

Emergency Services Foundation Fundraising Guidelines

On behalf of the ESF Emergency Services Foundation (the ESF) we would like to thank you for your interest to support our Foundation through a fundraising activity.

These fundraising guidelines outline the ESF obligations of all individuals, organisations or groups in fundraising for us.

Your Responsibilities

Before commencing any fundraising activity for the ESF the fundraiser is legally required to gain approval and authorisation from the ESF.

Once your activity is approved, the ESF will issue a confirmation letter regarding your legal authority to fundraise on its behalf.

Once the ESF authority to fundraise is issued, the ESF guidelines will form the basis of the ESF terms and conditions of the ESF fundraising activity. You are always welcome to contact the ESF for any advice.

The ESF fundraiser must:

- Be responsible for all organisational aspects of the ESF fundraising activity
- Seek the ESF required permits relating to activities planned. Visit www.consumer.vic.gov.au for more information
- Pay any invoices relating to expenses for the ESF fundraiser and ensure that they are **not** addressed to the ESF, unless previously agreed
- Assume full responsibility for managing activities in an appropriate way
- Accept that the ESF are not responsible for any risks associated with the ESF fundraiser including the safety of the event, volunteers and has the minimum level of public liability cover
- Ensure that all volunteers who are under the age of 16 partaking in the event (in terms of collecting, handling or managing funds) are under the supervision of a responsible adult over the age of 18 and have the parent's permission to partake in the event
- Keep the ESF updated throughout the planning of the activity
- If having a raffle or an auction, 100% of the net proceeds must be forwarded to the ESF

Legal responsibility

All fundraising activities must comply with all relevant Australian Federal and State Laws. In Victoria fundraisers must adhere to the *ESF Fundraising Act 1998*.

The ESF fundraiser must:

- Provide all funds to the ESF within 30 days as required by the ESF "Authority to Fundraise" confirmation letter. The ESF will send a letter acknowledging all funds are received
- Arrange their own public liability insurance specific to the ESF activities that are taking place
- Obtain any other licences or permits required (e.g. local council approval, liquor licence, preparation of food*, raffles*, auctions etc.)

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- Provide the ESF with an accurate and detailed record of income and expenses of the ESF activity, also providing any receipts or invoices for the ESF activity
- Provide the ESF with an accurate record of donations as per template provided by the ESF
- Indemnify the ESF from and against any claims for injuries and damage arising from the ESF event
- Provide the ESF with at least one high resolution image for use by the ESF as required

* Visit <https://www2.health.vic.gov.au/public-health/food-safety> for full details on food safety

* Visit www.vcgr.vic.gov.au for full details on hosting a raffle

The ESF promotion and marketing of your activity

Generating publicity before your fundraiser begins is a great way to help raise funds, increase ticket sales, get local support and raise awareness about the ESF.

The ESF can post information about your activity on its website and social media, pending approval.

The ESF fundraiser needs to comply with the following:

- The ESF fundraiser is not authorised to speak on behalf of the ESF, only about their fundraising activity
- It is essential that the ESF fundraiser contacts the ESF to gain written approval before they contact or approach all forms of media, any public personality or celebrity
- Telemarketing, doorknocking and soliciting of donations in public places are not permitted
- Any communications produced by the fundraiser must specify the percentage of funds that will go to the ESF

Use of the ESF name and logo

The fundraiser has a duty to make it clear that the activity is not the ESF's but rather an activity to raise funds in support of the ESF.

Do not use the ESF name or logo of the ESF in any way that will reduce respect for the ESF.

The correct terminology is "the ESF" or "Emergency Services Foundation". No other alternatives or abbreviations can be used.

The ESF fundraiser must **not**:

- Devalue the ESF name and logo of the ESF
- Grant an endorsement of any other company, product or service
- Use ESF in the title of the activity/event e.g. "The ESF Fun Run", "The ESF trivia night" as this implies that the event is run by the ESF

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The fundraiser is responsible for accurately communicating the nature of the relationship with the ESF to its consumer base. Appropriate wording includes:

Proudly supporting the ESF / Emergency Services Foundation OR Funds raised will go towards the ESF, and its programs to improve mental health and wellbeing for Victorian emergency service workers

Approaching companies for cash sponsorship or product donations

Sponsorship is a great way to boost your fundraising efforts. However, it is possible that the ESF or one of the emergency service agencies it works with, has already made an approach for sponsorship or there may be a conflict of interest.

As such, if you wish to approach a corporate sponsor for cash sponsorship or product donation, please check with the ESF first, so as not to jeopardise any potential sponsorship approach by the ESF or the agencies, and provide a copy of your sponsorship proposal for approval.

You must not approach any business:

- That receives significant revenue from the ESF tobacco, gambling or alcohol industry
- That has been convicted or fined for criminal offences within the past 10 years

The ESF acknowledges that you may unknowingly receive donations from such companies and private persons employed by such companies.

If required, the ESF can provide written confirmation to a company to confirm any donated goods and/or services they provide are for the ESF fundraising activity.

Working with the ESF

Please be aware that the ESF cannot provide any assistance when it comes to:

- Promotion or marketing apart from agreed social media
- Prizes for your fundraiser
- Applying for any licenses or permits
- Staff of events unless otherwise agreed
- Reimbursement of event related expenses
- Financial contributions to any event related materials or equipment

Cause-related marketing

Individuals or businesses can partner with the ESF by donating a percentage/fixed amount from the sale of a selected item or product (e.g. CD, book or food item) as part of their regular course of business.

Please contact the ESF directly to discuss a Cause-Related Marketing agreement.

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Payment of funds

The funds raised will go directly into an ESF account as per the details provided in the ESF approval letter.

If the fundraiser or the fundraising supporters are donating via credit card it is recommended that they donate via the ESF website.

Cash Handling

It is best practice that any cash donations received should be counted by two individuals in a private and secure place, at or immediately after the event.

If the money can't be paid into a bank immediately, the cash must be held securely.

Acknowledgement of your contribution

Once the ESF has received the funds from the fundraiser you will receive an official thank you letter from the ESF and/or receipt (if applicable) to acknowledge your contribution.

Thank You Letters

It is important to the ESF that you thank each supporter. When receiving a donation, your donors will appreciate a form of recognition whether it be by email, letter, certificate or phone call.

The ESF can provide a sample *Thank You* letter or email and certificate that you can use as a guide or adapt for your supporters.

Tax deductible and nontax deductible receipts

The ESF is a registered charity and can provide official tax-deductible receipts for monetary donations of \$2 or more towards approved fundraising activities.

Tax deductible receipts are based on the conditions outlined by the Australian Taxation Office (ATO). To be tax-deductible, a donation must be a voluntary gift where the ESF donor has received nothing of material benefit or advantage.

Tax receipts are not issued when a payment results in the receipt of a good or service or the donation is not deemed to be unconditional. This also relates to purchasing raffle tickets, entry fees or auction items and sponsorships.

For more information on tax related matters please refer to the ESF ATO www.ato.gov.au.

Those who require a tax-deductible receipt will need to donate via the ESF website www.esf.com.au.

Consent to share images and messages

It is your job as the ESF fundraiser to ensure that all persons in the photos or videos that you may take have given consent to have their image taken. You as the fundraiser also give consent to the ESF to use all photos, videos, quotes and stories of the event. You can withdraw your consent at any time by letting us know.

Disclaimer

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Whilst the ESF does offer advice and support for external fundraisers, the ESF is **not** to be recognised as the ESF organiser of these events.

Consequently, all issues involving financial and public liability as well as public safety are the total responsibility of the fundraiser. The ESF will not be liable for any expenses occurred in the running or promoting the event.

The ESF reserves the right to assess each application to raise funds on its behalf and decline if necessary. It also reserves the right (in absolute discretion and without having to provide any reasons) to withdraw its approval for the fundraiser's activity at any time, including where it appears that there is a likelihood of the fundraiser failing to adhere to any of the ESF above terms and conditions.

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