



Heartprint

FUNDRAISING GUIDELINES

**PLEASE READ THESE GUIDELINES BEFORE HOLDING
YOUR FUNDRAISER**

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Heartprint appreciates any help with fundraising. As you can imagine, it is hard to manage and monitor all the wonderful fundraising contributions made by individuals and groups. For this reason, we request that anyone wishing to raise money for us follows these guidelines and registers their fundraiser through the appropriate channels outlined below.



Individual Fundraiser Registration

- Any individual must register through the fundraising registration link on the Heartprint website, www.heartprint.org.au
- The registration form must be completed in full
- An individual may not start raising funds or taking donations without confirmation from Heartprint of your fundraiser
- A separate registration is required for each event
- Being approved for one fundraising activity does not necessarily mean you will be approved for more

Group Fundraiser Registration

- A group looking to raise funds must appoint a team captain for the group
- This individual must register the group's fundraiser through the fundraising registration link on the Heartprint website, www.heartprint.org.au
- The registration form must be completed in full and state the group name
- Once the team captain has registered each individual must register through the fundraising registration link on the Heartprint website, www.heartprint.org.au stating the group name
- No group may commence raising funds or taking donations without confirmation from Heartprint of your fundraiser
- A separate registration is needed for each event. Being approved for one fundraising activity does not necessarily mean you will be approved for more

Are You Under 18?

- If you are 18 or under please make sure you have permission from a parent or guardian before registering your fundraiser
- No door-knocking or collecting donations in public is permissible without a responsible adult with you.
- A parent or guardians must read and agree to all fundraising terms.
- Parents or guardians will be solely responsible for their child's participation in any fundraising events.
- We strongly encourage parents and guardians to make sure their child(ren) use safe internet use practices, including safe use of their photos and personal information.



Approval

- Heartprint will endeavour to approve any fundraiser registration within 48 hours
- Heartprint have the right to refuse any fundraising proposals if they feel they are a conflict of Heartprint's philosophy, mission or goals
- If an application is refused, the applicant will be notified within 48 hours of the application with reasons as to why the application was rejected
- An applicant has the right to change their application and reapply. The new application will be taken on its own merit

Legal Requirements

- There are very specific laws on fundraising that differ depending on where you are fundraising. It is your responsibility to make sure you abide by these laws
- It is your responsibility to make sure you obtain any relevant permits, licences and permissions necessary in regards to your fundraiser/event.
- It is your responsibility to provide accurate and up to date information to the public in regards to your fundraiser and remit all funds promptly.
- We recommend you read up on all relevant laws and information provided by government bodies in regards to your fundraiser
- Heartprint is a registered Public Benevolent Institution (in Australia) that can accept tax deductible donations. There are laws in regards to tax deductible donations, you must follow the guidelines set out by the Australian Taxation Office in regards to this.
- You must abide by all tax laws in regards to your fundraiser
- Heartprint cannot be held liable or responsible for your fundraiser/event
- You should consider important matters such as venue hire, insurance and safe money collection before proceeding with your fundraising activity
- Heartprint will not cover insurance for your activity.

Staying Safe Online

- Take care when promoting your fundraising page on any other social media platforms
- At all times you must make it clear you are fundraising for Heartprint
- You must tag the relevant Heartprint page when advertising your fundraiser through any social media platforms



Online Fundraising

- A crowd funding page will be made available as a fundraising tool
- During the registration process you will be asked to provide a blurb used for your crowd funding page
- You may be asked to provide a photo to be added to your crowd funding page
- You must agree that all information you provide will be true and that you will keep your details up to date.
- You agree that you own or have permission to use any content that you post on your page.
- We can remove any content you post for any reason at any time. We may let you know, but we don't have to.
- Only authorised Heartprint crowd funding pages through our platform may be used. Sites like Go Fund Me and Facebook charge excessive fees that can be avoided.
- You are granting us permission to use, reproduce, adapt, modify and communicate the intellectual property provided as well as the rights to the content owned by you.

Social Media Competitions and Giveaways

- Acknowledge that your Social Media contest or giveaway is not sponsored, endorsed, administered by, or associated with Instagram, Facebook or any other platform you are using.
- If you are advertising the competition or giveaway as a company you must include the name of the company hosting the giveaway or contest
- You must include the start date and the end date the campaign will run, including the time zone
- Include participation restrictions -- such as age and location
- Clear guidelines on how to enter must be given.
- Outline how and when the winner(s) will be chosen
- State the details of how and when the winner(s) will be announced and how/when the winner should claim their prize.
- Disclose all details about how the prize will be delivered, including whether the recipient is responsible for delivery (shipping costs) or pick-up.



Logos and Images

- You may use our name in your fundraising activity by stating the proceeds of your fundraiser/event will be go to Heartprint
- We encourage you to use our website link www.heartprint.org.au to supply people with more information on Heartprint and what we do
- We will supply you with our approved logos and images that you can use for fundraising purposes if requested
- If you have a webpage you may create a link from your webpage to ours. We, however, will not create links to your website
- You have permission to use your own personal image as long as it is relevant to Heartprint, yourself and your fundraiser
- Heartprint reserve the right to remove any image used and deemed inappropriate by us for any particular reason.

Advertised Information

- Any brochures, flyers, letters, etc. in regards to your fundraising activities must clearly specify the purpose of the fundraiser/event
- If a portion of the money donated will be used to host the fundraiser/event (for example venue hire, food) it must be clearly stated the portion of the amount donated that will go to this.
- If you are intending to use some of the funds for personal use, ie; your volunteer costs, it must be clearly stated in any advertising that you intend to use a portion of the amount raised (and the amount of this portion) to use for your own personal benefit and what it will be used for.

Tax Deductible Receipts

- Heartprint is registered within Australia as a Public Benevolent Institution that can accept tax deductible donations. There are laws in regards to tax deductible donations, you must follow the guidelines set out by the Australian Taxation Office in regards to this.
- If you are receiving offline donations and a donor requires a tax-deductible receipt, you must collect and record thorough donor contact information including name for tax purposes and a current email address. This must be recorded on an offline spreadsheet and reported to Heartprint in writing at the completion of your fundraiser.
- When collecting donations personally, we suggest you accept no responsibility for the donation being tax deductible and recommend the individual seeks further advice from their accountant or the relevant tax office.



Donation Collection

- You should carefully assess all risks associated with collecting cash donations.
- Where you do receive cash payments, we recommend you deposit the money into the bank account details provided to you as soon as possible.
- You should note that banking fundraised monies into your personal bank account is prohibited by some laws and authorities
- We can provide you with a QR code link that can be used to direct people to your online donation platform and avoid cash donations. This works particularly well for events.

Transfer of funds

- You must notify us within 48 hours of the completion of your fundraiser with the amount of offline donations raised
- Upon approval of your fundraiser, you will receive bank details from us to transfer your offline donations to
- You must deposit the amount raised into our account within seven days of the completion of your fundraising activity
- All deposits must be clearly marked with authorised fundraising person's name as well as fundraiser

Changes to an Application

- Any changes to your initial submitted fundraising registration must be made in writing requesting approval to change the said fundraiser details
- The request must be submitted be emailed to Heartprint at information@heartprint.org.au detailing all changes you would like to make
- Heartprint will endeavour to approve any change request within 48 hours
- Heartprint have the right to refuse any fundraising change request if they feel they are a conflict of Heartprint's philosophy, mission or goals
- If a change request is refused, the applicant will be notified within 48 hours of the application with reasons as to why the application was rejected
- An applicant has the right to then make edits to the change and resubmit the change request. The new request will be taken on its own merit



IMPORTANT THINGS TO NOTE

- No fundraising will be permitted without prior approval
- Any person wishing to fundraise must complete the relevant fundraiser application found at www.heartprint.org.au/fundraising
- At all times you must make it clear you are fundraising for Heartprint
- Heartprint should be tagged or mentioned in all Social Media posts
- Offline donations must be tracked through a spreadsheet and this must be submitted to Heartprint within 48 hours of the completion of your fundraiser
- If working in a group, only team captains should have contact with Heartprint, all team members should communicate with the team captain.
- Each individual/group fundraising applicant will have access to a crowd funding page set up by Heartprint.
- You may choose to update Heartprint throughout your fundraiser to add offline donations to your online fundraiser however you must mark these on your spreadsheet as being sent through.
- All offline donations must be deposited into Heartprint's bank account within a minimum of seven days of the completion of your fundraiser.



Heartprint

From all of us here at Heartprint

**THANK
YOU!**

for being part of helping us change
lives in Cambodia

