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Supporting the Services of Melbourne Health

FUNDRAISING GUIDELINES

On behalf of the Royal Melbourne Hospital Foundation, we sincerely thank you for your interest in supporting The Royal Melbourne Hospital and NorthWestern Mental Health.

These guidelines have been developed to help you with your fundraising activity and to ensure all aspects of the activity have been considered prior to commencing your activity. They also serve to protect the Royal Melbourne Hospital Foundation, The Royal Melbourne Hospital and NorthWestern Mental Health from liability and fraudulent activities.

If you have any queries regarding these guidelines, please contact our Community Relationships Manager on (03) 9342 7111 or gareth.scott@mh.org.au

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1 YOUR RESPONSIBILITY

1.1 APPLY TO BE A FUNDRAISER

The “Fundraiser” means the individual, community group or organisation approved to hold a fundraising activity in support of The Royal Melbourne Hospital (“**the RMH**”) or its mental health division, NorthWestern Mental Health (“**NWMH**”).

Before raising any funds or conducting any preliminary activity, you, as the Fundraiser, are required to gain approval and authorisation from the Royal Melbourne Hospital Foundation (“**the Foundation**”). This is done by completing the *Fundraising Activity Application Form* attached to these Guidelines, and submitting it to the Foundation.

Approval will be granted when the Foundation:

1. has received a completed and signed *Fundraising Activity Application Form*;
2. is satisfied that your fundraising activity will produce a reasonable return; and
3. is satisfied that your fundraising activity complies with these Guidelines.

Once your activity is approved, the Foundation will provide you with a letter confirming your authority to raise funds on its behalf.

You, as the Fundraiser, must:

1. be responsible for all aspects of your fundraising activity;
2. keep the Foundation updated throughout the planning and execution of your activity.

Once the Foundation issues you the letter authorising fundraising activities, that letter and these Guidelines will form the basis on which your fundraising activity can proceed.

1.2 YOUR LEGAL OBLIGATIONS AS A FUNDRAISER

All fundraising activities must comply with relevant laws and legislation. You must adhere to these Guidelines, the Foundation letter and relevant legislation, including within the *Fundraising Act 1998*.

You must also:

1. agree to release the Foundation, The RMH and NWMH to the fullest extent permissible under law for all claims and demands of any kind, in any way associated with the activity and indemnify them from all liability, claims or costs that may arise in respect of any damage, loss or injury, whether physical or financial, occurring to any person in any way associated with the activity.
2. agree that the public liability insurance and other insurance policies held by the Foundation, The RMH and NWMH do not cover your fundraising activities.

2 FINANCIAL MANAGEMENT & GOVERNANCE

- You must not incur or commit to any expenses in the name of the Foundation, The RMH or NWMH.
- The Foundation, The RMH and NWMH cannot reimburse your expenses relating to any aspect of the fundraising activity.
- Reasonable expenses can be taken out of the gross fundraising proceeds, but these should not exceed 25% of the gross proceeds. Of course, you may choose to give 100% of gross revenue to the Foundation. (Please also see sections 2.4 and 2.5 below.)
- Net proceeds will be directed to an area of The RMH or NWMH, as agreed by the Executive Director Communications and Community Relations and you.

- The Foundation requires that you maintain, and provide to it within 14 days of completing the activity, detailed records relating to your activity, including copies of all invoices and receipts. All monies raised must also be received by the Foundation within 14 days of your completing the fundraising activity.
- All financial aspects of your fundraising activity are your responsibility. Please refer to <http://www.consumer.vic.gov.au/clubs-and-not-for-profits/fundraisers> for information relating to your financial responsibilities.

2.1 PUBLIC LIABILITY INSURANCE

- The Foundation, The RMH and NWMH do not provide public liability insurance for Fundraisers.
- You are responsible for obtaining adequate public liability insurance in respect of all components involved in the staging of their fundraising activities.
- If requested by the Foundation, you must supply proof of that insurance.

2.2 TAX DEDUCTIBLE RECEIPTS

- The Foundation can provide official tax-deductible receipts for monetary donations of \$2 or more towards approved fundraising activities. To be tax-deductible, a donation must be a gift where the donor receives nothing of material value in return. The Foundation cannot issue any receipts until donations and full contact details of each donor are received.
- Raffle tickets, event entry, auction items, merchandise, event sponsorship, expense items or donated goods or services are not eligible for a tax-deductible receipt as these are considered of material value.
- Donations made online will receive an automatic tax-deductible receipt via the email address provided by the donor. The Foundation can only issue receipts for physical donations when funds and full contact details of each donor are received.

2.3 CASH HANDLING

- You must have appropriate procedures in order to keep cash secure when your fundraising activity involves cash changing hands.
- The Foundation requires cash to be counted by two people in a private, secure place at or immediately after the activity. Both people are required to sign the income and expenditure form to confirm the total funds counted.
- If you expect to collect cash donations at your activity, you should supply secure containers, e.g. a lockable petty cash tin or similar.
- If the money can't be paid into a bank immediately, you must hold the cash in a secure location. You can deposit money via Melbourne Health's bank account, (Melbourne Health incorporates the Foundation) in person or by mail. Please do not mail cash.

Electronic Funds Transfer

Name: Melbourne Health

Bank name: NAB

BSB: 083 170

ACC: 12071 1157

**Please include the Authority Number (found on your Authority Letter) in the 'description'.*

Cheques & Money Orders

Royal Melbourne Hospital Foundation

Locked Bag 800

Carlton South VIC 3053

**Cheques to be made payable to 'Royal Melbourne Hospital Foundation'*

In person

Royal Melbourne Hospital Foundation

Level 1 South, The Royal Melbourne Hospital, 300 Grattan Street, Parkville.

2.4 RAFFLES

- If your activity includes a raffle, it is important that you comply with all rules and regulations relating to them. Visit the Victorian Commission for Gambling and Liquor Regulation www.vcglr.vic.gov.au or www.consumer.vic.gov.au to find out your responsibilities.
- 100% of net raffle proceeds must be forwarded to the Foundation. We encourage you to seek donated prizes where possible.

2.5 AUCTIONS

- You are encouraged to set a reserve on all live and silent auction items (we suggest at least 50% of the recommended retail value) to ensure fundraising is maximised and guests are encouraged to bid. This also ensures the organisations or individuals who have donated goods feel their contribution has counted towards the fundraising result.
- You must forward 100% of net auction proceeds to the Foundation. We strongly encourage you to seek donated prizes where possible.

2.6 FOOD HEALTH

- You are responsible for adhering to relevant legislation and practices if your activity involves selling food for human consumption. Food safety is critical: from preparation and handling to storage and sale. Visit www.health.vic.gov.au/foodsafety/ for details.

2.7 SUPERVISION

You must ensure that your activity is properly and adequately supervised, especially where children are involved. This includes, but not limited to:

- providing adult supervision and in certain circumstances, implementing security provisions;
- checking that the child's parents/guardians have given their permission for their child to take part; and
- carrying out appropriate background checks if adults are to have unsupervised interaction with children.

3 THE PROMOTION AND MARKETING OF YOUR ACTIVITY

3.1 SOME BASICS

Generating publicity leading up to your fundraising activity is a great way to help raise funds, increase ticket sales, secure local support and raise awareness.

The Foundation has many wonderful supporters who co-ordinate a variety of fundraising activities throughout the year. Due to the large number of supporter activities, our resources are limited.

Please note the following:

- The Foundation, The RMH and NWMH are unable to assist with the co-ordination of your activity/event.
- The Foundation can post information about your fundraising activity on its website and The RMH Facebook page, pending approval and availability of resources.
- The Foundation, The RMH and NWMH are generally unable to provide a representative to attend activities. If you have this need, please contact the Community Relationships Manager at the Foundation on (03) 9342 7111.
- The Foundation is unable to promote fundraising activities to people on its database or that of The RMH or NWMH. This is because of privacy legislation.

The Fundraiser must comply with the following relating to media and communications generally:

- You must not approach or speak to the media about your fundraising activity without prior approval by the Foundation.
- You must send all media material and press releases to the Foundation for approval prior to circulation. The Foundation, The RMH and NWMH are unable to distribute press releases, organise media coverage or provide PR support for fundraising activities, unless otherwise approved prior.
- You must contact the Foundation to gain approval before you contact or approach any public personality or celebrity.
- Telemarketing, door-knocking and the soliciting of donations in public places are not permitted.
- Any communications produced by you must specify the percentage of funds (i.e. net funds) that will go to the Foundation.

3.2 BRAND AND LOGOS

You have a responsibility to be clear that your fundraising activity is not that of the Foundation, The RMH or NWMH, but is an activity to raise funds to support them.

- You may only use the Foundation, The RMH and NWMH logos with prior approval.
- Please contact us early if you intend to request to use a logo – your request will be evaluated on case by case basis and approval is at the discretion of the Executive Director Communications and Community Relations. If logo use is granted, you need to submit any marketing materials using the logo to the Foundation for approval, prior to production or circulation.
- You are permitted to use the “Royal Melbourne Hospital Foundation Supporter Logo” which will be supplied on request. Again, however, you will need to submit any marketing materials using the Supporter Logo to the Foundation for approval, prior to production or circulation.

In using our brand or logos, you must not:

- devalue the Foundation, The RMH or NWMH brands or be inconsistent with our brand positioning or bring their brands into disrepute.
- grant an endorsement of any company, product or service on behalf of the Foundation, The RMH and NWMH.

The correct terminology in using the Foundation’s name is the “Royal Melbourne Hospital Foundation”. No alternatives or abbreviations may be used.

You must not use the Foundation, The RMH or NWMH name in the title of your activity e.g. ‘Royal Melbourne Hospital Foundation Gala Ball’ or the ‘Royal Melbourne Hospital Foundation Fun Run’. That is because it implies the activity is organised by the Foundation, The RMH or NWMH.

Examples of appropriate wording:

- *“Proudly supporting The Royal Melbourne Hospital”* or
- *“Funds raised will go towards funding the best equipment, research or patient care at The Royal Melbourne Hospital”*.

3.3 FUNDRAISING WEBSITE

- The Fundraiser can create a personalised fundraising webpage to collect online donations. People who donate can leave messages of support. The funds are remitted to us directly so there is no need to handle cash donations.

Visit www.doitfortheroyalmelbourne.org.au

4 CASH SPONSORSHIP AND PRODUCT DONATION

- Sponsorship is a great way to boost your fundraising efforts. However, with corporate organisations, it is possible that the Foundation has already made an approach for sponsorship.
- If the Fundraiser plans to approach a corporate sponsor for cash sponsorship or product donation, please check with the Foundation first. This will ensure current or potential sponsorships with the Foundation, The RMH and NWMH are not jeopardised.
- A copy of your sponsorship proposal must be provided to the Foundation for approval prior to distribution.
- The Foundation, The RMH and NWMH cannot provide tax invoices for any corporate support the Fundraiser has secured or is seeking support from.

5 DISCLAIMER

Whilst the Foundation does offer advice and, if approved, limited support for external Fundraisers, the Foundation, The RMH and NWMH are not to be recognised as the *organiser* of these events. All issues involving your activity are your responsibility. The Foundation, The RMH and NWMH will not be liable for any expenses occurred in running or promoting your event.

Fundraisers are neither employees of, nor are they acting in any other representative capacity for, the Foundation, The RMH or NWMH. Fundraisers undertake fundraising activities at their own risk. Responsibility for insurance rests with the Fundraiser.

The Foundation reserves the right to assess each Fundraiser's *Fundraising Activity Application Form* and accept or decline the application. The Foundation also reserves the right (in its absolute discretion and without having to provide any reasons) to withdraw its approval for your activity at any time; including where it appears that there is a likelihood you will fail to adhere to any of these Guidelines or might undermine/affect the reputation of the Foundation, The RMH or NWMH.

Unless specifically negotiated, approval of a Fundraising activity does not imply exclusivity and the Foundation reserves the right to enter into similar arrangements with other Fundraisers, subject to the same criteria.



Fundraising Activity Application Form

CONTACT DETAILS

Applicant or person responsible _____

Community Group/Organisation if applicable _____

Address _____

Suburb _____ State _____ Postcode _____

Phone (H) _____ Phone (W) _____ Mobile _____

Email _____

ACTIVITY DETAILS

Activity Name _____

Location and or address _____

Start Date _____ Finish Date _____ Time (if relevant) _____

Type of fundraising activity _____

DESCRIBE THE PROPOSED ACTIVITY

Please provide a description of the event including participant numbers, activity type, and publicity plans. Attach documents where necessary.

DESCRIBE HOW THE FUNDS WILL BE RAISED

E.g. Raffles, donations, sales, auctions, sponsorship

WHERE WOULD YOU LIKE YOUR FUNDS DIRECTED*?

* Net proceeds will be directed to an area of The Royal Melbourne Hospital or North Western Mental Health as agreed by the Executive Director Communications and Community Relations and the Fundraiser.

WHY HAVE YOU CHOSEN TO RAISE MONEY FOR THE ROYAL MELBOURNE HOSPITAL FOUNDATION?

HOW WILL THE PROCEEDS BE ALLOCATED TO THE ROYAL MELBOURNE HOSPITAL FOUNDATION?

- 100% to RMH Income less costs

DECLARATION

- I/We have read the Royal Melbourne Hospital Foundation Fundraising Guidelines and agree to abide by them at all times.

I/We declare that all details on this form are correct.

Name _____ Signature _____

Name _____ Signature _____

Date ____ / ____ / ____

Please complete and return this form to the Community Relationships Manager. Royal Melbourne Hospital Foundation Locked Bag 800, Carlton South, VIC, 3053 OR gareth.scott@mh.org.au

Office Use Only

Approved By _____ Signature _____

Date Approved ____ / ____ / ____ Reference Number _____