

Resource 2: FUNDRAISING INFORMATION

**A Resource Kit for Aboriginal
& Torres Strait Islander Christian Women**

- Fundraising Tips
- Fundraising Ideas
- Fundraising Legislation for each State
- Glossary of Fundraising Methods & Terms
- Contact List of Indigenous Radio Stations & Newspapers

NATSIEC WOMEN'S NETWORK: INDIGENOUS WOMEN WEAVING

A Resource Kit for Aboriginal & Torres Strait Islander Christian Women

INTRODUCTION

The Aboriginal and Islander Commission's Five Year Plan, the 1st National Ecumenical Women's Gathering (Women's Business Conference) 1995, and the AIC's 1998 Gathering of Indigenous Women in the Church, all identified a need for stronger networks between Indigenous women and women's groups in the church. Such networks were identified as important for the purposes of resource sharing, support and combining strengths in the pursuit of common goals.

We are aiming to build a network of church-based Aboriginal & Torres Strait Islander women throughout Australia. This network will be a living, growing network of women's groups and projects, enabling women to share knowledge, experiences and support. Women and their communities will be linked across denominations and distances. The network is open to all Indigenous Christian women throughout Australia.

With this in mind, this resource kit has been created to support women in their work by presenting information on the important aspects of running projects and raising money for your group. This resource kit will be an ongoing resource as we aim to support women in the different work they are doing.

I encourage you to use this resource and share it with others you know who are working in their communities or who would like to start a project but are not sure where to start.

I pray that this kit will be of great value to your work.

Graeme Mundine
Executive Secretary
National Aboriginal & Torres Strait Islander Ecumenical Commission

TABLE OF CONTENTS

INTRODUCTION	1
TABLE OF CONTENTS	2
FUNDRAISING TIPS	3
BEFORE YOU START...	3
GOODS AND SERVICES IN-KIND (DONATED)	4
GENERAL TIPS FOR FUNDRAISING	5
FUNDRAISING IDEAS	6
FUNDRAISING LEGISLATION INFORMATION FOR EACH STATE	7
GLOSSARY OF FUNDRAISING METHODS & TERMS	12
INDIGENOUS RADIO STATIONS AND NEWSPAPERS	13
ACKNOWLEDGEMENTS	14

Fundraising Tips

Before you start...

1. **Recruit a team** - Get different groups from the community involved as you are more likely to be able to reach the whole community if there are representatives from the different groups involved in the planning.
2. **Delegate tasks** - to people you rely on and make sure you ask for help when you need it.
3. **Define your project** - Ask yourself these questions:
 - Who are you going to target for money? (older people, young people)
 - What do you need the money for?
 - What is your wishlist?
 - What are your priorities?
 - When do you need to have raised the money by? (Give a specific target).
 - How much money do you need? (Max)
 - Who do you know who is important or who could donate money/goods/services/time?
 - Who's who in local business and federal, state and local governments?
 - Do you have any moral restrictions regarding who you can approach or accept money from? (E.g. tobacco companies)

An important point to remember:

Make sure all leaders in the group are in agreement about what you are raising the money for – a project, an event, another group?

4. Develop a plan of action

- Step 1:** Write down your fundraising priorities – what items or projects are most important to obtain?
- Step 2:** Categorise your priorities into: specific projects or programs; and operational costs (office space or equipment)
- Step 3:** Match categories to the type of funding methods that will work best. Write amounts to be raised for each and who will be approached.
- Step 4:** Be accountable for the money you raise. Record where it goes and where it has come from.

An important point to remember:

People will rarely want to donate to pay for administration costs. If you are running an appeal or asking for donations, make sure it is project-based so that people know their money is going to achieve something special.

Goods and Services In-Kind (donated)

You want to run a project or hold an event, but donations of money aren't the only useful gift you can receive. A good way to lower your costs as much as possible is to have goods, services, prizes and venues donated (in-kind).

How to get in-kind support

What goods or services to do you need?

One of the first things you should do is make a list of everything you need (e.g. training in computers, prizes for a raffle, office equipment) to complete the project or to keep running as an organisation.

Who do you know?

What businesses or groups in your area would be able to donate the goods & services you need?

- Businesses that you frequent regularly (such as butchers or supermarkets) are a good place to start as you already have a relationship with them.
- Any businesses that frequently advertise in your local newspapers

Match your list of what you need with your list of prospective supporters

Asking for a donation

- Before going and visiting a business or group, it is a good idea to send them a short note to let them know that a representative from your group will be visiting. This gives them time to think about how they can best help you.
- When it comes to fundraising, people donate to people, so it's important to make face-to-face contact with your prospective donor.

Make sure you only ask once. People are less likely to give if they feel pressured or harassed.

Give donors recognition and thanks

Make sure that you keep a record of in-kind donations so that you can thank your donors. If you want to thank businesses publicly, make sure you ask them first as they may not appreciate unwanted publicity.

From 'in-kind' to 'monetary' donations

Once you have started the relationship, the next natural progression is for the business to support you regularly through monetary donations. Make sure you keep in contact and let them know how your project is going to give them every opportunity to give regular support.

What goods and services should I ask for?

The sky's the limit when it comes to donations! However, some suggestions are:

- **Event space**
- **Advice or training** – such as financial advice or computer training
- **Free printing**
- **Prizes for raffles, trivia nights or auctions**
- **Food**
- **Free advertising**

Most radio and television stations, as a condition of their licenses, are required to broadcast a certain number of public service announcements per week. The same applies for print advertising - newspapers run some free or heavily discounted ads for community groups when they don't quite have enough paid ads to fill a space. A tip is to have the ads designed and ready to go so if they agree to run for free you can provide the ad immediately. Many newspapers, particularly local papers, also have a section providing free listing for upcoming events. You can also ask your local newspaper or the community radio station if they will do a story on your group / association. **See Page 12 for addresses of Indigenous Newspapers and Radio stations.**

General Tips for Fundraising

- **Maximise your opportunities**
If you're having a trivia night, consider also having a raffle, a live head shave and selling off decorations at the end of the night to raise extra funds.
- **Take lots of photos of any event you hold** – this will help with continued promotion.
- **Remember to keep in touch with donors.** People need to know that their gift is making a difference. It gives donors great joy to see an organisation to whom they have donated gifts or money be successful. Try and send out project reports to your donors. This is particularly important if this is an annual appeal.
- **Be assertive.** Ask anyone and everyone to donate to your appeal. You won't get anything if you don't ask.
- **Be creative and imaginative!**

Fundraising Ideas

- **Auction** – auction off donated items such as sports memorabilia; experiences such as a day off work; or a high profile person eg. ‘Boss the Boss day’.
- **Chocolate drives** – Cadbury is the best as they have the large Freddoes and Caramello Koalas. Cadbury gives a 50/50 split of the money and will give money for prizes depending on how much you raise.
- **Sports days** – parents versus children, bosses versus employees, mothers versus fathers etc. Charge by the team / family / individual.
- **Mystery dinner party** – How to Host a Murder – Get a restaurant to offer their space for the evening and a low cost meal. Add a substantial amount to the ticket price so that the meal is covered and you make a profit. Go to <http://www.tailormademysteries.com/tmm/myst.htm> for some ideas. Check to see if anyone you know has one of these murder mysteries and borrow it – great fun!
- **Film nights** – Most cinemas are happy to help out – usually the smaller independent cinemas are the best to try. Most people will be happy to go to a movie especially if it’s for a good cause. Try and screen a film that is relevant to your cause.
- **Dinner nights with a theme** such as native Australian food and charge people the cost of food plus an amount on top of that to make a profit. If you can get the restaurant to donate the food for the evening – even better!
- **Get someone to shave their hair off** – if you raise a certain amount of money, then that person will have to shave their hair off – good if you can get a high profile person who has a lot of hair!
- **Get schools to give to your organisation**, they’re great at fundraising and usually do a walkathon or similar each year.
- **Our Community** - If you are a registered organisation, you can put your appeal on the Our Community website free (the only cost is the for credit card transactions. The bank charges 2.65% of all transaction and this is a fee directly charged to Our Community). People can then go there and securely donate to your organisation on the website. You can also give people options for paying over the phone or by cheque. **[Please note, this service is only for organisations who have a certificate of registration as an incorporated association.]**
For more information about how this works, and for information about how to become a registered organisation, go to:
www.ourcommunity.com.au/giving/how_to_list_appeal.jsp
Or if you live in QLD, you can go to:
http://www.ourbrisbane.com/community/bris_gives
- **Create a wish-list** for your website or for your appeal brochure – list all the items you need with the price next to each item. People are more likely to give money for a specific item.

Fundraising Legislation Information for each state

**The information provided here is only a brief guide and was correct at the time of printing. Contact the relevant authority to receive all documentation and information relating to your appeal or fundraising effort.

Australian Capital Territory

Authority to Fundraise

You only need to apply for an authority to fundraise if you are selling raffles, badges, flowers etc. on public land. If the proceeds of the raffle are used exclusively for charitable purposes and the total prize value does not exceed \$500, you are **not** required to lodge an application.

For an Application for Authority to Fundraise by selling badges, flowers etc. contact:

Collections Manager
Urban Ranger and Approval Services
The Department of Urban Services
City Operations Branch
Level 1, Motor Vehicle Registry
Challis St, Dickson ACT

Tel: (02) 6207 7139

Fax: (02) 6207 7093

To raise money by selling a raffle, you have to apply to:

Gambling and Racing Commission
PO Box 214
CIVIC SQUARE ACT 2608

Tel: (02) 6207 0361

Fax: (02) 6207 7390

Web: <http://www.gamblingandracing.act.gov.au>

Victoria

Authority to Fundraise

You will need an authority only if you raise more than \$10,000 per financial year.

You do **not** need to apply if you are the following organisations:

- Those who raise less than \$10,000 per financial year (with unpaid volunteers)
- State school, council or registered school under the Education Act 1958, and some kindergartens;
- A university, TAFE College or other tertiary educational institution;
- A hospital or other registered health agency funded by the state government;
- A religious organisation (with authority to marry people);
- A registered political party; registered trade union and registered workplace relations or industrial relations organisation;
- Kindergartens and other children's services that provide a pre-school program for four year olds that is funded by the Department of Human Services, and the Anti Cancer Council.

Application for Authority to Fundraise

You must complete an Application for Fundraiser Registration Form. No fee is required. **This can be obtained through:**

Consumer Affairs
Level 2, 452 Flinders Street
Melbourne, VIC
Tel: 1300 55 81 81
Web: <http://www.consumer.vic.gov.au/>

Western Australia

Authority to Fundraise

You will need an authority to fundraise if you are any organisation that collects money or goods from the public for:

- the relief of the diseased, sick, infirm, incurable, poor, destitute, helpless or unemployed persons or their dependants;
- the relief of distress occasioned by war and the support of persons who have been members of the armed forces;
- the support of hospitals, infant health centres, schools, kindergartens and other activities of a social or welfare character; or
- any benevolent philanthropic or patriotic purpose.

You do **not** need one if you are the following:

- An organisation that collects and receives money from the public for non charitable purposes, such as for sporting clubs, conservation, environmental, animal welfare and schools or kindergartens that operate their own fund raising events.
- Any organisation that raises money for charitable purposes but does not collect from the public.

Application for Authority to Fundraise

To obtain a licence to fundraise and to obtain a licence for street collections, contact:

Administrative Officer, Charitable Collections Advisory Committee
Department of Consumer and Employment Protection
219 St Georges Terrace
Perth WA

Tel: (08) 9282 0832

Fax: (08) 9282 0856

Email: consumer@docep.wa.gov.au

Web: www.docep.wa.gov.au/charities/default.asp?id=/cp/charities/guide

Application for Authority to hold raffles: For raffles, all inquiries should be directed to:

The Office of Racing, Gaming and Liquor on (08) 9425 1888

Application forms vary depending on the activity that you are undertaking - all can be downloaded at: <http://www.orgl.wa.gov.au/gaming/permit.php>

South Australia

Authority to fundraise

There are two types of licences depending on what activities you are carrying out. Both are free and are for 12 months.

Section 6 Licence for any organisation that wishes to:

- collect or attempt to collect any money or goods; or
- obtain or attempt to obtain money by the sale of any disc, badge, token, flower or other device for a charitable purpose.

Section 7 Licence for any organisation that wishes to conduct any entertainment to which a charge for admission is made, in any case where it is held out that any part of the proceeds of the entertainment are to be devoted (either wholly or partly) for any charitable purpose.

Application for Authority to Fundraise can be obtained from:

Lottery and Gaming
2nd Floor, State Administration Centre
200 Victoria Square
Adelaide 5000

Tel: (08) 8226 9755

Fax: (08) 8226 9752

Email: lottery@saugov.sa.gov.au

Web: <http://www.revenuesa.sa.gov.au/forms/charitcollecsec6&7.pdf>

Tasmania

Authority to Fundraise

You will **not** need an approval to solicit for donations if you are a charitable organisation, which is only incorporated in Tasmania.

You will require an approval if you are:

- An organisation which is not incorporated in Tasmania but in another jurisdiction, or whose principal office is located in another State or Territory
- An organisation, which is not incorporated, is generally prohibited from soliciting for donations from the public. Occasionally however a community group may wish to assist with a cause, which is not being addressed by an organisation, which is incorporated. This is usually in response to an issue in the local community.
- Individuals generally are prohibited from soliciting for donations from the public except on behalf of an organisation. Occasionally however an individual may wish to assist with a charitable cause, which is not being addressed by an organisation. This usually occurs in relation to local events in the community, for example disaster relief in response to fire, drought or flood.

Application for Authority to Fundraise

Copies of the application form and the Director's criteria for applications can be obtained from:

The Office of Consumer Affairs and Fair Trading
PO Box 1244J
Hobart TAS 7001

Tel: 1300 65 4499
Fax: (03) 6233 4882
Email consumer.affairs@justice.tas.gov.au
Website: <http://www.justice.tas.gov.au/ca/charities.htm>

Raffles

Please note that Raffles are administered by the Tasmanian Racing and Gaming Commission. **Their contact details are:**

Tasmanian Gaming Commission
GPO Box 1374
Hobart 7001

Tel: (03) 6233 6119
Fax: (03) 6234 4457

New South Wales

Authority to Fundraise

You will need to apply for an Authority to Fundraise. This authority may be granted for an indefinite period for an indefinite number of appeals. However, exemptions do apply in the following cases:

- If your organisation is established under an Act and subject to the control and direction of a Minister, fundraising appeals may be conducted without the need for an authority to Fundraise.
- A religious body or organisation in respect of which a proclamation is in force under section 26 of the Marriage Act 1961 (Commonwealth) or a religious body. This also includes a body or organisation affiliated with and approved by the religious body or organisation referred above.

Application for Authority to Fundraise

There is no fee associated with making the application or being granted an authority to fundraise. **More information and Application Forms can be obtained from:**

Office of Charities
Department of Gaming and Racing
Level 7, Corner Hay & Castlereagh Streets, Sydney
GPO Box 7060 Sydney 2001

Tel: (02) 9995 0666
Fax: (02) 9995 0611
Email: charity.inquiries@dgr.nsw.gov.au
Web: www.dgr.nsw.gov.au

Queensland

Authority to Fundraise

You will need an authority if you want to publically fundraise. You will need to either be registered as a charity or apply for a sanction with the Office of Fair Trading.

Application for Authority to Fundraise

Before you conduct a fundraising appeal, you will need to obtain authorisation from the Office of Fair Trading (Brisbane). There are two ways to obtain an authorisation.

- Apply to the Office of Fair Trading for registration of your organisation as a charity; or
- Apply to the Office of Fair Trading for the granting of a sanction.

For information about registration of your organisation as a charity or about obtaining a sanction, contact:

Office of Fair Trading
GPO Box 3111
Brisbane, QLD, 4001

Tel: 1300 658 030 (for the cost of a local call).

Fax: (07) 3246 1589

Web: www.fairtrading.qld.gov.au

Northern Territory

Authority to Fundraise

If you are selling raffle tickets, you will require a lottery permit. You will also need to be a registered as an approved association.

Application for Authority to Fundraise and application to become an 'Approved Association' can be obtained from:

Territory Business Centre
Development House
76 The Esplanade
GPO Box 4160
Darwin NT 0801

Tel: 08 8924 4280

TOLL FREE LINE: 1800 193 111 (Australia Wide)

Fax: 08 8924 4290

Glossary of Fundraising Methods & Terms

Bequests – This is the single largest area of income generation in the fundraising sector in Australia today, but this is the domain of the larger, well-established organisations whose cause is never likely to terminate. Bequests should not be discouraged. If a bequest is offered to your group / organisation, it is wise to get legal advice on the wording included in the Will. Legal challenges caused by obscure wording – or the dedication of funds to a project, which is no longer relevant – can lead to years in court.

Cause-related marketing – can refer to a wide variety of combined ventures between not-for-profit and commercial operators. However, its most common application is in a proportion of the profits from the sale of a product or service being donated to a ‘good cause’.

Corporate sponsorship – Many major companies support not-for-profit causes but, usually, those chosen are high profile and have an unquestionable reputation in the public eye. For the smaller group, the attention of large corporations is hard to attract – unless there is a close connection with either the group or the work performed. Local businesses are more likely to sponsor community groups.

Direct Mail – in the modern fundraising context usually refers to personalised letters sent to prospects and donors, requesting their support – and (because it is relatively cost-efficient) this is the most common method of communication used by professional fundraisers.

Major Gifts – at a grassroots level, refers to gathering donations of \$500 or more.

Regular Donation Programs – these have sprung to popularity as credit cards and direct debits become more common as a means of paying accounts. In a ‘regular donor scheme’, the supporter supplies a credit card or bank account number with a signed letter, note or form stating that s/he agrees to have donations of a specified amount deducted at frequent intervals (usually at the end of each month). Procedures for transactions are as for any other and the management of the system must be undertaken by the group receiving the funds.

Special Events – there are many types of special events. Often these are high-risk ventures, and costs are relatively high though the income gain can be considerable. Some (usually the smaller events conducted at a community level) minimise risk by being run at minimum expense with low-income goals, and repeated throughout the year. However there is one feature of fundraising through special events that never changes, which is they all require a substantial contribution of volunteer time.

Trusts and Foundations – there are many philanthropic trusts and foundations operating in Australia, which offer funding to applicants on the basis of the relevance of the work proposed to their established guidelines. See our Grants Information Booklet for a list of funding organisations.

In-Kind Goods & Services – instead of having people donate money to your project or organisation, you can ask for donations of goods (such as prizes for raffles) or services (such as financial advice, IT instruction etc.) This is instead of receiving money (i.e. in-kind).

Indigenous Radio Stations and Newspapers

The Koori Mail

PO Box 117

Lismore

NSW 2480

Phone: (02) 66 222 666

Fax: (02) 66 222 600

Email: admin@koorimail.com

Website: <http://www.koorimail.com>

Torres News

PO Box 436

Thursday Island QLD 4875

Phone: (07) 4069 1531

Fax: (07) 4069 1561

Email: torresnews@bigpond.com

National Indigenous Times

Advertising and Subscription Enquiries

Phone: 1300 786 611

Fax: 1300 786 622

Editorial Enquiries

Phone: (02)4392 9947

Fax: (02)4392 9952

Email: nitimes@bigpond.com

National Indigenous Radio Service – give them a call to find out your local station

PO Box 236

Fortitude Valley , QLD 4006

Street Address:

Suite 18/36 Agnes St

Fortitude Valley, Brisbane QLD

Phone: (07) 3852 3715 **Fax:** (07) 3252 3710

Email: info@nirs.org.au **Website:** <http://www.nirs.org.au>

Koori Radio – Gadigal Information Service

PO Box 966

Strawberry Hills, NSW 2012

Telephone: (02) 9564 5090

Facsimile: (02) 9564 5450

Email: info@gadigal.org.au

Website: www.gadigal.org.au

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NATSIEC Indigenous Women's Resource Kit

Resource 1: Grants Information

Resource 2: Fundraising Information

Resource 3: Course Information

Resource 4: Sharing Life Together: How to start your own group

Resource 5: Organisations offering subsidised / free computers

Resource 6: Important Links & Addresses

Available as hardcopy booklets

For more information, or to order copies of this Kit, please contact Jen O'Hanlon

Ph: (02) 9299 2215

Email: johanlon@ncca.org.au



Produced by Jennifer O'Hanlon for the NATSIEC Women's Network of the National Aboriginal & Torres Strait Islander Ecumenical Commission of the National Council of Churches.

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