



# FUNDRAISING GUIDELINES

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BLACK DOG INSTITUTE





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Thank you for your interest in fundraising for the Black Dog Institute. We value all enquiries from individuals, community groups and businesses that will assist us in raising awareness and funds to support our mission of advancing the better management of mood disorders for all Australians. Any third party raising funds for the Black Dog Institute must comply with relevant laws and regulations within each State or Territory. We must approve and authorise all volunteer fundraising activities that raise money for the Black Dog Institute. To help us assess whether there is a good match with the Institute's goals, we would appreciate you completing a Proposal to Fundraise form. To assist you in preparing your proposal we have developed the following guidelines. If, after reading these guidelines, you believe your proposal meets all the requirements, we would welcome your submission. All Proposals to Fundraise will be responded to within eight working days. If your proposal is compatible we will provide you with a letter giving you Authority to Fundraise on our behalf and a Fundraising Toolkit. The Toolkit is designed to assist you with the organisation of your event and to maximise opportunities to raise funds and communicate valid messages to the community about the work of the Black Dog Institute.

## THE TOOLKIT INCLUDES:

- Information about the Black Dog Institute to assist you in understanding what we do.
- Guidelines for using our logo.
- Letter authorising you to raise funds on our behalf.
- A form to complete that will provide us with information required to publicise your event on our website and link to your website if you have one.
- Letter template you can adapt for seeking sponsorship or donations to support your event.
- Receipt template to complete for all donations.
- Invitation template.

BLACK DOG INSTITUTE





- Credit card form template to be completed and returned to the Black Dog Institute for processing.
- Media Release template you can adapt to promote your event.
- Information sheet with suggestions to promote and publicise your event.
- List of materials and merchandise available from the Black Dog Institute to support your event.
- Booking form for a speaker to attend your event.
- Income and Expenditure template.
- Organisation check list.
- Poster template to promote your event.



## PLEASE READ THE FOLLOWING GUIDELINES CAREFULLY BEFORE COMPLETING YOUR PROPOSAL TO FUNDRAISE

- Any fundraising activity undertaken by a third party to raise funds for the Black Dog Institute will be conducted by that individual or group/ committee and is the sole responsibility of the person/s making application to the Black Dog Institute.
- Any promotional material must clearly state that the event is “raising funds for the Black Dog Institute”. It is not to be referred to as a Black Dog Institute event.
- The Black Dog Institute logo is a valuable brand. Any use of the logo must be approved by the Institute and any printed material using the logo must be authorised by the Black Dog Institute prior to printing. Guidelines for using our logo will be included in the Fundraising Toolkit.
- Due to our ethical standards we will not be involved in any event or be associated with any organisation or industry group that supports or promotes smoking. We will not agree to any sponsorships from companies selling alcohol.
- Any fundraising activity undertaken must fit within the NSW Charitable Fundraising Act guidelines which specify that expenses must not exceed 40% of funds raised. The Black Dog Institute cannot pay any expenses incurred by you. The person/parties authorised to fundraise are responsible for payment of all expenses in relation to the agreed fundraising activity.
- A third party cannot issue a receipt for funds raised. Only the Black Dog Institute can issue a receipt for money raised on our behalf. If a receipt is required, relevant information must be recorded on the receipt templates provided in the Fundraising Toolkit and receipts will be issued direct to the donor by the Black Dog Institute.
- A donation is described as an amount of money given with no expectation of a benefit in return for the amount given. Please be aware that tickets to attend fundraising events, purchase auction items, raffle tickets etc are not donations and therefore not eligible to receive a tax deductible receipt.



- A detailed Income and Expenditure sheet will be included in the Fundraising Toolkit and must be completed by any person/parties authorised to fundraise for the Black Dog Institute. This sheet, together with any receipts in relation to costs associated with the event, must be kept by the person/parties authorised to fundraise for seven years to satisfy the Australian Tax Office.
- Funds raised must be reconciled and forwarded to the Black Dog Institute within 14 days of the completion of the fundraising activity.
- The Black Dog Institute is unable to provide media relations for any fundraising activities undertaken by a third party. We will provide you with a Media Release template and some guidelines for gaining publicity for your fundraising activity in the Fundraising Toolkit.
- The Black Dog Institute is unable to guarantee celebrity ambassadors to attend or promote your event. If you would like someone to speak at your event about the Institute you must submit a request for a Speaker Form to our Resource Centre.
- The Black Dog Institute is unable to secure raffle or auction prizes for your fundraising activity.
- Funds raised and individual donations can be deposited direct to our bank account. Account details will be supplied with your Fundraising Toolkit. Donations can also be made at anytime via our website [www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au) and will be allocated as funds raised to your event total. You can also build your own online fundraising site from software available on our website.
- Community fundraisers are not authorised to deposit any funds raised into their personal bank account. Once you receive an authority to raise funds for the Black Dog Institute any funds raised using our name must be deposited into one of the above approved account options.
- The Black Dog Institute is unable to provide any public liability insurance for any fundraising events organised by a third party.
- The Black Dog Institute accepts no responsibility for any accidents or incidents that occur during the organisation or running of the fundraising activity. You must indemnify the Institute in any insurance you undertake in relation to your activity.
- It is the responsibility of the person/parties authorised to undertake the fundraising activity to gain any licences or approvals to operate their fundraising activity from relevant local and state authorities.
- Any person who undertakes a fundraising activity on behalf of a registered charity without authorisation by that charity is acting outside of the law and can be prosecuted.
- We reserve the right to refuse, or cancel at anytime the granting of a fund raising authority if we believe it is not in the best interests of the individual or the Institute.



**Address** Black Dog Institute  
Hospital Road  
Randwick NSW 2031

**Telephone** 61 2 9382 9263

**Facsimile** 61 2 9382 3712

**Email** [vicki.miller@blackdog.org.au](mailto:vicki.miller@blackdog.org.au)

**Website** [www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au)

ABN 12 115 954 197



# PROPOSAL TO FUNDRAISE FOR THE BLACK DOG INSTITUTE

Please read our Fundraising Guidelines before completing this proposal. If you would like to organise a fundraising event to support the Black Dog Institute please complete this proposal and return it to the Fundraising Department, Black Dog Institute, Hospital Rd, Randwick, NSW 2031. All applications will be assessed within eight working days. Once approved you will receive a letter authorising you to fundraise on behalf of the Black Dog Institute and a Fundraising Toolkit.

Name of person organising the event/activity \_\_\_\_\_

Name of organisation (if applicable) \_\_\_\_\_

Street Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Postal address (if different to above) \_\_\_\_\_

Telephone (w) \_\_\_\_\_ (h) \_\_\_\_\_ (Mobile) \_\_\_\_\_

Facsimile \_\_\_\_\_ Email \_\_\_\_\_

Title of Event \_\_\_\_\_

Proposed date of event \_\_\_\_\_ Start & finish time \_\_\_\_\_

Location of event \_\_\_\_\_ Number of proposed participants \_\_\_\_\_

Who are you targeting to attend the event? \_\_\_\_\_

Please describe in detail how the event will work (you may submit information on a separate sheet if you need more space)

\_\_\_\_\_

By what means will you be raising money? eg. Ticket sales, raffle, auction, sponsorship \_\_\_\_\_

\_\_\_\_\_

Will you be raising money for any other organisations at the event? \_\_\_\_\_

If yes, please advise names \_\_\_\_\_

Please attach your estimated income and expenditure for the event.

## Declaration

I hereby declare that all information provided to the Black Dog Institute in this proposal is true and accurate. I have read the Fundraising Guidelines and agree to abide by all conditions contained within the guidelines. I agree to indemnify the Black Dog Institute against any claims for injuries or damages arising out of the event or activity I undertake. I understand that the Black Dog Institute has the right to withdraw my approval to fundraise if I am in breach of any of the Fundraising Guidelines.

Name \_\_\_\_\_

Position \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

