

Fundraising Guidelines

Orkun (thank you) for your interest in fundraising for **The Australia Cambodia Foundation Inc. / Sunrise Cambodia!** Your support will go a long way to changing the lives of thousands of at risk children and families in one of the poorest countries in the world.

Fundraising is a lot of fun and is an incredibly rewarding thing to do. Plus, the team at Sunrise Cambodia are right behind you, ready to support you to make the most of your event or challenge so you can enjoy the process.

Getting started

We'll get the tough stuff out of the way first! As much as we would love to be closely involved in your event, Sunrise Cambodia has a small fundraising team in Australia, therefore we do not have the capacity to manage and monitor your fundraising activities for you. You will need to ask us for an application form to approve to register your fundraising activity. If approved, we will issue you with an Authority to Fundraise letter. You will need to consider any permits, permissions or licenses that your state or territory and/or local council may require. In particular, please note:

- If your event is connected with one or more states or territories, the legal requirements of each must be taken into account. Also, if your fundraising event is administered over the internet then the laws of all states and territories may apply
- There may be restrictions on children being involved in collecting funds
- Some Councils may have local government requirements, e.g. for on street collections
- If you are planning a raffle, lottery, competition or similar gaming activity you will need to consider the gaming laws in your state or territory
- There are restrictions on the tax deductibility of donations associated with the supply of goods or services. Donations only occur where there is no exchange of money for items of value. These include charity auctions and ticketed events. Contact the ATO or visit their website to find out more

You may also need to consider insurance and venue hire. Sunrise Cambodia cannot be responsible for any expenses incurred by you for running your event so please factor this into your planning.

Resources and logo usage

We have a number of resources for you to use to promote your event - just let us know how we can help. They include brochures, copies of the latest newsletter and digital resources: images, Facebook banners and up-to-date video footage.

We do not give out our logo or a letterhead to independent fundraisers as we are unable to monitor its usage on a large scale. Instead, you can use our name in print to say that the proceeds will be going to Sunrise Cambodia (please note that we are no longer called Sunrise Children's Villages). You can also include a link to our website to show people the work we do supporting children, families and communities in Cambodia.

Make sure to register your 'fundraiser' with us so that we can authorise it and provide you with the correct documentation. Register online or call us on 1300 894 591 for a form.

Information to include when advertising your fundraiser

Your fundraiser is your idea, so generating publicity is in your hands. If you haven't already, read our social media, PR requirements and tips on pages 4 and 5. If you have any concerns please get in touch. It's important that Sunrise Cambodia is represented correctly in the media.

We also recommend that you state how much of the raised funds will be donated to Sunrise Cambodia in your advertising. For example, "all funds will be donated" or "all proceeds will be donated". If your event is supporting multiple charities also make it clear what percentage of funds raised go to each charity. It's always easier to have one charity that you are fundraising for though and we would love it to be Sunrise!

How to collect donations

You've put the fundraiser together and now you get to see the pay-off! It's your responsibility to collect and manage all the funds that are raised at your event and give us accurate financial records.

If you have any concerns with collecting cash donations, your supporters can donate via:

- The Sunrise Cambodia website - you could have a laptop set up for this on the day/night
- Your own Everyday Hero page (please note this option has a processing fee)
- A cheque made out to *The Australia Cambodia Foundation Inc.*

If you do receive cash donations, converting them to a bank cheque or money order made out to *The Australia Cambodia Foundation Inc.* is the best idea. You can also pay money into our account directly. Do not bank any donations into your own account, as this is prohibited by fundraising laws in a number of states. Ensure you forward any donations containing credit card details to us as soon as possible for privacy reasons and so that we can process these and discard the details appropriately.

We do not provide collection tins (but it is something we are looking into for the future).

How donors can get tax deductible receipts

Donations \$2 and above are tax deductible in Australia. Sunrise Cambodia is an approved project of The Australia Cambodia Foundation (ACF), a DGR charity approved by the Australian Tax Office and the Department of Foreign Affairs and Trade. We do not provide receipt books for fundraisers to receipt on our behalf.

Donors receive tax deductible receipts automatically when donating through our website or on your Everyday Hero page (there is also an option for offline donations here too so they can be added to your goal).

If a donor is contributing to your fundraiser via cash or cheque, please forward their donation to us along with their personal details (name, phone number and email or mailing address). This is a requirement of receipting. Ask us for our *Donation Tracking Form* to make it easier.

Please note that donations are only tax deductible if they are true gifts; they must be a voluntary transfer of money or property where the donor receives no material benefit or advantage.

How to give raised funds to Sunrise

Please send all funds raised to Sunrise as soon as possible after your event. Cheques, bank cheques and money orders can be posted to PO BOX 2266 Clovelly NSW 2031. Or contact us for our bank details if you would prefer to do an electronic transfer.

Last but not least, tell us how it all went!

We'd love to hear all about your event and would welcome any photos that we could use in future publications and online. Tag us if you upload any photos to social media so we can help promote you!

Sunrise Cambodia reserves the right to update or modify these guidelines at any time without prior notice. For this reason, we recommend that you review them on our website or ask for a new copy each time you are fundraising for us.