



HLTTV FUNDRAISING GUIDELINES

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MAKING A DIFFERENCE - HOW YOU CAN HELP

ABOUT THE HEART AND LUNG TRANSPLANT TRUST (VIC) INC

The Heart and Lung Transplant Trust (Victoria) Inc. (HLTTV) is a not-for-profit association whose membership consists of heart and lung transplant patients, recipients, their carers and families.

Formed in 1994, five years after The Alfred Hospital performed its first pioneering heart transplant, HLTTV is managed by a committee of dedicated volunteers who have each experienced the heart or lung transplant journey.

Our vision is for a bright and active future for all those involved with or in need of a heart or lung transplant. We actively encourage organ donation and support The Alfred Hospital Melbourne, the transplant team, patients, recipients, their families and carers throughout the transplant journey.

The HLTTV is in a unique and privileged position to understand the journey and make a difference. We strive to do this through our programs, by fostering a sense of community and certainty during the most uncertain of times, and by being a resource for support, education and advocacy for the transplant community.

COMMUNITY FUNDRAISING FOR HLTTV

Thank you for nominating the HLTTV to receive the proceeds of your upcoming fundraising activity. HLTTV will help support your event by:

- Offering advice and expertise on event planning and fundraising if required.
- Providing you with a Letter of Authority used to validate the authenticity of the event and its organisers.
- Promoting your event on the HLTTV website, social media and to the HLTTV community.
- Providing you with promotional materials to support your event.
- Supporting your fundraising activity by providing a HLTTV guest speaker to attend your event .

There is a serious side to fundraising and these guidelines have been developed to help you understand your obligations as a fundraiser and what the HLTTV can and cannot provide to support individuals and volunteer groups wishing to fundraise for our organisation. It also specifies the lines of accountability and responsibility.

COMMUNITY FUNDRAISING REGISTRATION FORM

HLTTV requires all individuals and organising committees/groups planning to hold fundraising activities to provide full details of the proposed event, including a full itinerary, by completing the attached Community Fundraising Registration Form.

HLTTV also requires all individuals and organising committees/groups planning to hold fundraising activities to provide full budget details with estimated costs and the amount expected to be raised.

HLTTV has the right to decide whether or not a fundraising event can take place based on the information you provide.

LETTER OF AUTHORITY

Once your Community Fundraising Registration Form has been received and approved, HLTTV will provide you with a Letter of Authority signed by the President of the HLTTV or or his/her delegate. The Letter of Authority is used to validate the authenticity of the event and its organisers.

The event must be conducted in the organiser's name, who will be solely responsible for managing the fundraising activity in an appropriate and responsible way.



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LEGAL COMPLIANCE

The organiser must ensure that the activity is run in accordance with relevant Victorian charity legislation and must obtain any permits, authorities and licences needed. For example, permits are required by councils and shopping centres for events in their area/on premises. State government permits are also required for the conduct of raffles and prize draws.

Please consider:

- Public and Products Liability Insurance

Once you have completed the Community Fundraising Registration Form and it has been approved by HLTTV, your event will be covered under HLTTV's Public and Products Liability insurance. A copy of our insurance cover can be provided to you on request.

- **Your Local Council**

You may need to obtain a permit from your local council if you are holding an event in a public area.

- **Consumer Affairs Victoria**

If you anticipate that your event will raise \$10,000 or more you may need to register your event with Consumer Affairs Victoria. Website: www.consumer.vic.gov.au or phone 14300 55 81 81.

- **Victorian Commission for Gambling and Liquor Regulation**

Community and charitable organisations can conduct a number of minor gaming activities on the premises. However, some gaming activities may require a minor gaming permit in order for the organisation to conduct the activity legally.

The following activities require a minor gaming permit: raffles (where the total prize value exceeds \$5,000), lucky envelopes, and fundraising events such as casino nights.

To find out about these gaming activities and how to apply for a minor gaming permit, please visit <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/fundraising+event+frequently+asked+questions> or phone: 1300 1 VCGLR (1300 182 457)

GENERAL RESPONSIBILITIES

- No door to door, street or telephone approaches are to be made to the general public for donations in relation to the fundraising event.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations.
- The organiser must inform HLTTV of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support HLTTV, they will be taken into account in agreeing to your suitability as an organiser.
- The organiser agrees to release HLTTV to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify HLTTV for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- HLTTV reserves the right to terminate our support for the fundraising event/activity at any time if it appears that there is a likelihood of the organiser failing to meet any of the responsibilities contained within these guidelines.

FUNDS RAISED

All persons raising funds for HLTTV must complete and return the HLTTV Fundraising Results Form with a summary of expenditure and income. The completed form and money raised can be given to a HLTTV committee member, or a cheque made out to the Heart and Lung Transplant Trust (Vic) Inc can be mailed. Alternatively the organiser can directly deposit the funds into their account and transfer them electronically to the HLTTV. BSB and Account number details are included on the HLTTV Fundraising Results form.

You are only able to collect funds in the form of cash, cheques or money/postal orders. Credit card donations must be made securely with HLTTV directly by through the organisers *GoFundraise* page or HLTTV's *Give Now* or *PayPal* accounts via the website – www.hlttv.org.au



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MAKING A DIFFERENCE - HOW YOU CAN HELP (continued)

HLTTV realises that there are costs involved in running an event, please note these on the 'HLTTV Fundraising Results Form' and deduct them from the total proceeds. You should ensure that costs deducted are fair and reasonable and only include direct out of pocket expenses such as venue hire, catering etc. No expenses should be made in the name of HLTTV. All funds raised from the event must be accounted for and must be received at HLTTV within one month of the event's conclusion.

DONOR RECEIPTS

All donations of \$2 or more made to HLTTV are tax deductible and a receipt can be provided on request. Should any donors request a tax deductible receipt please itemise these including name, address and amount on a separate form to be returned to HLTTV and we will process the receipts.

USE OF THE HEART AND LUNG TRANSPLANT TRUST'S NAME AND LOGO

When referring to the organisation, the correct name to use is 'The Heart and Lung Transplant Trust'. It can be abbreviated to 'HLTTV'. When naming your event, please note that the HLTTV name is not to be used as part of the event name as this would indicate the event is being hosted by HLTTV. We encourage you to use 'Proudly Supporting the Heart and Lung Transplant Trust' as wording for your event. Please do not use our logo in your event promotion, however our logo will be present on the letters of support we provide and on any promotional material supplied by us (posters, brochures etc).

Please note we are not able to provide the following:

- Funds or reimbursement for any expenses incurred
- Contact lists for you to use in promoting your event (due to privacy legislation)
- Staff to help coordinate or run the event itself
- Event permits or licenses (these are the responsibility of the organiser)
- Prizes, auction or raffle items

PROMOTIONAL MATERIALS

The HLTTV can provide posters, information brochures and leaflets to support the fundraising activity. HLTTV requests that fundraisers submit details about their event a minimum of one month prior to its occurrence should they wish it to be included on the HLTTV website and as part of our social media strategy. Where possible we will include your event in our newsletter 'The Circulator', however to guarantee inclusion you will need to supply details to us 4 months in advance.

SPOKESPERSON

At the event, an individual or group may speak only on behalf of themselves or their group/committee, and must not speak on behalf of HLTTV Publicity.

HLTTV may also be able to assist with promoting special events by writing and distributing media releases to the media. All media releases prepared by the individual or group organising the event must be approved by HLTTV prior to their release. They should be sent to HLTTV one month prior to the event for approval. The correct name 'Heart and Lung Transplant Trust (Vic) Inc' must be used in all media promotion.

HLTTV SPEAKERS

HLTTV can provide a guest speaker or representative to support events. All requests need to be made six weeks prior to their event. Please appreciate that all HLTTV speakers are volunteers, and so while every attempt will be made to find a speaker for your event, it may not be possible, especially if your event is held during business hours.



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SPONSORSHIP

HLTTV has in place sponsors for specific events or programs, some with guarantees of certain rights. The organiser must not approach a national or state office of any company for sponsorship without prior approval from HLTTV. Although this may appear restrictive, it is very important as the company or group may already support HLTTV. It can appear unprofessional if a company is approached more than once and approaching a company for sponsorship may hinder ongoing negotiations for a major sponsorship.

ONLINE FUNDRAISING – i.e. *GOFUNDRRAISE*

HLTTV has nominated *GoFundraise* (www.gofundraise.com.au) as its online fundraising partner.

GoFundraise is an online fundraising tool that allows HLTTV and fundraisers to set up a fundraising event page.

By registering your event through *GoFundraise* you'll receive a fundraising webpage that you can personalise however you like. You can use this page to inspire others, post updates, photos and videos and ask for sponsorship. By linking to your email, facebook and twitter accounts you can inspire your networks to show them what you are doing and why. Remember, the more people you tell, the more support you will receive. It also enables your supporters to donate using their credit card and they will automatically receive a tax deductible receipt.

You can also show your gratitude – every time someone sponsors you through your 'Supporter' page, *GoFundraise* will send you an email telling you (unless they chose to remain anonymous) so that you can take the opportunity to say a thank you and tell them how they've helped.

For more information about online fundraising or any other questions please contact HLTTV through the '[Contact us](#)' form on our website or via treasurer@hlttv.org.au

ACKNOWLEDGING YOUR FUNDRAISING EFFORTS

The HLTTV likes to acknowledge the efforts of our community fundraisers in a number of ways. We may publish your fundraising totals, pictures or reports about the event in our newsletter, or on our website or social media pages. We may also produce and distribute media releases for particularly innovative, significant or otherwise 'newsworthy' fundraising efforts.

We will always endeavour to seek the permission of the organisers before we publicly acknowledge any fundraising efforts, however if you would not like your efforts to be publicly acknowledged, please let us know.