



Fundraising Events Guidelines and Application

Thank you so much for your interest in supporting Variety WA!

Variety is an internationally respected children's charity, dedicated to improving the quality of life of sick, disadvantaged and special needs children, whilst keeping the 'fun' in fundraising.

As *the* Children's Charity of Western Australia, Variety WA achieves its mission by funding special equipment and services for individual children such as wheelchairs, vocal output speech devices, play equipment, specialist lap top and computers for children with physical or intellectual disability, custom tricycles, walking frames and scholarships.

At the same time, Variety WA also funds important projects in partnership with other children's organisations – including the Variety Children's Rehabilitation Centre at Princess Margaret Hospital, the Variety Occupational Therapy Gym at the Speech & Hearing Centre, the Variety Children's Resource Centre at the WA Blind Association, and the Variety Cottage for Parkerville Children's Home to name but a few.

In 2009, 113 individual Western Australian children received grants from Variety WA and thousands more children benefited via the 78 schools, charities and other children's organisations that also received Variety WA support. In addition, a number of Variety WA programs such as Toy Bank, the Variety Youth Choir and Variety @ Work directly benefit hundreds more children.

In total, more than \$1.99 million net worth of vital equipment and services was granted for Western Australian children in need last year; a fantastic achievement for the hundreds of volunteers, members, donors and sponsors that work so hard for Variety's cause.

Under the Charitable Fundraising Act in WA, anyone wanting to raise money for charitable purposes must hold an authority to fundraise.

So before you begin fundraising for Variety WA, all individuals, groups or organisations who wish to fundraise must register with us, whatever the size of the event.

The following Fundraising Guidelines will assist you in planning your fundraising activities for Variety WA. We ask that you to read the guidelines, then complete, sign and send back the enclosed Fundraising Application Form.

**Thanks again for your support!
Together, we can enrich the lives of all sick, disadvantaged
and special needs WA children.**

Variety WA Fundraising Guidelines

1 BECOMING A “VARIETY WA FUNDRAISER”

- Any person, organisation, group or other, fundraising in the name of Variety WA (including Bash, 4WD and Bike Run participants) needs to accept the following guidelines and register their fundraising activity with Variety WA. Please contact Variety WA if you have any questions – we are here to help!
- Please read through these Guidelines, then complete and sign the Fundraising Application Form accepting Variety WA’s fundraising conditions.
- Return the Fundraising Application Form to Variety WA. If your event is suitable, Variety WA will send you an authorisation letter or ‘sanction’ to fundraise on our behalf.
- **The Fundraiser is not authorised to promote Variety WA as its beneficiary charity until it has received the sanction letter.**

2 FUNDRAISING FOR VARIETY WA

- Due to limited resources, Variety WA is not able to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising celebrities. The Event, including the financial aspects, fundraising, raffles, record keeping and management of the Event, shall be conducted in your (the Fundraiser’s) name and is the sole responsibility of the Fundraiser.
- The Fundraiser’s arrangements for the Event must be planned with the approval of Variety WA and Variety WA expects a reasonable level of liaison and information about the Event.
- Any changes made from the original details provided on the Fundraising Application Form must be reported to Variety WA & may result in a new sanction to be authorised.
- Variety WA requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the Event.

3 FINANCIAL ASPECTS OF THE EVENT

- Any expenditure involved with the conduct of your fundraiser and any disposition of funds & profits resulting from a fundraising appeal must be properly authorised by Variety WA beforehand.
- The Fundraiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event.
- The proceeds of the Event, the official sanction letter, and a statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to Variety WA **within 14 days** of the conclusion of the Event.
- **Under no circumstances** should Individuals open or operate a fundraising bank account in the name of Variety or Variety WA to collect monies raised.

- Variety WA is unable to issue individuals with donation receipt books – however individual receipts for tax deductions for supporters of the Event can be issued by Variety WA if that supporter makes a donation of \$2.00 and these funds are received by Variety WA. If supporters would like receipts, please send a list including name, address, phone number and donation amount.
- When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.
- Variety WA is unable to issue invoices for donations, as donations are of a voluntary nature. We can provide an 'intention to donate' form, acknowledging an individual or organisations' commitment to donate (this form is often issued to comply with the accounting procedures of companies). Official tax receipts are issued for all donations.
- Variety WA is unable to issue tax donations for gifts in kind (ie products, merchandise or free/discounted services). We are more than happy to write thank you letters for your sponsors/donors on request, which can often be used by the company to substantiate their donation and 'write off' the goods for taxation purposes.
- There is no GST payable on donations.

4 THE USE OF THE VARIETY WA NAME OR LOGO

- The Fundraiser has no right to the names 'Variety WA' or 'Variety WA the Children's Charity', nor is the Fundraiser given the right to raise funds in those names. This means you cannot call your event a Variety WA event i.e. Variety WA Ball, however you can call it an event supporting Variety WA.
- Variety WA can sanction the use of a line of copy stating the relationship between the Fundraiser and Variety WA for all fundraiser promotional material. Recommended wording would be, 'Proudly supporting Variety WA the Children's Charity'.
- In the case of Bash, 4WD and Bike Run participants who wish to hold fundraising events to achieve their minimum donation, the Event and Fundraiser must be clearly identified. For example, John Smith, Car 26, official entrant in the Variety WA Bash or Car 54 Pasta & Fun Night – Raising funds for Variety WA. **In this situation, Variety WA normally provides the motor event logo for use in promotional material rather than the general Variety WA logo.**
- Any printed materials or advertisements to be used by the Fundraiser in relation to the Event must be submitted to Variety WA for approval and must also state how the proceeds from the event are to benefit Variety WA, eg 'all proceeds from this event' or 'all proceeds from the auction'.
- If the Fundraiser wishes to use the Variety WA logo on any materials or products, the Fundraiser must obtain prior permission from Variety WA.

5 MEDIA AND PUBLIC RELATIONS

- All media materials and press releases must be approved by Variety WA prior to circulation.

- Approval can be given within a day in most cases and we are happy to discuss any ideas you may have and provide an example press release.

6 VARIETY WA CHILDREN

- Variety WA does not encourage the use of grant recipients in events or in the media in any way that would compromise their privacy. Variety WA will be the sole judge of this situation. Should you wish to include some grant stories in your promotional material please contact Variety WA for appropriate material.

7 CELEBRITIES

- Due to the number of demands on celebrities to support Variety WA, any approach made to public personalities must be discussed with Variety WA prior to any contact being made. The Fundraiser must not approach celebrities using the name of Variety WA unless specific prior approval has been given by Variety WA.
- Unfortunately, Variety WA does not have a pool of Celebrities to draw from to send to your event. Any events that are lucky enough to attract any celebrity association, has been through the celebrity's own choice and NOT through any pre-existing commitment to Variety WA.

8 VARIETY WA REPRESENTATIVES

- If you would like to request a Variety WA representative to attend your event, please contact the office with at least 3 weeks notice.

9 PERMITS

- Some activities require permits **e.g raffles where the total prize pool is over a certain amount.**
- Permits are also required by councils and shopping centres for outdoor events.
- If you have any queries please contact Variety WA or the department of Racing, Gaming & Liquor.

10 LIABILITY

- All aspects of financial and public liability and public safety are the responsibility of the event organiser. As Variety WA is not the event organiser it does not cover any liability on your behalf.
- The Fundraiser agrees to release Variety WA to the fullest extent permissible under law for all claims, except where such liability arises because of the negligence of Variety WA or its agents.
- Therefore, please ensure that any space or venue used for your fundraising activities has the required public liability insurance.

11 CAUSE RELATED MARKETING POLICY (CRM)

- CRM is when a company/group with a product, image or service to market, builds a relationship or partnership with Variety WA for mutual benefit. Usually this involves the company donating a fixed amount or percentage of the unit sale price to Variety WA.
- If the Fundraiser wishes to use the Variety WA name and logo to sell or promote a product or service, the Fundraiser must obtain prior permission from Variety WA.
- Variety WA reserves the right to refuse any offer of a CRM opportunity if it is not consistent with Variety WA's guiding principles.

If you have any questions about these guidelines, or fundraising for Variety WA in general, please contact the office on 08 9355 3655.

Thank you for wanting to enrich the lives of WA's special needs children!



Fundraising Events Application Form

Please complete and return a signed copy of this form to Variety WA.

CONTACT DETAILS

Name of Event Coordinator: _____ Title: Mr / Mrs / Ms / Dr

Name of Company/ Group (if applicable): _____

Position Held by Event Coordinator (if applicable): _____

Mailing Address: _____ Suburb: _____

Postcode: _____ Contact Phone: _____ Mobile: _____

Email: _____

EVENT DETAILS

Name of Fundraiser Event /Activity: _____

Description of fundraising activity: _____

Date of Event / activity: _____ Fundraiser Venue: _____

Venue Address: _____

FUNDS

How will funds be raised? (e.g all proceeds of raffle, auction items, ticket sales etc)

Estimated Donation: \$ _____ (This does not mean you are guaranteeing to raise this amount)

TARGET MARKET

How many people do you expect to attend the event: _____

Describe your target market: _____

EVENT HISTORY

Please supply us with any relevant background material (e.g annual event, previous attendance etc) _____

Why did you choose Variety WA as the beneficiary of your fundraiser? _____

How did you hear about Variety WA? _____

VARIETY WA SUPPORT

Please request the resources your event requires, and Variety can then allocate accordingly THANK YOU.

- Variety WA Brochures / Posters
- Variety WA Merchandise to sell at event
- Variety WA stickers
- Variety WA Rep / Speaker to attend
- Variety WA video / dvd (for viewing only – not for sale)

ESTIMATED BUDGET (Please adjust items applicable to your event)

| Income | \$ amount | Expenses | \$ amount |
|---------------------|-----------|-----------------------|-----------|
| Sponsorship | | Venue Hire | |
| Registration Fees | | Food & Beverage | |
| Ticket Sales | | Printing | |
| Donations | | Security | |
| Raffles | | Insurance | |
| Auctions | | Advertising | |
| Other: | | Promotional Material | |
| | | Prizes | |
| | | Transport | |
| Total Income | | Total Expenses | |
| | | Total Profit | |

OFFER TO FUNDRAISE

I, _____ (Fundraiser's name) offer to hold my Fundraising Event _____ (Event name) in accordance with those terms and conditions of the Variety WA Guidelines attached. I understand my obligations with regards to sending the proceeds raised to Variety WA within 14 days. I agree to conduct my event in a manner which upholds Variety WA's integrity, professionalism and values. I agree to inform Variety WA if the details of my Event deviate from those stated on this Application Form,

Signature: _____ Date: _____

If you are under 18 years of age, please have your parent / guardian / teacher sign this form on your behalf

Name of nominated adult supervisor : _____

Contact Phone: _____ Fax / Email : _____

Disclaimer: Variety WA reserves its right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

**Thank You again for wanting to enrich the lives of
WA's special needs children!**