiser is not authorised to use RSL LifeCare as its beneficiary charity until it has received the written authorisation to fundraise. The authorisation is issued for a period no longer than twelve (12) months (or a period otherwise specified by RSL LifeCare to the fundraiser). Within ten (10) days following completion of the fundraising event the written authorisation to fundraise, ID Cards, records of income and expenditure and accompanying receipts and any used or unused receipt books and/or donation buckets must be returned to RSL LifeCare.

Organising the fundraising event

1. The fundraising event must be conducted in the name of the fundraiser and is the sole responsibility of the fundraiser. The fundraiser must make it clear in all dealings with the public, sponsors and supporters that they are not employees or agents of RSL LifeCare, nor are they acting in any other representative capacity.
2. RSL LifeCare is not able to take a coordination role in organising the fundraising event and its officers cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the fundraiser in the running of the fundraising event.
3. RSL LifeCare does not provide public liability insurance coverage for fundraisers.
4. The fundraiser must keep RSL LifeCare up to date throughout planning for the fundraising event and must not proceed with the fundraising event without RSL LifeCare's prior consent.
5. For fundraising purposes, a child is anyone under the age of 15. RSL LifeCare does not support the use of children in fundraising events.
6. The fundraiser verifies that they are in proper physical/mental condition to organise and run the fundraising event and acknowledge that they are aware of the risks involved and voluntarily agree to assume those risks.

Auctions/selling goods to raise money

The sale or auction of any good or service to benefit Homes for Heroes must be approved in writing by the organisation prior to the sale or auction event. An authority to conduct fundraising auctions or sales must be approved in writing. Please contact the Manager, Fundraising and Events, RSL LifeCare on (02) 8978 4856 or donations@rsllifecare.org.au for more information.

Raffles

Confirmation of legislative requirements applicable to your state must be provided if you intend to conduct a raffle. Further information can be found online through the [Australian Tax Office](#). In general, printed raffle tickets must show:

- Permit number (if applicable)
- Ticket price
- Description and value of goods
- Ticket number
- Name and contact number of permit holder
- Name of organisation
- Closing date of ticket sales and drawing date
- Name and date of issue of the publication in which results are to appear.

Tax deductibility

Tax deductible receipts – receipts for tax purposes can only be issued for cash donations of \$2 or more. The following payments do NOT give rise to the issue of a tax deductible receipt:

- Event entry fees
- Raffle ticket purchases
- Purchase of goods (e.g. chocolates, merchandise) or services
- Purchase of goods and services at an auction except where the payment at auction is in excess of the market value of the item. Where such payment has been made, the value which is in excess of the market value would attract a deductible receipt.

Homes for Heroes name and logo

1. The event will not be a Homes for Heroes event, but an event to raise funds for donation to Homes for Heroes. If the fundraiser wishes to refer to or promote Homes for Heroes subject to these Fundraising Guidelines, it must refer to Homes for Heroes as "Homes for Heroes". The fundraiser has no right to the name "Homes for Heroes" nor is the fundraiser given the right to raise funds in that name other than as set out in these Fundraising Guidelines.
2. Any use of Homes for Heroes name and logo must be approved. Each fundraising event will be evaluated on a case by case basis and it is at the sole discretion of RSL LifeCare whether name and logo usage are granted.
3. All references to Homes for Heroes in all promotional material (e.g. pamphlets, brochures), including text and images, whether taken from the RSL LifeCare or Homes for Heroes website and print materials or another source, must be submitted to RSL LifeCare for approval prior to publication. In some circumstances RSL LifeCare may need to issue express permission for a specific use of RSL LifeCare's trademark or other brand elements and images owned by RSL LifeCare.
4. If permission to use the Homes for Heroes logo is granted, the fundraiser must not alter, reproduce or amend the logo in any way that breaches the integrity of the trademark design (e.g. changes to colour, stretching or skewing original dimensions, cropping. or additions to the design). RSL LifeCare may provide approved logo files the fundraiser.

5. RSL LifeCare may approve the use of an acknowledgement stating the relationship between the fundraising event and Homes for Heroes. Suggested wording includes:

*“proudly supporting Homes for Heroes”; or
“proceeds raised will go to support Homes for Heroes”*

6. RSL LifeCare cannot undertake media relations on behalf of the fundraiser but may provide advice on producing media materials. Please notify RSL LifeCare if you intend to approach any media regarding your fundraising event. All printed material, such as media releases must be approved by RSL LifeCare. Printed material must be forwarded to RSL LifeCare for approval prior to being printed or circulated

Money management – finance, records and receipting

1. The financial aspects of fundraising, record-keeping and management fundraising event are entirely the responsibility of the fundraiser. The fundraiser must comply with the Charity Laws and Regulations in their State or Territory. That is the in NSW *Charitable Fundraising Act 1991 (NSW)* and the *Charitable Fundraising Regulation 2015 (NSW)* and the ACT the *Charitable Collections Act 2003 (ACT)* and the *Charitable Collections Regulation 2003 (ACT)*.
2. The Charity Laws and Regulations highlight the need to protect the public interest and accordingly RSL LifeCare requires that fundraisers:
 - Keep accurate financial records (including retention of receipts and invoices) and provide RSL LifeCare with an accurate record of income and expenses within four (4) weeks after the conclusion of the fundraising event. A template Income and Expenditure Statement is provided for this purpose.
 - RSL LifeCare cannot pay expenses for the fundraising but you can be reimbursed for expenses necessary to conduct the fundraising event from the proceeds of your event, provided they are properly documented. (As a guide, total expenses should be less than 30% of total proceeds).
 - Funds raised for donation to Homes for Heroes cannot be used to make another donation to another organisation.
 - Any GST associated with the cost of fundraising is the responsibility of the fundraiser.
 - On request, RSL LifeCare can provide official RSL LifeCare receipt books and donation buckets. It is important that these books and buckets be always kept in a safe place and are returned to RSL LifeCare at the end of your fundraiser.
 - RSL LifeCare can provide official receipts for donations towards approved fundraising events. Tax-deductible receipts can only be issued to people *donating* money of \$2 or more, where the donation is a gift (i.e. the donor received nothing of material value in return). The fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. Individual receipts will be sent to the fundraiser for distribution to attendees/supporters. RSL LifeCare will provide the fundraiser with guidance for using

receipts. It is the responsibility of the fundraiser to familiarise themselves with these, and understand:

- › Circumstances when a receipt can be issued and to whom. Ticket purchases (e.g. raffle), entry to an event, donations of goods or services and auction purchases are NOT tax deductible
- › The legal implications of issuing receipts and the necessity of returning official receipt books (used and unused to RSL LifeCare within ten (10) days of the fundraising event conclusion; and
- › The reconciliation of funds.

Banking

All monies must be sent either by cheque or money order to the Manager, Fundraising and Events, RSL LifeCare, PO Box 56, Narrabeen NSW 2101.

Alternatively, you can deposit the money directly into RSL LifeCare's bank account for Homes for Heroes by contacting the Manager, Fundraising and Events for details.

Your income and expenditure statement together with copies of receipts and invoices should be returned at the same time.

Legal implications

The fundraiser must comply with all relevant State Legislation for fundraising and apply for any permits and authorities that may be required. Different states have their own legislation, which should be checked by the fundraiser. The fundraiser agrees that the information provided to RSL LifeCare must be made available to regulatory authorities on request.

Privacy policy and information collection

This privacy policy sets out below how RSL LifeCare uses and protects any information that is provided to the organisation via any community fundraising event or via monetary donations pursuant to the National Privacy Principles (NPP) in the Commonwealth Privacy Act 1988.

RSL LifeCare is committed to ensuring that your privacy is protected. Should RSL LifeCare ask you to provide certain information by which you can be identified, you can be assured that it will only be used in accordance with this privacy statement.

RSL LifeCare Limited (ACN 000 048 957) ("RSL LifeCare") respects the privacy of individuals and is committed to protecting personal information that individuals provide. RSL LifeCare is further committed to complying with the obligations of the Australian Privacy Principles (APP) as set out in the Privacy Act 1988 (Cth) (the Act)

RSL LifeCare's full privacy policy can be obtained from our website <http://rsllifecare.org.au/about-rsl-lifecare/Privacy/>

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