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# Fundraising Guidelines for Third-Party Individuals, Groups or Organisations

# Glossary

* **Adventist Development and Relief Agency Australia Ltd (also referred to as ADRA Australia and ADRA) –** The charity organisation which holds the relevant Deductible Gift Recipient (DGR) status and fundraising licences.
* **The 10,000 Toes Campaign–** The 10,000 Toes campaign is a partnership between ADRA Australia & the South Pacific Division of the Seventh-day Adventist church.
* **Fundraiser/s** - the third party individual(s)/group/organisation holding fundraising activities to raise donations for The 10,000 Toes Campaign / ADRA. The Fundraiser is a volunteer and does/will not receive payment for running a fundraising activity. The Fundraiser does not represent The 10,000 Toes Campaign / ADRA and does not speak or act on behalf of The 10,000 Toes Campaign / ADRA.

# Fundraising for 10000 Toes Campaign

* 1. The 10,000 Toes Campaign / ADRA bears no responsibility for any part of the implementation and/or organisation of the Fundraiser’s activities.
  2. The Fundraiser’s activities must be in line with The 10,000 Toes Campaign / ADRA’s values and goals.
     1. The 10,000 Toes Campaign / ADRA cannot be associated with activities that promote/draw donations from unacceptable links such as, but not limited to, alcohol, tobacco and drugs.
     2. The 10,000 Toes Campaign / ADRA has a zero tolerance on the use of drugs and the fundraiser must refrain from providing and serving alcohol as part of a package, ticket, prize or an auction item.
  3. The 10,000 Toes Campaign / ADRA will not endorse high-risk fundraising activities, such as (but not limited to) the following. Exception can be made if the Fundraiser provides evidence of having obtained public liability insurance to cover themselves and their participants.
     1. extreme sports
     2. amusement rides
     3. animals or animal rides
     4. use of firearms or fireworks
     5. aerial risks
     6. motor vehicle and motor bike racing
     7. water activities
  4. The 10,000 Toes Campaign / ADRA has significant corporate relationships. The fundraiser must not approach any businesses or government departments for donation without prior consent of The 10,000 Toes Campaign / ADRA.
  5. Fundraisers can only promote and raise donations for The 10,000 Toes Campaign.

# Authorisation and Registration

* 1. The Fundraiser is required to apply for authorisation to fundraise from The 10,000 Toes Campaign online at www.10000toes.com.
  2. Once approved ADRA Australia, on behalf of The 10,000 Toes Campaign, will issue a fundraiser authorisation and/or identification badges. The Fundraiser must use one or both to show authorisation to fundraise.
  3. It is the responsibility of the Fundraiser to comply with all relevant church, council and/or state laws and regulations pertaining to their activities, including obtaining appropriate permits/licences. See Other Resources section below.
  4. It is the responsibility of the Fundraiser to ensure that the involvement of all children in their activities complies with relevant church, council and/or state laws and regulations. See Other Resources section below.

# The 10,000 Toes Campaign & ADRA names, logo and resources

* 1. Fundraising activities are the sole responsibility of the Fundraiser and must not to be conducted in the name of The 10,000 Toes Campaign / ADRA.
  2. The names ‘The 10,000 Toes Campaign’, ‘ADRA’, ‘ADRA Australia’ or ‘Adventist Development and Relief Agency’ and their associated logos cannot be used without prior permission from The 10,000 Toes Campaign or ADRA Australia.
  3. Any communication that uses The 10,000 Toes Campaign / ADRA’s names or logos must be approved by The 10,000 Toes Campaign & ADRA Australia before being produced. Drafts of these materials should be submitted to The 10,000 Toes Campaign & ADRA Australia at least 5 business days prior to needing approval.
  4. When permission is granted, the Fundraiser must comply with usage guidelines and all recommendations provided by The 10,000 Toes Campaign & ADRA Australia**.**
  5. When referring to the activity, ADRA Australia’s name is not to be used. The use of wording such as “Proudly supporting The 10,000 Toes Campaign” or “All proceeds raised will go towards The 10,000 Toes Campaign” or “Funds raised will support the work of The 10,000 Toes Campaign” and “The 10,000 Toes campaign is a partnership between ADRA Australia & the South Pacific Division of the Seventh-day Adventist church” are recommended.
  6. The 10,000 Toes Campaign may be able to provide promotional resources, such as posters, brochures, magazines, donation slips and envelopes. Requests for resources should be made at least 10 business days prior to the activity being conducted.
  7. If the Fundraiser wishes to use collection containers/tins, they are required to contact ADRA Australia via The 10,000 Toes Campaign to obtain information about the correct resources to use and any relevant regulations. For further information please contact (02) 9487 9295.
  8. The 10,000 Toes Campaign / ADRA Australia staff can provide assistance to the Fundraiser, but cannot coordinate, produce or implement any part of the Fundraiser’s activities. All elements of fundraising activities are the sole responsibility of the Fundraiser.

# Financial Accountability

* 1. All financial aspects including, but not limited to, record keeping, expenses and management, are the sole responsibility of the Fundraiser. The Fundraiser is responsible for complying with all relevant church, council and/or state regulations.
  2. The Fundraiser is required to provide details of their financial management to ADRA Australia via The 10,000 Toes Campaign contact:
     1. When applying for authorisation to fundraise, the Fundraiser must provide an estimate of all expenses associated with their fundraising activities and the likely proceeds from those activities (if known);
     2. The Fundraiser is required to keep accurate financial records, including itemised expenses and submit these to The 10,000 Toes Campaign along with the proceeds at the conclusion of their fundraising activities.
     3. The 10,000 Toes Campaign can reimburse the Fundraiser for expenses incurred as a result of direct fundraising activity (not including wages/salaries) after the funds are deposited with ADRA Australia and accurate financial records are submitted along with the funds.
     4. The expenses must be accurately documented and the ratio between the amount of the expenses and the gross proceeds be fair and reasonable.
     5. For activities that collect donations only, expenses should not exceed 40% of the gross proceeds.
  3. Proceeds from fundraising activities must never be banked into a personal account.
  4. The Fundraiser must remit to ADRA Australia the proceeds received from their activities within 10 business days of the end of activities, along with
     1. accurate expense reports and receipts
     2. cheques from donors
     3. donor tally sheets (available from ADRA Australia via The 10,000 Toes Campaign contact person )
     4. address details of donors who have requested receipts
  5. Proceeds can be deposited directly into ADRA-nominated bank account (see below) using the authorisation number or activity ID as a reference OR posted to The 10,000 Toes Campaign or ADRA Australia (via a cheque payable to ADRA Australia).

**ADRA Address:** ADRA Australia, PO Box 129 Wahroonga NSW 2076

**ADRA Bank Account:** Westpac BSB: 032-089

Account Number: 172592

Account Name: ADRA Australia - Donations

# Receipts

* 1. Tax-deductible receipts can be issued by ADRA Australia on behalf of The 10,000 Toes Campaign for all cash donations of $2 or more, where:
     1. The donor does not receive something in return for their donation (e.g. food, auction item, event entry).
     2. Donation has not been made into a collection container/tins or other general collection devices
  2. For donors to receive an The 10,000 Toes Campaign / ADRA Australia receipt, the Fundraiser must provide, along with donations, the:
     1. Name of the donor
     2. Address and/or email address of the donor
     3. Amount given by the donor
  3. The Fundraiser must keep the details of donors confidential at all times, providing them only to The 10,000 Toes Campaign or ADRA Australia.

# Media Relations, Promotions and other Communication

* 1. All media relations, promotions and/or communication:
     1. Are the responsibility of the Fundraiser, and must be done in the name of the Fundraiser
     2. Must be approved by The 10,000 Toes Campaign and ADRA Australia before being produced and disseminated
     3. Must use the following wording “Funds raised will support the work of The 10,000 Toes Campaign. The 10,000 Toes campaign is a partnership between ADRA Australia & the South Pacific Division of the Seventh-day Adventist church.” when referring to any fundraising activities being conducted.
     4. Must respect the rights of The 10,000 Toes Campaign / ADRA partners (and those who benefit from The 10,000 Toes Campaign / ADRA) and preserve their dignity and self-respect
     5. Must clearly state how much of the proceeds will be given to The 10,000 Toes Campaign / ADRA Australia (if requesting reimbursement of expenses).
  2. The Fundraiser should submit to The 10,000 Toes Campaign photos and an article about the activities for use at the discretion of The 10,000 Toes Campaign and/or ADRA Australia in its publications, and online. For further information email [info@10000toes.com](mailto:info@10000toes.com) or [adra.info@adra.org.au](mailto:adra.info@adra.org.au)

# Other Resources

* 1. The Fundraiser may find additional information at:
     1. ACT:[www.ors.act.gov.au](http://www.ors.act.gov.au)
     2. NSW: [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)
     3. NT: no current website
     4. Qld: [www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)
     5. SA: [www.olgc.sa.gov.au](http://www.olgc.sa.gov.au) (see ‘Lottery’, then ‘Collections for Charitable Purposes’)
     6. Tas: [www.consumer.tas.gov.au/business\_affairs/charities](http://www.consumer.tas.gov.au/business_affairs/charities)
     7. Vic: [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)
     8. WA: [www.docep.wa.gov.au/charities](http://www.docep.wa.gov.au/charities)
     9. Australian Taxation Office: [www.ato.gov.au/nonprofit/](http://www.ato.gov.au/nonprofit/)

Thank you for choosing The 10,000 Toes Campaign as the beneficiary of your fundraising activities. For more information about running your fundraising activity contact +61 2 98473367  or email pam@10000toes.com

# FUNDRAISER Declaration

As an organiser of fundraising activities raising funds for The 10,000 Toes Campaign, I ,\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, signed below, declare that I have read and understand Fundraising Guidelines for Third-Party Individuals, Groups or Organisations and will ensure that all fundraising activities carried out by me will adhere to them.

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Signature Date