



Building a Better Geelong

## Give Where You Live Third Party Fundraising Guidelines

### About Give Where You Live

Give Where You Live is Geelong's leading philanthropic organisation working to alleviate disadvantage within the Geelong community - to Build a Better Geelong.

Give Where You Live has been helping to reduce disadvantage since 1954 and is committed to creating a more compassionate and productive society throughout Geelong. Give Where You Live provides leadership to create a caring Geelong and regional community in which all people are able to reach their full potential and not be constrained by health, education or income disadvantage.

Give Where You Live operates on a best practice, open and transparent annual round of grant allocations. Each year we enlist a panel of approximately 40 volunteer grant readers representing a wide sector of the Geelong community who analyse and rate each application. Our Board then signs off on the final grant allocations.

In nearly 60 years Give Where You Live has raised in excess of \$50 million however there is still great need for our help in our community. \$1.78 million has been distributed via our 2013 grants program, providing direct support to over 25,000 people in the Geelong community.

### The importance of Community Fundraising for Give Where You Live

We thank you for your interest in raising funds for Give Where You Live through hosting an event or fundraising on our behalf. The Geelong community is our largest stakeholder and we are extremely appreciative of the efforts of all groups, individuals and organisations wishing to raise funds on behalf of Give Where You Live!

These guidelines are to assist you in your fundraising endeavors and ensure that third party fundraising activities held for Give Where You Live adhere to various Fundraising Acts and our own internal policies.

If you are undertaking a fundraising event with the intention that the proceeds will go to Give Where You Live, then the following requirements are essential.

### What is Give Where You Live Fundraising?

Give Where You Live fundraising covers a wide scope of activities that are developed with the purpose of raising funds for the benefit of Give Where You Live. They can include a special one off event or initiative, an annual event, or an ongoing initiative that is run for a specified period of time. Activities may be entirely new in nature or could involve an established activity to which you decide to add a fundraising component.

All funds raised through Third Party Fundraising, will be donated to the Give Where You Live Annual Campaign..

### Event Management

Any event organised by a third party (individual, group or organisation), external to Give Where You Live is a Third Party Fundraising Event and not an official Give Where You Live event. The organisers must indemnify Give Where You Live from and against any claims for injuries or damage arising at or from the activity; Give Where You Live is to be noted as an interested party.

Give Where You Live bears no responsibility for the management or conduct of a fundraising event organised by a third party. It is the responsibility of the third parties to ensure they are compliant with the relevant legislative requirements, including obtaining the appropriate permits and licenses if necessary.



Building a Better Geelong

## Give Where You Live Third Party Fundraising Guidelines

The event must be conducted and conform to the Best Practice Guidelines for Charitable Organisations. We recommend you take the time to read the information provided by the relevant government bodies, details of which can be found at:

[www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

Give Where You Live has many Corporate Partners and sponsors that support the organisation all year round. As these companies are already very generous supporters of the organisation and are approached frequently throughout the year, we ask that you do not approach these companies for financial sponsorship or for prize donations. These companies are listed on the Give Where You Live website.

### Management of Volunteers

It is the responsibility of the Third Party Fundraiser to recruit and coordinate all volunteers in relation to their fundraising activity or event. The coordination should adhere to **the** National Standards for Involving Volunteers in Not-for-profit organisations. These standards can be found at [www.volunteeringaustralia.org](http://www.volunteeringaustralia.org)

### Use of Logo

The Give Where You Live logo can be used in accordance of the Give Where You Live Branding Guidelines can be downloaded at [www.givewhereyoulive.com.au](http://www.givewhereyoulive.com.au). Marketing collateral must be pre-approved by emailing it through to [admin@givewhereyoulive.com.au](mailto:admin@givewhereyoulive.com.au)

### Media and other Communications

We can provide you with current Give Where You Live Campaign Material for distribution at your event including posters and flyers. These can be downloaded at [www.givewhereyoulive.com.au](http://www.givewhereyoulive.com.au) or you can collect them from our office at 18 Myers Street, Geelong.

Any communications produced by third party fundraisers must specify:

- The intent / purpose of the fundraiser
- What percentage or amount of funds will go to Give Where You Live
- Where funds will be applied to: The Give Where You Live Annual Campaign or the Give Where You Live Foundation

You may state that the proceeds from the event are going to Give Where You Live however, please do not state that the event is a Give Where You Live Event.

i.e. use the term: "This event is organised by <Insert Name of Fundraising Group> to raise funds for Give Where You Live" rather than, "A Give Where You Live Event".

Give Where You Live cannot be used in the title of your activity as it is not an official Give Where You Live run event for example "The Give Where You Live Football Game".

### Receipting and Payment of Funds

Funds raised must be remitted to Give Where You Live within 28 days of the event taking place and include a financial summary. There must be proper accounting for all income /expenses incurred as well as ensuring that the activities and actions are appropriate. This includes paying any required GST associated with event expenditure.

As a third party event organiser, it is your responsibility to pay any invoices relating to your expenses and ensure that they are not addressed to Give Where You Live.



Building a Better Geelong

## Give Where You Live Third Party Fundraising Guidelines

Unfortunately we do not always have the resources to send a representative to your event, or an individual to collect the funds you have raised, however if you would like to request this, please email [admin@givewhereyoulive.com.au](mailto:admin@givewhereyoulive.com.au)

### Tax Deductible and Non tax deductible receipts

If a donor requires a tax deductible receipt, the donation must be made directly to Give Where You Live. Give Where You Live cannot issue a receipt if the donation is made to the Third Party Fundraiser.

The issuing of tax deductible receipts is based on conditions outlined by the Australian Taxation Office and interested persons should consult their website. Please refer to [www.ato.gov.au/nonprofit](http://www.ato.gov.au/nonprofit) for further information on tax related matters.

### Making direct deposits

In order to return your funds to our organisation, this can be done through the following ways:

1. **Direct Deposit:** It is our preference that you make a direct deposit in order to return your funds by using the following account details:

**Account Name:** Give Where You Live Inc.

**Account BSB:** 633-000

**Account Number:** 147 963 920

2. **Cash:** You can deposit cash in person at our office, 18 Myers Street Geelong.
3. **Cheque:** Made out to Give Where You Live Inc. or the Give Where You Live and sent to PO Box 351, Geelong 3220.

### Thank you!

On behalf of Give Where You Live we would like to thank you for choosing to support us. We look forward to hearing from you about your fundraising success. Don't forget to send us in any photos or footage from your activities and any stories about your fundraising activities! Email [admin@givewhereyoulive.com.au](mailto:admin@givewhereyoulive.com.au)