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

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

**Your Responsibilities – Obtaining Approval**

Before commencing any fundraising activity for ESF the fundraiser must obtain approval from ESF. You must apply for approval by completing and submitting an application in the form ESF will provide to you.

If your activity is approved, ESF will issue a confirmation letter (Confirmation Letter). The Confirmation Letter and these guidelines will form the basis of the terms and conditions on which you may fundraise for ESF. You are always welcome to contact the ESF for any advice.

**Your Responsibilities – Running the Activity**

The fundraiser named in the Confirmation Letter (the Fundraiser) must:

* Be responsible for all organisational aspects of the fundraising activity identified in the Confirmation Letter (the Activity)
* Obtain the required permits for the Activity
* Assume full responsibility for managing the Activity in an appropriate way;
* Take responsibility for, and accept that ESF and its officers and employees are not responsible for, any risks associated with the Activity including the safety of the event and the volunteers and participants;
* Arrange the level of public liability cover specified in the Confirmation Letter;
* Ensure that all volunteers or participants who are under the age of 16 are under the supervision of a responsible adult over the age of 18 and have the parent’s permission to participate in the Activity;
* Keep ESF updated throughout the planning of the Activity; and
* Provide the ESF with at least one high resolution image for use by the ESF as required

**Your Responsibilities – Financial**

The Fundraiser must:

* Pay any invoices relating to expenses for the Activity and ensure that they are ***not*** addressed to ESF, unless previously agreed
* If conducting a raffle or an auction, 100% of the net proceeds (the funds received less only the costs of the goods raffled or auctioned) must be forwarded to ESF
* Provide all funds to ESF within 30 days as required by the Confirmation Letter. ESF will acknowledge all funds received;
* Provide ESF with an accurate and detailed record of income and expenses of the Activity, also providing any receipts or invoices for the Activity; and
* Provide ESF with an accurate record of donations using the template ESF will provide

**Your Responsibilities – Legal**

The Fundraiser must:

* Ensure that all fundraising activities comply with all relevant Australian Federal and State Laws, including, if the Activity is in Victoria, the *Fundraising Act 1998,* and obtain any other licences or permits required (e.g. local council approval, liquor licence, preparation of food\*, raffles\*, auctions etc\*
* Indemnify ESF and its officers and employees in respect of any and all liability of any nature relating to or arising from the Activity;

More information is available at [www2.health.vic.gov.au/public-health/food-safety](http://www2.health.vic.gov.au/public-health/food-safety) (food safety) [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au) (hosting a raffle or auction) and [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au) (licences and permits)

**The ESF promotion and marketing of your activity**

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

The ESF can post information about your Activity on its website and social media, once the Activity is approved.

The Fundraiser must comply with the following:

* The Fundraiser is not authorised to speak on behalf of ESF, only about their Activity
* obtain written approval from ESF before they contact or approach any 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 ESF

**Use of the ESF name and logo**

The Fundraiser:

* has a duty to make it clear that the Activity is not ESF’s but rather an Activity to raise funds in support of ESF.
* must not use the ESF name or logo in any way that may cause damage or reduce respect for the ESF or otherwise devalue the ESF name or logo;
* use ESF in the title of the Activity e.g. “ESF Fun Run”, “ESF trivia night” or in any other way that implies that the event is run by ESF
* must not endorse any other company, product or service in connection with the Activity.

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

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 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 ESF first, so as not to jeopardise any potential sponsorship approach by ESF, and provide a copy of your sponsorship proposal for approval.

You must not approach any business:

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

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

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

**Payment of funds**

The funds raised will go directly into an ESF account as per the details provided in the Confirmation Letter

If the Fundraiser or the fundraising supporters are donating via credit card it is recommended that they donate via the [ESF donation page](http://www.givenow.com.au/emergency-services-foundation), they will receive a receipt for their donation for tax purposes.

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 ESF has received the funds from the Fundraiser you will receive an official thank you letter from ESF to acknowledge your contribution.

Tax deductible and nontax deductible receipts

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 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 ATO [www.ato.gov.au](http://www.ato.gov.au)

Those who require a tax-deductible receipt will need to donate via the [ESF donation page](http://www.givenow.com.au/emergency-services-foundation).

Consent to share images and messages

It is your job as 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 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**

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

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

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 above terms and conditions.

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