



Charity Champion fundraising guidelines



Thank you for signing up to fundraise for Ronald McDonald House Charities (RMHC) North Australia – we are so excited to work with you, to make your fundraising activity a success! As an independent Charity, we rely on the generosity of our local community—people like you!

You are playing a huge role in ensuring that our support programs can continue to care for sick children, and connecting us with the incredible North Australia community – the places where our RMHC families come from.

Your Authority to Fundraise enables you to legally fundraise, seek donations and promote your fundraising activity under the applicable fundraising laws and regulations. If you have any questions at any time, please don't hesitate to contact our Community Engagement Team on 07 4775 5600 or email na@rmhc.org.au and we can help you!



Charity messaging

RMHC North Australia (The Charity) is committed to safeguarding the welfare of children and young people. It is our expectation that you will ensure that this is appropriately managed during your fundraising activity. This includes ensuring that adequate supervision is provided for any children involved in your fundraising activity. It is also very important that you obtain parental permission for participation of any person involved in your fundraising activity under the age of 18, including the collection of any images.

RMHC North Australia's mission is to improve the health and well-being of seriously ill children and their families through practical care programs. Please take this into consideration when fundraising to support us. For example, no element of your fundraising activity should involve or encourage the excessive consumption of alcohol (e.g. beer drinking competitions) and nor should the RMHC North Australia name and logo appear anywhere near the logos of companies potentially involved with harming the health of children, for example, cigarettes, e-cigarettes, or alcohol. Where clarification is required, please contact our Community Engagement team on (07) 4775 5600 or email na@rmhc.org.au.



Name and logo use

It is important to note that your fundraising activity is not being managed by RMHC North Australia but instead is a third-party fundraising activity, whereby RMHC North Australia is the beneficiary. This means, that you are welcome to promote your fundraising as being held in



support of/benefiting Ronald McDonald House Charities North Australia. For example, "Trivia Night benefiting of Ronald McDonald House Charities North Australia" or "Trivia Night with all proceeds going to Ronald McDonald House Charities North Australia". You also need to be clear and transparent about whether all proceeds or a portion of proceeds will go to The Charity.

We have created special logos that you can use for your promotional materials. If this is something you require, please email na@rmhc.org.au.

A great way to make sure you are on track, is to forward your promotional material to us by emailing us at na@rmhc.org.au. We will get back to you within 5 business days, with any advice or suggestions.



Media and promotion

Social media is a great way to promote your event or fundraising activity! Please follow official RMHC North Australia social media channels (see below) and tag us.

This will increase the likelihood of The Charity sharing your posts and promoting your activity, and also keep us up to date on how your fundraising is going. While we can't guarantee that we will be able to share your posts on official RMHC North Australia social media channels, we'd love to celebrate your success, like and comment!

Facebook – @rmhcnorthaustralia

Instagram – @rmhcnorthaustralia

We ask you to be mindful of The Charity's Safeguarding Children and Young People and health messages when promoting your event via social media. If you plan on sharing photos of people associated with your fundraiser, please make sure to obtain their permission. [This link will take you to our current media release form.](#) Please forward completed forms to na@rmhc.org.au within 10 days after your fundraising activity concludes.

Engaging with traditional media is a great way to create awareness for your fundraising activity.

All media materials that reference RMHC North Australia must be approved by The Charity prior to circulation. When speaking with the media about your event it is important to remember that you are not speaking on behalf of The Charity or as a representative of RMHC North Australia. However, including an official statement from The Charity in your media materials is easy! Please email na@rmhc.org.au at least 5 working days in advance of circulation and we will work with you to ensure success.



Doorknocking and telemarketing

You are not authorised to conduct door-to-door appeals, street collections or telephone marketing of any kind on behalf of The Charity. These activities require specific permits and must only be conducted by RMHC North Australia when permission is granted by local and state authorities.



Permits and public liability

Third party fundraisers are not covered by RMHC North Australia insurance. This includes public liability insurance. It is therefore your responsibility to obtain insurance to cover your fundraising event to protect yourself and your supporters, if required. We suggest you hold your event at a venue which is already covered by public liability insurance. You are also responsible for sourcing any permits, licences or authorization from local councils or shopping centres that may be required. You should also consider liquor licensing and food preparation regulations if these relate to your event.



Prizes and sponsorship

Unfortunately, RMHC North Australia is unable to provide prizes or assist in soliciting prizes for your fundraising activity. The Charity has a number of existing sponsorship arrangements and is continually in negotiations with both local and national organisations regarding potential support. Therefore, please check with the Community Engagement Team prior to approaching any business for sponsorship on behalf of fundraising for RMHC North Australia.



Finances and banking

Managing finances, keeping records and tracking donations is your responsibility as a Charity Champion. We are happy to work with you when planning your event, to make this as straightforward as possible for everyone.

You may choose to design a fundraiser that is purely managed online (easiest option for you). For other forms of fundraising income it is important that you collect names and contact details, to assist The Charity in maintaining required records and issuing appropriate tax receipts.

One of the easiest ways is to set up a unique online fundraising page, where people donate directly to The Charity and there is limited cash handling for you to organise. Your supporters will also automatically receive a tax-deductible receipt for any donation made over \$2.



If you collect funds other than via your unique online platform, you are responsible for keeping track of the funds raised. We can provide a form that will help you do this. Please call our Community Engagement team on (07) 4775 5600 or email na@rmhc.org.au to discuss.

Once you have concluded your event, count any cash collected with another adult present, in a secure location. Both people should sign the counting slip.

Within 10 days of collection, deposit the funds directly to RMHC North Australia into our bank account:

Castle Hill Spinney Ltd trading as Ronald McDonald House Charities North Australia

BSB: 704 640

Account: 6412 1879

Ref: Your name or event name

Email us at na@rmhc.org.au to let us know, so we can match the deposit and amount with your fundraiser. You will also need to provide us with the details of any supporters who require tax receipts.

Tax deductible receipts must only be issued by The Charity, under specific situations set out by the Australian Taxation Office. For your information, the following are not tax-deductible gifts:

- ticket purchases (raffle or event tickets)
- auction purchases or purchases of merchandise
- donations of goods or services



Thanking your supporters

Once the event has concluded and you have finalised your records, we recommend you send thank you letters or emails to your sponsors, donors and supporters. We've created a special thank you certificate that you can edit and share with your donors - get in touch at na@rmhc.org.au and we can send through!



Questions?

**Our Community Engagement team is here to help
make your fundraiser a success!**

na@rmhc.org.au (07) 4775 5600

rmhc.org.au/na

Keeping families close™