



*The furthest corner. The finest care.*



**Royal Flying Doctor Service**  
SOUTH EASTERN SECTION

# Fundraising Guidelines



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## 1. The Authorisation Process

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The process for obtaining authorisation to fundraise for the RFDS (SE Section) is as follows:

1. Before you commence any fundraising activities you must first complete the application form to fundraise for the RFDS (SE Section).
2. Return the completed application form to the RFDS SE Community Fundraising Team, Sydney Marketing Office by email [fundraise@rfdse.org.au](mailto:fundraise@rfdse.org.au) or post;  
RFDS (SE Section)  
Community Fundraising  
GPO Box 3537  
Sydney NSW 2001
3. Await contact from the RFDS (SE Section) to advise you of the outcome of your application. The approval process generally takes up to five working days. Once your application has been approved, you will receive a letter advising that you have been granted permission to fundraise on behalf of the RFDS (SE Section) along with your “authority to fundraise”. Your “Authority to Fundraise” will formally set out the conditions under which the RFDS (SE Section) has given you permission to fundraise on its behalf, the Authority is only valid on the specified dates and the original “Authority to Fundraise” must be kept with you while fundraising as proof of authority.
4. Subject to approval, you may then commence fundraising for the RFDS (SE Section) **in NSW**. Please note that all fundraising activities are governed by the *Charitable Fundraising Act 1991*. We reserve the right to withdraw the approval of a fundraising activity at any time if it appears that the organisers are not adhering to the terms and conditions outlined in this document. If you change your fundraising plans you must advise the RFDS (SE Section) immediately. Failure to do so will result in authorisation being withdrawn.

As one of Australia’s most respected charities, there are some events that the RFDS will not authorise. Examples of events that would be inappropriate for the RFDS brand include:

- Inappropriate entertainment (i.e. adult entertainment)
- Events relating to tobacco
- Excessive consumption of alcohol
- Excessive consumption of food
- Illegal or excessively dangerous activities

If you would like to discuss whether your event is appropriate, please contact our Community Fundraising Team on (02) 9941 8888 or email [fundraise@rfdse.org.au](mailto:fundraise@rfdse.org.au)

### **Why is authorisation required?**

You cannot hold a fundraising event on behalf of the RFDS (SE Section) unless you receive authorisation to do so. This is a legal requirement under the *Charitable Fundraising Act 1991*.

The RFDS (SE Section) has the authority to fundraise for charitable purposes in NSW; this authority is essential for the work we undertake. If a third party fundraising event is held without official permission from the RFDS (SE Section), this authority to fundraise could be revoked. This would have devastating consequences for the Flying Doctor and the people in the remote communities whom we assist.

The RFDS (SE Section) must therefore be informed about all activities conducted for our benefit to ensure that these activities are consistent with our values.

It is also important that we know about your fundraising event so that we can deal with any enquiries that may come from the public.

Any individual/organisation seeking to organise or promote a fundraising event/activity on behalf of the RFDS (SE Section) **must comply with these fundraising conditions.**

## 2. Your Responsibilities as the Fundraiser

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The event that you are organising should be conducted in your name and it is your responsibility. The RFDS (SE Section) cannot take a coordination role. However, it must be made clear that all of the funds being raised will be donated to the RFDS (SE Section).

### Using the name of the RFDS:

When referring to or promoting the RFDS, the organisation must be referred to as the 'Royal Flying Doctor Service' or the 'Flying Doctor'. Please note that the abbreviation 'RFDS' would only be appropriate if the people participating in your event were aware of its meaning.

Suggested wording when referring to the relationship between your event and the RFDS is:

- 'Proudly supporting the Royal Flying Doctor Service'
- 'Funds raised are used to support the Royal Flying Doctor Service, saving lives in rural and regional Australia'
- 'All proceeds will go to the Royal Flying Doctor Service'
- 'This volunteer-run event is raising funds for the Royal Flying Doctor Service'

## 3. Involvement of the RFDS

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The RFDS (SE Section) is grateful to anyone who takes the time to raise funds for our life-saving work.

As a result, we are more than happy to send you promotional materials about the services provided by the RFDS (SE Section), such as copies of recent newsletters, information pamphlets and other promotional materials. Please contact the Community Fundraising Team, Sydney Marketing Office on (02) 9941 8888 or email [fundraise@rfdsse.org.au](mailto:fundraise@rfdsse.org.au) for more details.

### What the RFDS (SE Section) cannot do:

While we greatly appreciate your support, your fundraising event is not the responsibility of the RFDS (SE Section). As a result, we cannot:

- Assist event coordinators in organising their fundraising event
- Issue press releases or organise media coverage for an event
- Assist in the sourcing of prizes or sponsorship
- Give you free merchandise

The financial management, fundraising, record keeping, human resources, marketing, promotion, and sponsorship procurement of your fundraiser are entirely your responsibility.

It is also your responsibility to organise the operational logistics required to manage your event and to ensure that it complies with the *Charitable Fundraising Act 1991*, and any other laws and regulations that are applicable. All expenses associated with conducting a fundraising event are the responsibility of the persons approved by the RFDS (SE Section) to conduct the event. External fundraising activities must be self reliant.

### **Public Liability Insurance:**

The public liability insurance of the RFDS (SE Section) does not extend to third party fundraisers, and we do not accept any liability for any injury, loss or damage that is suffered as a result of an event held on our behalf.

The RFDS (SE Section) will not be liable in negligence for any act or omission on the part of event organisers. The event organisers should make participants aware of any potential risk involved with their event.

This could take the form of signs at the event, or a notice in the event program similar to:  
*The Royal Flying Doctor Service and (the organisers of the event) do not accept liability for any injury, loss or damage suffered as a result of the event. On behalf of the Royal Flying Doctor Service and the people we assist, thank you for your support.*

The RFDS (SE Section) advises anyone interested in raising funds on our behalf to fully consider Public Liability Insurance before organising their event.

## **4. Media and Promotional Materials**

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### **Use of the RFDS Logo**

The reputation of the RFDS is extremely important. Our name and logo must only be used with the written consent of the RFDS (SE Section).

All printed and electronic material containing our logo, including media releases, must be forwarded to the Community Fundraising Team, Sydney Marketing Office for approval prior to being printed or circulated.

For usage guidelines and to receive our logo in electronic format, please contact the Community Fundraising Team, Sydney Marketing Office on (02) 9941 8888 or email [fundraise@rfdse.org.au](mailto:fundraise@rfdse.org.au)

### **Publicity**

Your publicity campaign should generate an appropriate level of support for your event, relevant to its size and the demographic audience. All publicity material that refers to the RFDS must be approved by our Community Fundraising Team, Sydney Marketing Office before being distributed. All artwork must meet current RFDS branding guidelines.

### **Representing the RFDS**

Please ensure that all organisers of your event understand that they are not employees or agents of the Royal Flying Doctor Service. Event organisers undertake fundraising activities on their own behalf and at their own risk. The insurance of the RFDS (SE Section) does not cover third party fundraising activities. The RFDS (SE Section) will not be liable for any injury, damage or loss sustained as a result of any fundraising activity.

The RFDS (SE Section) reserves the right to assess each application to fundraise on our behalf, and, at times, must decline an application if necessary. We also reserve the right to withdraw the approval of a fundraising activity at any time if it appears that the organisers are not adhering to the terms and conditions outlined in this document.

## 5. Money Matters

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### Questions from the public:

Anyone who donates to the Flying Doctor has a right to know how their money will be used. All donations received will be put towards funding aircraft replacement, medical equipment, and our outreach programs in remote areas. If you don't know the answer to a question asked by a member of the public, you can suggest that they contact our Community Fundraising Team, Sydney Marketing Office on (02) 9941 8888 or [fundraise@rfdse.org.au](mailto:fundraise@rfdse.org.au)

### Getting your funds to people in the Outback

You must send all money raised from your event to the RFDS (SE Section) immediately after the completion of your event. You can:

Deposit the funds directly into our bank account

**BSB:** 032816

**Account Number:** 802299

**Account Name:** RFDS Gift Fund

**Reference:** Please use your unique ID as the reference. Your ID can be located on the Authority to Fundraise Letter issued by the RFDS.

Please retain your deposit slip until you receive written confirmation from the RFDS.

OR

**Cheques made payable to:** Royal Flying Doctor Service

**Postal Address:** Royal Flying Doctor Service, Community Fundraising

GPO Box 3537, SYDNEY NSW 2001

**PLEASE NEVER SEND CASH IN THE POST.**

The *Charitable Fundraising Act 1991* allows for the deduction of reasonable expenses from any money raised. Further information about this can be found on the NSW Office of Liquor, Gaming and Racing website ([www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)).

### Sponsorship approaches

Sponsorship is a great way to help you in your fundraising efforts. However with corporate sponsors, it is possible that the RFDS has already made an approach for sponsorship. It is therefore important that you first check with the Community Fundraising Team, Sydney Marketing Office before making an approach to a corporate sponsor.

### Record keeping

The legislation requires that you keep all records relating to your event. The NSW Office of Liquor, Gaming and Racing can ask to see these records for up to seven years after your event was held.

You must keep a record of the following:

1. All your expenses for your event, including:
  - a. the amount spent
  - b. what was purchased
  
2. A record of the people who helped collect funds at your event, including:
  - a. their full name
  - b. their address
  - c. their telephone number
  - d. the date they began helping you with your event
  - e. the date they stopped helping you with your event
  - f. whether they received a wage or reward for helping you with your event

The law requires fundraisers to apply appropriate standards in relation to the handling and banking of monies and the maintenance of adequate records. These provisions are directed at protecting the public from fraud and malpractice, without interfering with bona fide fundraising appeals.

### **Expenses**

You must not incur any expenses in the name of the RFDS. The law allows for reasonable expenses to be taken out of gross proceeds, but these **must not exceed 50 per cent of the gross proceeds**. Obviously, the less you spend on your fundraiser, the more you can donate to the RFDS (SE Section).

Supporting documentation such as receipts must be obtained and kept to verify the expenses have been properly incurred.

### **Receipts**

The law requires that anyone who donates to your event must be issued with a receipt, even if they do not ask for one. This law does not apply to donations that are made through a collection box or where money is received for goods or services (for example auction prizes, raffles, bake sales etc).

If you will be collecting donations please advise if you need receipt books and we will supply you with these. These receipt books must be returned to the Flying Doctor within 14 days of the conclusion of your event.

Please note that the receipts you write out have an option for 'Donation' or 'Other'. If a person giving money to the RFDS (SE Section) is receiving any type of good or service, the receipt **must have** the 'Other' option ticked.

Please ensure that your supporters are advised that if they receive goods or services for their donation they **are not eligible** to claim that receipt for tax purposes.

If however, a supporter purchases something from you and also makes an additional donation, complete the receipt form with their details and a receipt can be given to them **for the donation only**. If you are unsure about this, please contact the Community Fundraising Team, Sydney Marketing Office on (02) 9941 8888 or email [fundraise@rfdsse.org.au](mailto:fundraise@rfdsse.org.au)

To ensure the receipts are fully tax deductible please ensure all the information is correctly filled out and the 'Donation' box has been ticked.

## 6. Legal Implications

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### Permits and Legislation

You must be careful to abide by all appropriate legislation and to apply for any permits and authorities that may be required. Different states have their own legislative requirements. This document is based on the NSW requirements. The areas you must pay particular attention to are:

1. Permits for raffles and lotteries  
Under law, these permits regulate the proportion of money spent on prizes to the amount donated. There are also limits applied to the total value of prizes. Further information about this can be found on the Office of Liquor, Gaming and Racing website ([www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)).
2. Permits for liquor  
Any fundraising event where liquor is sold requires a function licence from the Licensing Court of NSW. There are temporary and permanent licences available. Types of functions that can be approved include dinners, balls, conventions, seminars, sporting events, race meetings, exhibitions, performances, fairs, fetes and carnivals. This licence can only be used for the fundraising event.

### Minors

If you have a child participating in the organisation and running of your event, you will need to get written permission and contact details from the person responsible for them. This permission should be kept with your records.

### Bucket collections

The law prohibits the use of an open bucket to collect money. Any 'collection device' must be securely constructed, properly sealed, numbered consecutively and clearly labelled with the RFDS branding. (please see section "RFDS Collection Tins").

### Collecting at traffic lights

It is against the law to collect donations on public roads, including from motorists waiting at traffic lights. Please do not collect donations in this way.

### Door knocking

The fundraising policies of the RFDS do not allow direct solicitation like door knocking or street collectors. Please do not raise money this way.

## 7. RFDS (SE Section) Collection Tins

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Upon request and upon approval to fundraise on behalf of the RFDS (SE Section), the RFDS (SE Section) will provide sealed collection tins for use by the fundraiser in the community or event to be conducted.

Donations made through a collection tin do not require a receipt to be issued. However, if a donor does request a receipt then their donation must be separately accounted for in your records and not placed in the collection tin.

If collection tins are given to people to collect on your behalf, a record must be kept of this person's details, and they need to sign that they have received the tin. At the end of the collection period, the device should be opened and the money counted and recorded in the presence of the collector. The collector should again sign to acknowledge the return of the tin and funds.

Tins cannot be distributed or placed in any of the following locations:

- Tobacconists
- Liquor Stores
- Fast Food Outlets

All collection tins must be opened and counted with two people present. If the collection tin is reusable, it should be sealed in a way that prevents unauthorised opening before being given to the collector.

Discarded tins must be stripped of RFDS (SE Section) branding and be disposed of in an environmentally friendly fashion where possible.

Once funds are counted they can be banked directly into the RFDS Gift Account:

**BSB:** 032816

**Account Number:** 802299

**Account Name:** RFDS Gift Fund

**Reference:** Please use your unique ID as the reference. Your ID can be located on the Authority to Fundraise Letter issued by the RFDS.

Please keep your deposit slip until you receive written confirmation from the RFDS (SE Section) of receipt of funds deposited.

## 8. The RFDS Fundraising Code of Conduct

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As a community-based not-for-profit organisation, the RFDS recognises and acknowledges the valuable support that it receives from the community.

The RFDS (SE Section) adheres to the following Fundraising Code of Conduct:

1. Donors have the right to be informed openly and honestly about the objectives of the RFDS (SE Section). This includes information about the way donated resources will be used and about the organisations capacity to use donations effectively and for their intended purposes.
2. Donors have the right to be assured that their donations will be used for the purposes for which they were solicited and in accordance with the objectives of the RFDS (SE Section).
3. Donors have the right to be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law. This includes not divulging donor information or including address details to third parties without the expressed permission of the donor, unless required by law or an enforcement agency to do so.
4. Donors are free to ask questions when making a donation and should receive prompt, truthful and forthright answers.

5. Donors have the right to receive a receipt for any donation over \$2 to enable tax deductions to be claimed for that donation.
6. Donors have the right to receive appropriate acknowledgment and recognition for their support.
7. Donors have the right to be informed of the names, qualifications and occupations of those serving on the organisation's governing board and to expect the board to act in good faith and exercise prudent judgment in its stewardship responsibilities.
8. Donors have the right to be furnished with the audited financial statements of the RFDS (SE Section) for the last financial year, and for the previous 7 years. This information should be supplied within 30 days of the donor's request.

## 9. Contacts

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If you require further information, or wish to discuss any of the matters raised in these Fundraising Guidelines, please contact the **RFDS (SE Section) Community Fundraising Team, Sydney Marketing Office** :

Phone: (02) 9941 8888

Fax: (02) 9262 1817

Email: [fundraise@rfdsse.org.au](mailto:fundraise@rfdsse.org.au)

Street Address: Level 9, 110 Sussex Street, Sydney NSW 2000

Postal Address: GPO Box 3537, Sydney NSW 2001

Web: [www.flyingdoctor.org.au](http://www.flyingdoctor.org.au)

For further information on the rules and regulations governing charitable fundraising and the *Charitable Fundraising Act 1991*, contact the **NSW Office of Liquor, Gaming and Racing**:

Phone: (02) 9995 0666

Fax: (02) 9995 0611

Email: [charity.inquiries@communities.nsw.gov.au](mailto:charity.inquiries@communities.nsw.gov.au)

Street Address: Level 7, 323 Castlereagh Street, Sydney, NSW 2000

Postal Address: GPO Box 7060, Sydney NSW 2001

Web: [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)