

## FUNDRAISING GUIDELINES

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We're so pleased to have your support behind The Jodi Lee Foundation. Together we can make a difference to the lives of so many Australian families, maybe even yours.

The money you raise will help prevent bowel cancer in Australia by motivating people to take screening tests regularly, act quickly on symptoms and lead healthy and active lifestyles.

The sky's the limit with fundraising ideas so have some fun, and remember we are here to help. There are rules and regulations that you need to be aware of. We hope these guidelines make it easier for you.

If you're looking for information to help you communicate our key messages, download a copy of our Community Ambassador Toolkit from our website at [www.jodileefoundation.org.au](http://www.jodileefoundation.org.au).



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## HOW DO I SET UP MY FUNDRAISING PAGE?

You need to register online via our website to set up your dedicated fundraising page.

We can create fundraising pages for other events as well. All we need is a photo and a few short paragraphs about why you're doing it. Please contact our Event Manager.

Elissa O'Donohue  
Event Manager  
0407 599 809  
elissa.odonohue@jodileefoundation.org.au

Your fundraising page will allow your supporters to make donations online, show the total amount you have raised and list donations received on your behalf. Tax receipts will be emailed when a donation is processed and you will receive an email notification too.

## WHERE DO I START?

If you are fundraising in New South Wales or Queensland, we must provide you with a letter authorising you to fundraise for The Jodi Lee Foundation and including a description of your activities. You may also be asked to provide a letter of authority if you are fundraising in other states.

Please get in touch with our Event Manager to arrange your authority letter before you start fundraising.

The list of potential fundraising activities is endless. Some people have great success simply by asking their friends and colleagues for donations via email or on social media. Others like to host a fundraising event. Here are a few popular ideas to get you started:

- Host a cocktail party and run a raffle or auction with prizes donated by local businesses.
- Hold a movie night at your local cinema and run a raffle before the movie.
- Organise a quiz night at your sporting club or community centre.
- Run a sausage sizzle or cake stall at your local hardware store eg Bunnings or Mitre 10.
- Collect gold coin donations at your school, kindergarten or day care centre.

Many companies like to support the fundraising efforts of employees by matching the funds they raise. You might like to ask whether your company has a matching program and will consider this ... it makes every dollar raised go twice as far!

## CAN I ASK ANYONE FOR A DONATION?

The Jodi Lee Foundation does not door knock, collect money on the street or run telephone appeals to raise money, and we please ask that you don't either.

## CAN I APPROACH SPONSORS FOR MY EVENT?

We encourage you to seek sponsorship for any events you participate in or organise. However, we ask that you run any corporate sponsors past us. Sponsorship requires invoicing by the Foundation and attracts GST so please get in touch.

The Jodi Lee Foundation is unable to assist with auction items, prizes or wine sponsors.

## DO I NEED INSURANCE?

Unfortunately, due to the cost of insurance we are not able to extend our public liability insurance to cover the fundraising activities organised by our many supporters. Please make your own enquiries as to whether insurance is necessary for your event. The Jodi Lee Foundation accepts no responsibility for accidents or incidents that occur during the organising or running of any fundraising activity.

## HOW DO I SELL TICKETS?

The most popular ticketing websites are Eventbrite and Trybooking. Please note, The Jodi Lee Foundation does not qualify for the refund of processing fees as we are not raising money for medical research, poverty or relief aid.

## HOW DO I PAY FOR THE FUNDRAISING ACTIVITY?

The Jodi Lee Foundation cannot pay or reimburse any expenses incurred by you as a result of your fundraising activity. However, you can deduct your expenses from the proceeds of the activity, provided this is properly documented.

As a guide we suggest that the total expenses should not exceed 30 per cent of total proceeds. You should keep accurate records of your income and expenses as you may be asked by a member of the public to disclose the amounts raised, how it was spent and the net proportion donated to The Jodi Lee Foundation.

## CAN A REPRESENTATIVE FROM THE JODI LEE FOUNDATION ATTEND MY EVENT?

If at all possible, a representative of The Jodi Lee Foundation would be pleased to attend your event. Please give us as much notice as possible to ensure availability.

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## ARE DONATIONS TAX DEDUCTIBLE?

The Australian Taxation Office has endorsed The Jodi Lee Foundation as a deductible gift recipient. All donations of \$2 or more are tax deductible. For donations made via our website, a tax receipt will be sent to the email address entered as soon as the payment is processed.

The purchase of auction items, raffles and event tickets are not considered donations, so we are not permitted to issue a tax deductible receipt. We ask that these amounts are not donated via our website. We can process payments for auction items by credit card for you, and also accept payment by cheque. The sale of these items may be subject to GST, which will reduce the amount of your fundraising. Please get in touch beforehand if you would like more information.

## HOW DO I BANK MY FUNDRAISING PROCEEDS?

Making a donation via your fundraising page on our website is the best way for us to receive your fundraising proceeds as it keeps administration to a minimum. If a donor requires a tax-deductible receipt, please enter the donation under their name. Our website will send a receipt to the email address you enter. Please note, you cannot claim a personal tax deduction for monies received and/or donated on behalf of others.

Cash donations received can be donated online using your own credit card, or banked into our ANZ bank account BSB 015310 Account Number 269721353.

Please forward confirmation of deposits to felicia.goodes@jodileefoundation.org.au. If a tax deductible receipt is required, please forward name and address details, including the amount of the donation.

Cheque and credit card payments can be made using our donation form. You can download a copy from our website at [www.jodileefoundation.org.au/resources](http://www.jodileefoundation.org.au/resources).

We ask that you pay all money raised to us within 14 days of completing the fundraising activity.

## WHERE DOES THE MONEY GO?

The money you raise will help us continue to reach our mission ... to prevent bowel cancer in Australia by motivating people to take screening tests regularly, act quickly on symptoms and lead healthy and active lifestyles.

If you're looking for more information, we publish our Annual Review and full financial report on our website each year at [www.jodileefoundation.org.au/annual-reviews](http://www.jodileefoundation.org.au/annual-reviews).

## WILL THE FOUNDATION PROMOTE MY FUNDRAISING EVENT?

Where we can, we will share your event on our social media platforms. Please get in touch with our Communications Team if you would like help promoting your event.

Sonia Mir  
Marketing Manager  
0422 083 725  
[sonia.mir@jodileefoundation.org.au](mailto:sonia.mir@jodileefoundation.org.au)

## CAN I USE THE JODI LEE FOUNDATION LOGO?

Approved logos and images can be downloaded from our Flickr page at [www.flickr.com/photos/jodileefdn/albums](http://www.flickr.com/photos/jodileefdn/albums). Please include words such as 'Proceeds donated to The Jodi Lee Foundation' or 'Proudly supporting The Jodi Lee Foundation' to make it clear that you are hosting the event on our behalf.

We're always keen to have a look before you finalise any artwork. So often people spell Jodi with an 'e' ... please note the correct spelling of our name.

## DOES THE FOUNDATION HAVE ANY MARKETING MATERIAL I CAN USE?

We have flyers and information sheets about preventing bowel cancer available for your use. Please contact our office for flyers and the information sheets can be downloaded from [www.jodileefoundation.org.au/resources](http://www.jodileefoundation.org.au/resources).

We also have pull-up and flag banners that we are happy for you to use.

## CAN I APPROACH THE MEDIA ABOUT MY EVENT?

We often use the media to raise awareness about The Jodi Lee Foundation and bowel cancer prevention. If you would like help engaging the media please contact our Communications Team. They will be able to provide you with any advice you may need and point you in the right direction. Please run any media materials or press releases pass us first.

If your local newspaper or any other media outlet would like a comment from The Jodi Lee Foundation, Nick Lee is the official spokesperson and is always available for these opportunities. Our Communications Team can facilitate this.

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## WHAT PERMITS DO I NEED?

Each state has a number of different rules governing fundraising, liquor licences and the preparation of food. Please familiarise yourself with these rules, particularly if you are organising a raffle. An online search should tell you all you need to know. We have provided some basic information below as a starting point.

### Australian Capital Territory (Charity number 19001024)

You will require a permit to hold a raffle in the ACT. For more information, go to:

Fundraising: [www.ors.act.gov.au](http://www.ors.act.gov.au)  
Raffles & liquor licences:  
[www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)

### New South Wales (Charity number CFN/22668)

In NSW, you are required to take reasonable steps to ensure that the cost of your fundraising does not exceed 50% of the amount raised. If you are organising a raffle, you will require a permit if the total prize value exceeds \$30,000.

For more information on fundraising, raffles and liquor licences, go to [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au).

### Northern Territory

There is no fundraising legislation in the Northern Territory, but you will require a permit for a raffle if the value of tickets available for sale exceeds \$5,000. For more information on raffles and liquor licences, go to [www.dob.nt.gov.au](http://www.dob.nt.gov.au).

### Queensland (Charity number CH2748)

If gross proceeds from the sale of raffle tickets exceed \$2,000 you will require a permit in QLD. For more information on raffles and liquor licences, go to [www.business.qld.gov.au](http://www.business.qld.gov.au).

### South Australia

The Jodi Lee Foundation is not required to hold a Collections For Charitable Purpose licence in South Australia as our objectives do not meet the definition of 'charitable purpose'.

A licence is required for a raffle if the total retail value of all prizes is over \$5,000. There are other rules you should also be familiar with before you hold a raffle of any kind. For more information on raffles and liquor licences, go to [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au).

### Tasmania (Charity number C/10351)

A raffle permit is required if the prize value exceeds \$5,000. For more information about raffles and liquor licences, go to [www.treasury.tas.gov.au](http://www.treasury.tas.gov.au).

### Victoria (Charity number 14092)

You will need to register as a fundraiser if you expect to raise more than \$10,000, and you will require a permit for a raffle if the prize value exceeds \$5,000. For more information, go to:

Fundraising: [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)  
Raffles & liquor licences: [www.vcglr.vic.gov.au](http://www.vcglr.vic.gov.au)

### Western Australia

The Jodi Lee Foundation is not a licenced charity in Western Australia. For information on raffles and liquor licences, go to [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au).

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## CONTACTS

Marketing Manager  
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0422 083 725  
[sonia.mir@jodileefoundation.org.au](mailto:sonia.mir@jodileefoundation.org.au)

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