

# Give Where You Live Foundation

## Third Party Fundraising Guidelines



[givewhereyoulive.com.au](http://givewhereyoulive.com.au)

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### About the Give Where You Live Foundation

Give Where You Live Foundation aims to address one of the most complex and entrenched social issues in our community – disadvantage. In some parts of our community the level of disadvantage is at alarming and unacceptable levels – we are determined to ensure that this changes. Generally, people do not experience disadvantage when they have access to an education that enables them to obtain a life sustaining job, and they are not limited by a debilitating life crisis. The Foundation aims to ensure that these conditions exist for all members of our community.

Since 1954, the Give Where You Live Foundation has been bringing together individual community donors, corporate supporters and service delivery community partners to help achieve our mission. With our partners and donors we work together to Build Better Communities by providing grants and delivering programs that help provide educational and employment opportunities and support people experiencing life crises.

Our mission is to create long-term sustainable change for those suffering the effects of disadvantage. The Foundation is one the largest annual community grant makers in the country but our focus is on long term impact. While we are known as grant makers, our aim is to be change makers.

We do this in two ways:

1. We create partnerships with community organisations by providing grants for the delivery of services and programs impacting the root causes and symptoms of disadvantage including education, jobs, family violence, addiction, hunger and homeless. Since 1954 we have provided over \$60 million in grants.
2. We develop, implement and manage our own programs that target disadvantage directly including Feed Geelong, GROW – G2I Region Opportunities for Work and ENGAGE – Youth in Philanthropy.

In 2017 the Give Where You Live Foundation provided \$2.03 million to more than 50 community organisations working to address disadvantage in our community.

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

We thank you for your interest in raising funds for the Give Where You Live Foundation 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 the Foundation!

These guidelines are to assist you in your fundraising endeavours and ensure that third party fundraising activities held for the Give Where You Live Foundation 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 the Give Where You Live Foundation, then the following requirements are essential.

### What is Give Where You Live Foundation Fundraising?

Give Where You Live Foundation fundraising covers a wide scope of activities that are developed with the purpose of raising funds for the benefit of the Give Where You Live Foundation. 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 Foundation's Annual Campaign and distributed to a community partner through our grants process.

For further information, please visit [givewhereyoulive.com.au/how-we-make-a-difference](http://givewhereyoulive.com.au/how-we-make-a-difference)

### **Event Management**

Any event organised by a third party (individual, group or organisation), external to the Give Where You Live Foundation is a Third Party Fundraising Event and not an official Give Where You Live event.

The organisers must identify the Give Where You Live Foundation 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.

The Give Where You Live Foundation 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.

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)

The Give Where You Live Foundation 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.

For current overview of our Corporate Partners, please visit [givewhereyoulive.com.au/our-supporters/](http://givewhereyoulive.com.au/our-supporters/)

### **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 [volunteeringaustralia.org](http://volunteeringaustralia.org)

### **Use of Logo**

The Give Where You Live Foundation logo can be used in accordance of the Give Where You Live Branding Guidelines and can be requested via an email to [marketing@givewhereyoulive.com.au](mailto:marketing@givewhereyoulive.com.au). Please note that all marketing collateral must be preapproved by the Give Where You Live Foundation.

### **Media and other Communications**

We can provide you with current Give Where You Live Foundation Campaign Material for distribution at your event including posters and flyers. These can be downloaded at [givewhereyoulive.com.au](http://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 the Give Where You Live Foundation

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

Instead, you may use the phrase: “This event is organised by <Insert Name of Fundraising Group> to raise funds for the Give Where You Live Foundation.

Give Where You Live Foundation 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”.

### **Sponsorship and donations from businesses**

The Give Where You Live Foundation receives tremendous support from various tiers of business support – Platinum, Gold, Silver, Bronze, BIG Program Partners and our annual Marketing Material Partner.

In the event that you are to source donations, for example a prize for a raffle, we ask that you refrain from approaching our business partners. Any approach to these businesses must be discussed with the Give Where You Live Foundation prior to any contact made.

A listing of the Foundation’s current business partners and donors can be found here: [givewhereyoulive.com.au/our-supporters](http://givewhereyoulive.com.au/our-supporters)

### **Receipting and Payment of Funds**

Funds raised must be remitted to the Give Where You Live Foundation 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 the Give Where You Live Foundation.

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 [marketing@givewhereyoulive.com.au](mailto:marketing@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 the Give Where You Live Foundation. The Give Where You Live Foundation 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 by using the following account details:

**Account Name:** Give Where You Live

**Account BSB:** 633-000

**Account Number:** 109 017 772

**Reference:** Please include your name as a reference

**2. Cash:** You can deposit cash in person at our office, 18 Myers Street, Geelong

**3. Cheque:** Made out to Give Where You Live, PO Box 351, Geelong 3220.

## **Thank you!**

Thank you for your support of the Geelong/G2I community through the Give Where You Live Foundation. 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!

For further information, please phone 5229 4364 or email [marketing@givewhereyoulive.com.au](mailto:marketing@givewhereyoulive.com.au)