

# Community Fundraising Kit

Get involved and support  
your local RSPCA Victorian  
shelter – it's simple, fun and  
rewarding.



We are all responsible  
for speaking up for those  
creatures that cannot  
speak for themselves!



# Welcome to the RSPCA Victoria Community Fundraising kit!

Thank you for your interest and enthusiasm to get involved and fundraise for RSPCA Victoria. Each day the team at RSPCA work tirelessly to ensure that thousands of animals are given the right to five basic freedoms,

**Freedom from hunger and thirst.**

**Freedom from discomfort.**

**Freedom from pain, injury and disease.**

**Freedom to express normal behaviour.**

**Freedom from fear and distress.**

With only 3% of funding coming from the government, we rely heavily on the kindness and support of generous individuals such as yourself and the community to continue our vital work and efforts in animal welfare. This community fundraising kit is designed to provide you with everything you need to know about fundraising for the RSPCA. Fundraising has never been more simple, fun and rewarding.

**Simply follow these  
4 steps and get  
started today!**





# 1. Choose your fundraising event

Events are not only a great way to bring family, friends and communities together, but they are fantastic way to generate some much needed funds for the RSPCA. Here are a couple of ideas to get you started:

- Sausage sizzles
- Bake sales/ Cupcake days
- Casual clothes days
- Trivia nights
- Dinner dances
- Pet photo competitions
- Fashion Parade
- Scavenger hunt
- Benefit concerts
- Karaoke Night
- Movie Day/Night
- Fun runs and walkathons
- Register online with Everyday hero

In accordance with our fundraising terms and conditions we are happy to support you and your fundraising efforts, with a range of promotional, fundraising and donation collecting items. If you would like any of the below items please note your interest in the fundraising registration form.

- Wombat Money Boxes
- Sponsorship/Receipt Donation Register
- RSPCA Merchandise
- RSPCA Promotional Material
- RSPCA Supporter Logo





## 2. Please read, complete and submit this form

### Event Coordinator Details

Title: \_\_\_\_\_ Full Name: \_\_\_\_\_

Name of Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web: \_\_\_\_\_

### Event Information

Name/Description of your fundraiser: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event Finish Date: \_\_\_\_\_

Venue Address: \_\_\_\_\_

How funds will be raised? (eg: ticket sales, auction, sausage sizzle, morning tea): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Event Budget

Total estimated income that will be generated: \$ \_\_\_\_\_

*(please note this is an estimate and not a guarantee, this field must be completed)*

Percentage of net profit to be donated (if not 100%): \_\_\_\_\_

If not donating 100% of profits, brief description of where the balance of profits will be allocated: \_\_\_\_\_

\_\_\_\_\_

### Support Required from RSPCA Victoria

Please tick the following resources you may require and provide brief description/numbers in the space provided:

Wombat Moneyboxes \_\_\_\_\_

RSPCA Victoria support information brochures and posters: \_\_\_\_\_

RSPCA Merchandise for Resale \_\_\_\_\_

Use of the RSPCA name or supporter logo for publicity purposes

RSPCA Representative for the event (please note limitations apply)

### Authorisation

I, \_\_\_\_\_ (event coordinators name) agree to comply with RSPCA Victoria's fundraising terms and conditions as outlined in this Community Fundraising Kit. When conducting my fundraising activity/event, I agree to comply with these terms and conditions in a manner that upholds the RSPCA's integrity, professionalism and values. I understand my obligations to send the event proceeds to RSPCA Victoria within 14 days of the conclusion of the event.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Thank you for your application to fundraise on behalf of RSPCA Victoria.  
Please submit your completed form via:

**Mail:**  
RSPCA Victoria - Att: Fundraising  
3 Burwood Highway  
Burwood East VIC 3151

**Email:**  
fundraising@rspcavic.org.au or

**Fax:** 03 9808 7541

Upon approval you will receive notification of event authorisation and all other relevant information.

## Fundraising Terms of Agreement

The Australian Government has developed legislation governing the conduct of fundraising. Under the 1991 Charitable Fundraising Acts in each state, anyone wishing to raise money for charitable purposes must hold an authority to fundraise issued by RSPCA (Victoria). So before you get started in your fundraising for RSPCA, we will need to authorise your fundraising activity. All individuals, groups or organisations who wish to fundraise must register with us, whatever the size of the event or the donation (cash or kind). The Fundraising Guidelines are designed to assist you in planning your fundraising activities in support of RSPCA Victoria. We need you to read the guidelines, then complete, sign and send back the "Agreement to Fundraise" to the RSPCA Victoria Fundraising Team (for more information please call 9224 2535) . **The Fundraiser is not authorised to use RSPCA as its beneficiary charity until it has received the authorisation letter.**

**Thanks again for your support! We're sure that you'll enjoy fundraising for RSPCA and sharing in our joy and efforts in enriching the lives of all creature great and small.**

## Fundraising for RSPCA

- Due to limited resources, RSPCA 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 RSPCA and RSPCA expects a reasonable level of liaison and information about the Event.
- Any changes made from the original details provided on the Agreement to Fundraise Form must be reported to RSPCA and may result in a new authorisation letter being distributed.
- RSPCA 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.

## Financial aspects of the event

- Any expenditure involved with the conduct of your fundraiser and any disposition of funds and profits resulting from a fundraising appeal must be properly authorised by RSCPA 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 Charitable Fundraising Acts state this as expenses not exceeding 40% of the gross proceeds.
- The proceeds of the Event, the official authorisation letter, and a statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to RSPCA **within 14 days** of the conclusion of the Event.
- Individual receipts for tax deductions for supporters of the Event can be issued by RSPCA if that supporter makes a donation of \$2.00 or more to RSCPA . If supporters would like receipts, please send a list including name, address,

and phone number and donation amount. If the total of individual receipts exceeds 10 individuals, please provide RSPCA an electronic version of your register.

- 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.
- For donated goods and services RSPCA requires correspondence from the company or individual stating the donated value of goods or services to the event. Accurate records of the donors' details assists RSPCA with financial reporting and thank you letters.
- A template is available from RSPCA to assist you with capturing this information.

## The use of RSPCA name and logo

- The Fundraiser has no right to the names 'RSPCA' and 'RSPCA Victoria'. Nor is the Fundraiser given the right to raise funds in those names. This means you cannot call your event a RSPCA event i.e. A RSPCA Trivia Night, however you can call it an event supporting the RSPCA.
- RSPCA can authorise the use of a line of copy stating the relationship between the Fundraiser and RSPCA for all fundraiser promotional material. Recommended wording would be, 'This event proudly supports RSPCA Victoria' or 'Funds raised will assist RSPCA Victoria in their vital work to enrich the lives of all creatures great and small.'
- Any printed materials or advertisements to be used by the Fundraiser in relation to the Event must be submitted to the RSPCA for approval and must also state how the proceeds from the event are to benefit RSPCA eg 'all proceeds from this event' or 'all proceeds from the auction'. Please allow 10 days for approval of your material.
- If the Fundraiser wishes to use the RSPCA logo on any materials or products, the Fundraiser must obtain prior permission from RSPCA. Please contact your RSPCA Victoria Marketing assistant for more details.

- RSPCA does not encourage the use of animals in events or in the media in any way that would compromise their well being. Should you wish to include some stories, testimonials or case studies in your promotional material your RSPCA fundraising team will be able to provide you with appropriate material.

## Media and public relations

- All media materials and press releases must be approved by RSPCA Victoria prior to circulation. Please allow 10 days for approval and we are happy to discuss any ideas you may have and provide an example press release.

## RSPCA representatives

- A RSPCA Victoria Representative can be arranged to attend your event depending on availability. At least 3 weeks notice is required.

## 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 the RSPCA Fundraising team, or visit [www.australia.gov.au](http://www.australia.gov.au) and search under 'Gaming and Racing' for a full list of local gaming authorities in your relevant state.

## Liability

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

What next?

## 3. Get Fundraising

- A Letter of Authority along with everything you need to run your event will be sent out to you.

## 4. Return Funds

- Once all your fundraising has been completed, send all funds, along with any left over merchandise and your activity summary to RSPCA Victoria.

# Thank You!

For more information please don't hesitate to contact RSPCA Victoria Fundraising Team on

Phone: (03)9224 2535

Fax: (03) 9808 7541

Email: [fundraising@rspcavic.org.au](mailto:fundraising@rspcavic.org.au)

Address: 3 Burwood Highway Burwood East VIC 3151

**On behalf of all creatures great and small  
thank you for fundraising for RSPCA Victoria.**





The Royal Society for the Prevention of Cruelty to Animals (Victoria)

3 Burwood Highway  
Burwood East VIC 3151

**T.** 03 9224 2535

**F.** 03 9808 7541

**E.** [fundraising@rspcavic.org.au](mailto:fundraising@rspcavic.org.au)

**[www.rspcavic.org](http://www.rspcavic.org)**

**RSPCA**   
for all creatures **great & small**