

UNICEF Australia's Guidelines, Terms and Conditions of Fundraising

UNICEF Australia's reputation and goodwill is extremely important, and as a result it is essential that any event carried out on behalf of UNICEF adheres to the guidelines and terms and conditions relating to undertaking fundraising activities in Australia, as these can vary from state to state.

Please take the time to read and understand the conditions below as it is important that you follow them.

1. The individual/organisation (the "Fundraiser") must provide a proposal to fundraise with detailed information about the activities they are proposing to engage in. All proposals must be received in writing and should include dates, duration, place, people, and organisations that are to be involved. If any of the information changes after approval has been granted an updated proposal must be provided.
2. For fundraising activities to be approved they must fit within the values of UNICEF Australia, produce reasonable financial returns against time and expenses and must not be considered high risk by UNICEF Australia.
3. In all states, no fundraising can commence until the fundraiser has received their "Authority to Fundraise" from UNICEF Australia with a unique fundraising identification number, confirming UNICEF Australia's knowledge and limited involvement in the fundraising activity/event.
4. The Fundraising activity/event shall be conducted in the Fundraisers name and is the sole responsibility of the fundraiser. UNICEF Australia cannot take a coordination role in any of these activities and its officers cannot assist in soliciting prizes, organising publicity or providing goods or services to assist the fundraiser in the running of the fundraising activity/event.
5. Fundraisers can only use the name of UNICEF Australia to fundraise in relation to the activities that they are authorised to perform.
6. UNICEF's reputation and goodwill is extremely important and therefore the name and logo of UNICEF are protected and can only be used by permission of UNICEF Australia. UNICEF Australia's policy on logo usage states that a minimum guaranteed commitment of \$50,000 must be given to UNICEF Australia. The fundraiser is, however, permitted to use the 'Team UNICEF' logo without a minimum fundraising commitment. The 'Team UNICEF' logo can be obtained by emailing your request to teamunicef@unicef.org.au; detailing how it is intended to be used. UNICEF Australia reserves the right to decline a request to use the 'Team UNICEF' logo.
7. Before contacting any media, please contact UNICEF Australia, as all media relations need to be approved. Due to limited resources UNICEF Australia will not be able to manage your media relations.
8. Due to the integrity of our brand, we have strict guidelines on what we can promote on our social media platforms. Due to this we are unable to promote any events/fundraisers through these channels.
9. Due to the Privacy Act, UNICEF Australia is unable to directly promote the Fundraisers events to our supporter database.
10. All promotional marketing material that describes the work and role of UNICEF Australia must be approved by UNICEF Australia before it is circulated.



Fundraisers initials

Australian Committee for UNICEF Limited

ABN 35060581437

Level 19

320 Pitt Street Sydney NSW 2000

PO Box 488 Queen Victoria Building Sydney NSW 1230

Tel: 61 2 9261 2811

Fax: 61 2 9261 2844

Email: unicef@unicef.org.au

www.unicef.org.au

Donation Hotline: 1300 884 233

11. If the fundraiser is completing a sporting challenge they must have prior agreement from donors that if they do not complete the challenge for whatever reason that the donor gives consent for UNICEF Australia to receive the funds. Alternatively, the money can be returned to the donor but the fundraiser must keep records of everyone who requests that the money be returned to them.
12. The fundraiser must abide by all state and federal legislation and apply for any permits and authorities that may be required. Different states have their own legislation which should be checked beforehand by the fundraiser.
13. Permission to fundraise is not a licence to run your own raffle, please refer to the relevant State-based legislation as there are extensive guidelines regarding this type of fundraising.
14. Fundraisers are not agents or employees of UNICEF Australia; they undertake all fundraising activities at their own risk. UNICEF Australia will not be held responsible for any injury, damage or loss sustained during any fundraising activity. Fundraisers will not be covered by UNICEF Australia's public liability policy under any circumstances. Responsibility for any insurance rests solely with the Fundraiser.
15. It is a requirement of the Charitable Fundraising Act that the Fundraiser maintains accurate records of income and expenditure. UNICEF Australia cannot pay for your expenses but expenses can be deducted from your final fundraising total (please ensure that expenses are deducted before sending UNICEF the money as we cannot reimburse expenses back to you once we have them) A record of income and expenditure must be kept and presented when you submit your fundraising monies.
16. To ensure all fundraising events are profitable, expenditure should not exceed 40% of the total funds raised.
17. UNICEF Australia has tax deductibility status for donations of \$2 or more.
18. The Tax Act does not allow UNICEF Australia to issue a tax deductible receipt to anyone who has received anything at all in return for their donation e.g. if you organise a Comedy Night and people pay a \$30 entry fee then this is not tax deductible as they have received entry and whatever else was included in the night in return for their entry fee.
19. It is recommended that fundraisers use the online fundraising website www.everydayhero.com.au (search for UNICEF Australia) to keep track of donations from friends or family. The website allows individuals to make contributions directly to the participant, and automatically issues an electronic tax receipt to the donor when they have made their payment. As such, it can only be used to collect donations for tax deductible fundraising (refer to point 17 above). The website enables fundraisers to easily keep track of their fundraising and the proceeds are transferred directly to UNICEF Australia by Everyday Hero. It also significantly reduces administration time and costs at UNICEF Australia.
20. Donations from friends and family can be accepted by UNICEF Australia via electronic transfer, cheque/money order or credit card. A tax deductible receipt will be issued by UNICEF Australia to each of your supporters whose money is sent directly. To facilitate this, you must provide the full name, address, telephone number and donation amount of your supporters who require a receipt (name and contact person if you have been supported by a business). All funds should be received within 2 weeks of the event.



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21. Due to the number of demands on celebrities to support UNICEF Australia, any approach made to these public personalities – including UNICEF Ambassadors - must be discussed with UNICEF Australia prior to any contact being made. You must not approach celebrities using the name of UNICEF Australia unless specific prior written approval has been given by UNICEF Australia.
22. UNICEF Australia prohibits Fundraisers from collecting from the public through door knocking or soliciting of donations in public places such as shopping centres and leisure centres.
23. Legal and compliance regulations prevent us from producing collection boxes therefore we are unable to send out tins to use/display at fundraising events.
24. UNICEF does not provide collateral such as stickers, posters or leaflets.
25. UNICEF Australia reserves the right to assess each submission to fundraise on their behalf and at time decline if necessary. It also reserves the right to withdraw its approval for the fundraising activity/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Fundraisers must make themselves familiar with their state legislation.

ACT – Gambling and Racing Commission

NSW – Office of Liquor, Gaming and Racing

NT – Racing, Gaming and Licensing

QLD – Office of Liquor, Gaming and Racing

SA – Office of Liquor, Gambling Commissioner

TAS – Liquor and Gaming

VIC – Victorian Commission for Gambling Regulation

WA – Department of Racing, Gaming and Liquor

If you wish to make a proposal to fundraise, please fill in the application form below. Once we have received a signed and completed proposal to fundraise, we will review your proposal and if approved, we will issue you with an Authority to Fundraise Number. Until then you are not able to begin any fundraising activities.



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Email: unicef@unicef.org.au

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Donation Hotline: 1300 884 233

Proposal to Fundraise

To start your fundraising, please either email or post the following details to UNICEF Australia in order to be granted your 'Authority to Fundraise'.

Fundraiser's Details

First Name: _____

Last Name: _____

Street Address: _____

Suburb: _____

State: _____

Postcode: _____

Phone Number: (____) _____

Email: _____

Fundraising Event/Activity Details

Describe your Fundraising Event/Activity, including all fundraising aspects:

Date or period of Fundraising Event: _____

Venue and address of Event: _____

Will any expenses be incurred? No/Yes _____ If yes, how much will be spent? _____

Do you plan to pay for these expenses? Yes/No _____

How much will you raise after expenses? _____

I have read and understand the Terms and Conditions of Fundraising and agree to abide by them when conducting my fundraising event.

Signature: _____

Date: ____/____/____

Please return the complete and signed form to Team UNICEF by

Email: teamunicef@unicef.org.au or Postal Address: L19, 320 Pitt Street Sydney NSW 2000

FOR INTERNAL USE ONLY

Approved: Yes / No

Name: _____

Signature: _____

Authority to Fundraise Number Given: Yes / No

A.F.N.: _____

Date: ____/____/____



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