



YOUR GUIDE TO FUNDRAISING WITH IJM AUSTRALIA



IJM

Firstly, a big **THANK YOU** for joining us we seek to protect the poor from violence. We are so grateful for your support!

As a registered charity, IJM Australia is subject to strict fundraising controls.

For this reason it's really important that if you're planning to do fundraising on our behalf, you understand what's involved as there are requirements and obligations that you must comply with, to ensure we can in turn comply with the relevant legislation. By undertaking a fundraiser for IJM Australia (IJM) you are agreeing that you have read, understood and will comply with state and IJM fundraising requirements.

It may seem like a lot of information, but we have all the tools you need and are here to help if you have any questions, so please don't hesitate to contact us!

BEFORE YOU START FUNDRAISING:

1. **Read these Fundraising Guidelines in full** and submit your *Proposal to Fundraise* form to contact@ijm.org.au (Go to ijm.org.au to download the form)
2. **Receive your *Authorisation to Fundraise*** from us
3. **Register your fundraising event online** at Everyday Hero:
<https://nfp.everydayhero.com/au/international-justice-mission-australia>
4. **Start spreading the word!**

Authority to Fundraise

A person fundraising on behalf of IJM must be authorised to do so. Submit a *Proposal to Fundraise* to IJM for review and IJM will then grant an *Authorisation to Fundraise* if:

- The activity or event is fitting with the mission and values of IJM
- The activity or event will produce a reasonable financial return against time and expenses
- The activity or event has been deemed not to be a high risk activity

Once authorised, the Fundraiser must comply with the Guidelines and all relevant fundraising legislation in their state.

In brief form, the general obligations of the Fundraiser are to:

- Provide IJM with an estimate of the expenses and income expected from any fundraising event or activity (see *Proposal to Fundraise* form)
- Keep records of financial records, including itemised expenses and income
- Return the money raised and the details of actual income and expenditure to IJM within 14 days.

IJM has developed these guidelines to assist you in meeting general fundraising requirements, however these guidelines are not exhaustive and it remains the responsibility of the individual fundraiser to ensure they comply with current relevant State-based legislation.

WHAT TYPE OF FUNDRAISING CAN YOU DO FOR IJM?

Personal Fundraising:

- Get your friends to make a donation in lieu of a birthday, anniversary or special occasion
- Set a personal challenge and ask your friends to sponsor you as you work toward achieving it

- Hold an event like a trivia night or high tea

Fun Runs, Marathons and Events

IJM Australia is registered for fundraising through most of the larger events including:

- Sydney City2Surf
- Sydney Harbour 10 and 5K
- Blackmores Sydney Running Festival
- The Colour Runs
- Stadium Stomp
- Brisbane City2South and many more!

If you're registering for an event select IJM Australia (or International Justice Mission Australia on some sites) as your charity fundraising partner!

Sometimes an event site might use fundraising or payment platforms other than Everyday Hero. We are also registered with sites such as MyCause, GoFundraise, GiveEasy, PayPal.

Call us if you have any questions!

ORGANISING YOUR FUNDRAISING

Coordination: Any fundraising event or activity that you undertake must be coordinated by the person named on the *Authorisation to Fundraise*. At this stage, IJM is not sufficiently resourced to play a coordinating role in your fundraising event.

Wording: As it is you as the fundraiser and not IJM that is coordinating the activity or event, the appropriate form of promotional wording is "*Funds raised from this event or activity will go towards supporting the work of IJM Australia*".

Promotional Material: Written material that describes the work and role of IJM must be approved before it is circulated and must not be misleading in any way. The cost of any advertising or promotional material should be itemised as an expense. Promotional material must disclose that the fundraising activity relates to IJM and identify the objective of the activity or event.

Media: Before contacting any media, please contact IJM Australia, as all media relations need to be approved. We will assist as much as possible, but due to limited resources we may not be able to manage your media relations.

Use of Logo: If you wish to use the IJM logo on any

promotional, advertising or fundraising material you are creating for your event, you must obtain written approval from the IJM Australia office. This includes media releases and other printed material to be circulated.

All enquiries and approvals of messaging or use of IJM images, stories or logos should be directed to our Marketing & Communications Coordinator Hsu-Ann Lee at hlee@ijm.org.au.

Insurance: Fundraisers are not agents or employees of IJM; they undertake fundraising activities at their own risk. By agreeing to fundraise for IJM Australia you understand that IJM will not be held responsible for any injury, damage or loss sustained during any fundraising activity. IJM is unable to provide public liability insurance for your activity or event.

Expenses: IJM Australia cannot pay for fundraising expenses but expenses can be deducted from funds raised through keeping accurate record of all costs incurred. These records must be kept and presented when you submit your fundraising monies. Costs of a fundraising appeal must not exceed 40% of the gross income from donations. Where fundraising involves more than simply receiving donations, the expenses must not exceed a 'fair and reasonable' proportion of the gross income.

Photos: If you intend to take photos at an event please ensure the subjects of your photos granted you their permission to take and or publish photos in print, online/social media, or any public forum. Please only send photos to IJM in which all people shown in the images have signed a *Photography Permission* form.

Event Feedback: We really want to hear how your event went, so please shoot us a short message to tell us about it! We'd love to be able to share ideas with other fundraisers.

Business Partnerships and Support: Where businesses wish to promote a partnership with IJM this must be discussed, and prior approval gained from the IJM Australia office.

Children Fundraising: Please ensure you refer to the regulations around charitable fundraising [in your state](#). Generally, a child under 8 years of age cannot participate in fundraising activities. A child aged 8 – 16 cannot be paid to participate in fundraising activities. If children are involved, parental consent must be obtained prior to any fundraising activity and contact details for the parent must be recorded. Ensure you refer to your state regulations regarding children involved in fundraising activities as there are strict regulations and requirements in place to protect children involved in such activities, as these differ from state to state.

Disputes and Conflicts: IJM has policies and procedures in place for handling fundraising disputes or conflicts of interest. Any such dispute or conflict of interest should be referred to the IJM office.

DONATIONS AND TAX DEDUCTIBILITY

The following are generally not tax deductible:

- Ticket purchases eg raffle tickets
- Entry fee or tickets for an event
- Donations of goods or services
- Charity auction purchases
- Any other donation where the donor receives a benefit

Tax deductible receipts can only be issued for unencumbered donations – that is, where the donor receives nothing in return. If you are unsure, you should refer to the Australian Taxation Office for appropriate advice.

Records: In order for IJM to properly maintain its accounts, anyone fundraising on behalf of IJM must keep a record of cash, cheque and electronic transfer donations. Details of the donor's full name, address, email address, date of donation and amount of donation must be recorded and provided to IJM in order for us to issue a tax deductible receipt.

METHODS OF COLLECTING DONATIONS

Please note that many of these guidelines are in place in order to ensure that IJM Australia and those supporting our work meet legislative requirements around fundraising.

The safest and easiest way to manage your records and collect donation is to use IJM's preferred fundraising platform – EveryDay Hero.

1. Online fundraising with EveryDay Hero

Whether you're holding a large ticketed event or simply getting friends to donate as a birthday gift EveryDay Hero lets you quickly and easily set up your fundraising page, share your event, collect donations and track your progress. You will be able to:

- tell people about your event and include a picture
- set your fundraising goal
- take credit card donations online
- have people join your fundraising team
- share social media updates
- track your progress
- send messages to your donors

Donations to IJM Australia over \$2.00 are tax-deductible and those donors will receive tax-deductible receipts.

2. Face to Face Fundraising

Important: State legislation prevents fundraisers from collecting money door-to-door or in public places such as shopping centres and leisure centres unless prior permission is granted. You cannot attempt to fundraise from occupants of a vehicle while it is on the road or a road related area.

Badges and Identification

If you are conducting a face-to-face fundraising activity, some states require you to have written authorisation and clearly wear an identification badge with a serial number issued by IJM Australia. Identification must be either returned to IJM or evidence (eg photo) be supplied

demonstrating that the badges have been destroyed upon completion of the fundraising activities.

Where the donor requires a receipt, donor details as outlined in the point relating to *Records*, should be provided to IJM as soon as possible so that a receipt can be issued.

Any face-to-face fundraising should be conducted with decency, dignity and good taste. This should be particularly kept in mind in relation to the subject matter of IJM's field work globally.

3. Minimising cash collection and cash security

For your own security and to reduce risk and administration time, fundraisers should minimise the need for cash collection as much as possible, particularly at events, by directing donors to the fundraising page URL you have set up (usually via EverydayHero).

Donation Forms: Another way to minimise cash collection is to request donation forms to be sent to you in the mail. You can simply have your donors complete them with the relevant details and return the forms to IJM Australia to minimise cash handling.

If it not possible to avoid collecting cash, appropriate facilities should be in place, secured and monitored by appropriate team members at all times.

Specific collectors should be designated and all counting, recording and receipting of cash donations should be done by at least two people, one of whom is the Authorised Fundraiser or an IJM representative.

If you're using a collection box to accept donations, collection boxes must be:

- Securely constructed
- Properly sealed/ lockable
- Consecutively numbered
- Clearly labelled with IJM Australia and IJM Australia's contact details

Please note that unmonitored open bucket collections or similar do not meet these minimum standards and collection boxes are not suitable for those requiring receipts unless pledge forms and envelopes are used to track donation and donor details.

Handheld collection boxes should be opened and the donations counted in the presence of two people, one of whom is an authorised IJM representative or the Authorised Fundraiser. The amounts should then be recorded in a register for collection boxes.

Any advertising on handheld collection boxes should be factually accurate and neither misleading, deceptive or indecent.

Where a collection box is placed within a shop or similar premises (with the consent of the shopkeeper), the shopkeeper should be provided with a printed overview of the fundraising appeal and the obligations/regulations that apply. The collection box must also be secure.

The box should either (a) be cleared in the presence of the shopkeeper who then must countersign the register confirming the amount collected or (b) returned to IJM intact before being opened and counted by at least two persons at the IJM office. The donated amount should then be recorded in the register for collection boxes.

Note: Raffles

Authority to fundraise is not a license to run your own raffle. Please refer to the relevant State-based legislation as there are extensive guidelines regarding this type of fundraising.

4. Cheques

Cheques must be made payable to IJM AUSTRALIA LTD and mailed to PO BOX 1442, Chatswood NSW 2057 with the summary details for your fundraiser.

If tax receipts have been requested, donor details (see *Records* section) must also be supplied so receipts can be issued once the cheque has been banked and cleared in IJM Australia's account.

5. GETTING CASH / CHEQUES COLLECTED TO IJM

Funds should be sent via bank transfer to IJM Australia's bank account (please email contact@ijm.org.au to request details) as a lump sum, and a complete listing of the donations and donors should be provided to IJM Australia so that we can receipt donations accordingly.

Please never send cash to IJM Australia by mail.

YOUR UNDERSTANDING AND AGREEMENT

As a registered charity, IJM Australia is subject to strict fundraising controls.

By undertaking fundraising activities to support the work of IJM Australia Ltd you are acknowledging that you have read, understood and accepted the requirements and conditions outlined in this guide and by IJM Australia Ltd, and agree that any fundraising activities you undertake or engage in will be compliant with the guidelines and requirements as well as the obligations and regulations relating to fundraising that are in place in your state. You also understand that you cannot claim against IJM Australia for any damage or injury incurred as a result of your fundraising event.

If you have any questions or concerns you should contact us or your state fundraising authority (as relevant) prior to undertaking your planned activity.

You can contact us on 1300 045 669 or at contact@ijm.org.au.

Thanks so much again for supporting the work of IJM Australia in this way.