

Team Pink Fundraising Guidelines

Please read these guidelines prior to submitting a "Team Pink Application for Authority to Fundraise". For any inquiries of a commercial or cause related nature please contact our Corporate Partnerships Team at the NBCF office on 02 8098 4800.

The National Breast Cancer Foundation (NBCF) is the leading community-funded national organisation in Australia raising money for research into the prevention and cure of breast cancer. The NBCF relies on corporate and community support to continue its work.

The importance of Community Fundraising

We thank you for your interest in raising funds for the NBCF through our Team Pink sports program. The community is our biggest stakeholder and we are extremely grateful for your continued support!

We have developed a "Team Pink Community Information Kit" to assist you in your fundraising endeavours. This kit offers information to help you with your fundraising activities, as well as guidelines to ensure your activities will comply with fundraising regulations and our Foundation values, whilst also encouraging creativity and fun.

The Team Pink Community Information Kit contains:

- Guidelines for using the Team Pink Logo and artwork approval
- An explanation on the responsibilities of an NBCF Team Pink Fundraiser
- Information on how the Team Pink Fundraising Team can support you
- A Team Pink Application for Authority to Fundraise
- Upon approval of your application, the NBCF can also offer further assistance with provision of literature, letters of support, a media release template and links to information on fundraising rules and regulations

What is Team Pink Fundraising?

Team Pink Fundraising covers a wide scope of activities that are developed with the purpose of raising funds for the benefit of the NBCF. 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 onto which you decide to add a fundraising component.

Who can be a Team Pink Fundraiser?

Individuals, schools sports, sporting clubs/groups and industry associations are examples of the types of organisations who can submit an application for consideration by the NBCF.

Why do we ask for a Referee?

As we are a registered Charitable Organisation and the recipient of funds raised both via public and private avenues, we seek to ensure that those fundraisers who apply for an Authority to Fundraise from the NBCF will provide a positive association. Part of the process to try and uphold both the integrity of the NBCF and maintain our position of trust in the public arena, is that we have a reference for contact should any queries or complaints relating to the nature of an activity and/or potential fundraiser be lodged with the NBCF.

Contact details

If you already have an idea about how you can support us and want to discuss this further, please contact one of our Team Pink Fundraising Team members on 02 8098 4800 or via email: teampink@nbcf.org.au or visit the NBCF website on <http://www.nbcf.org.au>.

The Team Pink Fundraising Process

Step 1

What is my event?

Think about the type of activity you want to undertake and your goals.

Step 2

Go through the guidelines

Download and review the Team Pink Fundraising Guidelines. For general information on fundraising rules and regulations, please consult your local authority which oversees fundraising within your nominated state (refer to listing attached).

If you are fundraising at your school, please download and complete the '**Team Pink Fundraising Application for Authority to Fundraise – Schools**' form.

If you are fundraising through any of the following activities, please download and complete the '**Team Pink Fundraising Application for Authority to Fundraise – Express**' form.

- Gold coin collection
- Raffle/lucky door prize
- Sports trivia night
- Sport Gala day
- Auction
- Head shave/colour
- Cake stall/sausage sizzle
- Sponsored goal/kicking
- Sponsored participation

If you are fundraising by hosting an event, please download and complete the '**Team Pink Fundraising Application for Authority to Fundraise – Event**' form.

Step 3

Submit your application

The application must be submitted for consideration and approval by the NBCF. Registering your event is required for legal reasons and in order for us to abide by the Charitable Fundraising Act and to authorise any community fundraising activities.

Step 4

Upon Approval

Once approved, you will be sent confirmation of your "Authority to Fundraise", associated NBCF literature and support materials.

Step 5

Getting creative – logo use

Approved Team Pink Fundraisers are only permitted to use the Team Pink Logo provided by NBCF. Any related artwork or promotional material will need to be forwarded to the Foundation for approval before proceeding with printing or distribution. Please allow at least 72 hours for this to be approved.

Step 6

Do you need an NBCF speaker?

Ensure you have notified the NBCF if you require a speaker to attend your event one month in advance and complete the relevant request form. Please note that a speaker may not be available in all cases.

Step 7

Do you have all the required permits and permissions?

Ensure that if holding an event in a public venue that you have the required insurance coverage and permits and that it is to be run safely, with minimal risk and that it meets any legal and financial requirements.

Step 8

Get your family, friends and co-workers involved and have a great time!

We wish you all the best for a successful event. If you have any questions in the lead up please do not hesitate to contact the NBCF.

Step 9

What do I do after the event has been completed?

Once your activity has concluded, please complete the Fundraising Supporter Return Form and forward any unsold merchandise along with the form back to the NBCF within 14 days of the actual activity concluding. Your Authority to Fundraising letter contains BPAY and Postbillpay details. You can remit the funds raised through your internet or phone banking service or in person at any post office or on the Postbillpay website.

Step 10

Receipt and acknowledgement

Following receipt of the funds, the NBCF will issue the relevant receipt and acknowledgement of your fundraising contribution. Please read through the information at the end of the document advising on conditions for the issuing of receipts for goods and services and tax deductibility.

Processing of **Team Pink** Applications

How long will it take for an application to be processed?

- Please allow 48 hours for the application to be received and a confirmation receipt to be issued. Approval can take between 5-7 working days.
- During our busier period of August to November, we ask that you allow 1-2 weeks for your final application to be approved. If an urgent situation occurs ("a not to miss opportunity") please contact us via phone in the first instance on 02 8098 4800.

On what basis are applications assessed?

Applications will be approved based on the following requirements:

- The NBCF has received sufficient written information including a signed agreement to the terms and conditions outlined in the guidelines
- The NBCF assesses that the application fits within the overall values of the Foundation and adheres to any guidelines outlined in the application
- The activity does not involve any unnecessary or high level financial or physical risk to the NBCF or the wider community
- The activity will provide a reasonable return to the foundation based on the budgeting information outlined in the application

Upon approval of your application, we will issue the following documents to you:

- A letter for your "Authority to Fundraise"
- A copy of the correct Team Pink logo and associated guidelines
- A copy of a press release template if you would like to contact your local media
- A corporate brochure containing general information on the NBCF and its programs

Are there any activities that the NBCF does not tend to approve in terms of Team Pink Fundraising?

All fundraising activities approved by the NBCF must comply with all relevant Australian Federal and State Laws (refer to your state authority in the first instance). Whilst we would like to be able to approve all applications, there may be some activities which do not adhere to our charter and would therefore not be accepted.

These generally include but may not be limited to any fundraising activities:

- that **promote smoking and tobacco** or including the sale of related products or services to the general public, through retail outlets or private functions (such as cigars and/or cigar rooms as venues etc) or tobacco related sponsored organisations
- that **promote fundraising via the sale of alcohol direct to the public**, including percentages from drinks sales, sales promotion of alcoholic beverages, drinking contests or pub crawls where alcohol consumption is the main focus
- that **promotes/exhibits any nudity, semi nudity or sexual imagery** (e.g. calendars, books, advertising collateral or online websites, or similar projects)
- that **promotes violence in any form** such as films, books, artworks, performances, war related games, use of weapons or firearms or in the written title of an event
- that **promotes cruelty to animals**
- that **results in a potential negative impact on the environment**
- that **involves a high level of personal or public risk (as in the actual activity)** – skydiving, car rallies/racing involving high speeds or time trials, and certain adventure based activities (also where there is insufficient insurance coverage or where illegal, dangerous or activities deemed risky are promoted or due to take place)
- where **the logo is used** for packaging of a product or on a product and sold in a retail environment **without an established licensing agreement**
- NBCF will not approve the use of its logos for the **application of permanent tattoos or body markings and related sponsorship activities**

This restriction may also apply to the use of text that involves the promotion of any of the above mentioned products, situations or actions in association with the NBCF and Team Pink.

When you complete your application you will also be required to acknowledge that you have read and understood and agree to comply with the guidelines outlined in this document.

Responsibilities and Expectations

- as an **Team Pink** Fundraiser

The Team Pink Fundraiser is the actual person/contact/organisation responsible for the running and management of the proposed event or activity. The activity should not proceed until the NBCF has issued an "Authority to Fundraise" and an NBCF Fundraising Supporter ID number.

What are the responsibilities of the Team Pink Fundraiser?

The approved Team Pink Fundraiser:

- shall not undertake any door to door, street sales or telephone based approaches for donations to be made in connection with the activity
- is responsible for the coordination and management of the activity/ies, associated finances, required insurances, publicity and communications with the NBCF and the community, procurement of prizes, services, volunteers and personnel
- assumes full responsibility for managing the activity in an appropriate way and that the event is conducted and promoted in the organisers name
- accepts and is responsible for minimising any risk associated with the fundraiser and is responsible for the safety of the event, volunteers and personnel and that it has the required minimum level of public liability cover
- may be required by the NBCF to arrange their own public liability insurance specific to the activity and indemnifies the NBCF against any liability in relation to the conduct of an activity
- must disclose any prior or current criminal convictions before approval is awarded

Are there any financial and administrative responsibilities as a Team Pink Fundraiser?

When you agree to become an Team Pink Fundraiser, you agree to be responsible for the administration and finances related to the staging or conduct of your activity.

It will be your responsibility to:

- Seek the required permits relating to activities such as raffles, lotteries, auctions etc
- Collect, hold in a secure environment and reconcile the funds relating to any fundraising activities undertaken
- Reconcile the sale of any NBCF related merchandise
- Return any unsold NBCF merchandise that was received as part of your activity
- It is the policy of the NBCF that an event should aim to return 60% of income to the charity. This means that expenditure should remain at no more than 40% of total income. If the latter exceeds 40% the organisers should be able to clearly show where the additional income was required and why (e.g. hire of venue because sponsorship did not reach its target or ticket sales did not achieve target). This does not apply if your event is not being held specifically to raise money for NBCF but is a company or already existing event
- Pay any invoices relating to your expenses and ensure that they **are not** to be addressed to the NBCF

Legal Implications

- The event must be conducted and conform with the Best Practice Guidelines for Charitable Organisations relevant to your state (refer to links provided on following document)
- Insurance requirements e.g. Holding a minimum \$20million public liability cover
- The organisers will indemnify the NBCF from and against any claims for injuries or damage arising at or from the activity – NBCF to be noted as an Interested Party
- Obtain other licences required e.g. local council approvals
- When the NBCF authorises your activity, it is recognised as being run to support the NBCF and therefore you as the organiser must properly account for all income /expenses incurred as well as ensuring that the activities and actions are appropriate
- The information you supply to the NBCF will also be provided to the relevant government agencies in your state upon request should licences be required

How can the NBCF support my activity?

There are certain areas where we can assist your events/initiatives and these include:

- Provision of NBCF fundraising merchandise
- Fact Sheets on the NBCF and its programs
- Promotion on our website calendar and Community Fundraising section
- Provision of letters/documents verifying you/your organisation as an "Approved NBCF Fundraising Supporter" to assist in your approach to potential sponsors/supporters
- Speakers to attend your event (dependant on availability)
- Tips for effective and successful fundraising and fundraising ideas
- Links to relevant information on fundraising legislation and regulations

Please Note that the NBCF **cannot** provide assistance with:

- Provision of any NBCF related database for promotion or marketing purposes
- Prizes for your fundraising activities such as auctions, raffles, competitions etc
- Applying for relevant permits, licences or insurance covers related to third party activities
- NBCF staff to run the events
- Sale of tickets, products or services as part of your initiative
- Reimbursement of event related expenses
- Financial contributions to any event related promotional materials or equipment
- Access to NBCF & Team Pink Ambassadors

Does the NBCF provide speakers to raise awareness at Team Pink Fundraising activities?

If required, we can request a speaker for your event. Please note that our speakers are volunteers and may not always be available.

Requests for speakers need to be received at least one month in advance to the event date and you should give as much information as possible, such as the size and demographic of your audience and the time requirements.

Is it OK to approach NBCF Supporters/Partners for involvement in Team Pink Fundraising activities?

The NBCF has many corporate partners and sponsors that support the Foundation all year round. As these companies are already very generous supporters of the Foundation and are approached frequently throughout the year, we ask that you do not approach these companies. NBCF Corporate Partners should not be approached for financial sponsorship or in relation to prize donations. These companies are listed on the NBCF website.

How should I promote my association with the NBCF and Team Pink?

Please be aware that while it is fantastic that you are supporting the NBCF as an "Authorised Fundraising Supporter", you are not permitted to represent the NBCF in any official capacity and you are not officially authorised to speak on behalf of the NBCF but you can speak on behalf of the fundraising activity.

After the Event

What do I do once my activity has finished?

- **Complete the Fundraising Supporter Return Form**

Please indicate in this form the funds due to be returned to the NBCF and the method by which they have or will be returned. Please highlight the breakdown of how funds were raised if by more than one key activity e.g. raffles, merchandise sales, auctions etc

- **Return the funds raised to the NBCF within 14 days of the completion of your activity**

Please use either the BPAY or Postbillpay options - your specific codes and references are provided on your Authority to Fundraise document

- **Return any unsold merchandise, used/unused receipt books along with the completed Fundraising Supporter Return form to the:**

National Breast Cancer Foundation
GPO Box 4126
Sydney NSW 2001

Please make sure that you include contact details and where possible your Fundraising Supporter ID Number (located on your Authority to Fundraise document).

- **Acknowledgement of your contribution**

Only once funds and any unsold merchandise are received can the NBCF issue an official thank you letter and/or receipt (if applicable) and acknowledgement of your contribution.

Tax deductible and non tax deductible receipts

The issuing of tax deductible receipts are based on conditions outlined by the Australian Taxation Office and interested persons should consult their website

<http://www.ato.gov.au/nonprofit/content.asp?doc=/content/34496.htm> in the first instance when inquiring about the issuing of tax and non tax deductible receipts in relation to payments and donations for fundraising purposes.

In summary:

- Tax deductible receipts may be issued when donations are made on a purely voluntary basis with no conditions attached. There are also certain circumstances where a tax deductible receipt may be issued if the price paid for items such as entry tickets or auction items far exceeds the actual value
- Tax receipts are not issued when a payment results in the receipt of a good or service or the donation is not deemed to be unconditional e.g. recognition of sponsorship, as this is not classed as a donation or gift. This also relates to purchasing raffle tickets, entry fees or auction items and sponsorship.

Please refer to www.ato.gov.au/nonprofit for further information on tax related matters.

Official National Breast Cancer Foundation Receipts

- Donations of \$2 and over are tax deductible only to the direct donor when they meet the conditions as outlined by the ATO
- Pink ribbons sell for \$3, diamante pins sell for \$10, and wristbands sell for \$3. The official backing card or packaging act as a record of receipt
- All receipt books used and unused must be returned to the NBCF head office
- You cannot claim a tax deduction on behalf of others. If you are submitting donations from other persons on behalf of your event, you as the event host will receive a proceeds of fundraising receipt however this is not tax deductible but is an actual acknowledgement of the funds raised in association with your event

Thank you!

On behalf of the NBCF we would like to thank you for choosing to support the NBCF and Team Pink! We look forward to hearing from you about your fundraising success and if we can assist you please do not hesitate to contact us. Don't forget to send us in any photos or footage from your activities and any stories about your fundraising activities!

Team Pink Fundraising Team