

THE REACH FOUNDATION

FUNDRAISING GUIDELINES



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ABOUT REACH

WELCOME

Thanks for choosing to support Reach.

These guidelines provide all the information you need to organise your fundraising activity.

As a Reach Fundraiser, you'll be helping us continue to have a positive impact in the lives of the young people we work with. So, thanks!

It's also a great way to enjoy time with your family and friends, develop new skills, and 'give back' in a meaningful way. Each year Reach Fundraisers organise loads of different activities to raise funds for Reach. These range from BBQs, trivia nights, dinners and fetes in their local communities, to golf days, large scale awareness raising campaigns and fitness events.

Whether you raise \$5 or \$50,000 – every cent counts! No matter how large all small, your contribution will help us encourage young people, no matter what their circumstance, to believe they can achieve.

So, on behalf of Reach's young people - good luck and thanks for supporting Reach!

Reach
XO

GETTING STARTED

CHOOSE A FUNDRAISING ACTIVITY

The first thing you need to do is brainstorm and come up with a fundraising activity you want to do.

You can either join an existing event (such as a fun run or charity challenge), or get creative and think up your own fundraising idea.

To help you decide on the best activity, here's a list of things to consider:

- **Dates and times:** Are you planning your activity on a public holiday or is there another event that could clash with yours? You'll also need to make sure you have enough time to plan, organise and promote your activity/ event.
- What's **achievable and manageable** around your other work and personal commitments? Dream big but be realistic about what you can get done.
- Will your activity be **safe for people to participate in?** It's important to think about the details of your activity and determine whether you'll need insurance (like public liability insurance). Check out the FAQs for further information about insurance.
- Think about whether you'll need to hire a **venue for your activity/event** and if this is within your budget. Fortunately, many fundraisers have found that many venues reduce or waive their hire fees for charity events.
- Consider **how you'll let people know about your activity/event**. Effectively promoting your event is critical to its success, so it's important to plan this activity beforehand and brainstorm all the ways you can spread the word. To find out how Reach can support you, check out the 'How we can help you' section of this guide.
- How will you **raise funds?** Will you use online or offline fundraising tools, or a combination of them both? Please see the FAQ section for information.

Once you've decided on a fundraising idea and considered the points above, it's important to have a thorough read of these guidelines. They provide all the info you'll need to run your activity/ event.

LET US KNOW

Call us to let us know about your idea on 03 9412 0915.

We'd love to hear your plans and can provide some helpful advice on how to go about being a Reach Fundraiser.

GET AN AUTHORITY TO FUNDRAISE

The first thing to note is that if you're exclusively raising funds through an online giving platform, such as Everyday Hero or Go Fundraise you don't need to request an authority to fundraise from Reach

If you're raising any funds offline from the public then you will need to complete a **Request to Fundraise**. You can complete the online form at beaheroforreach.org.au or call us 03 9412 0915 to obtain a hard copy version.

You will receive an **Authority to Fundraise** from Reach when we receive your completed application and are satisfied by the following conditions:

- Your event is consistent with Reach's values
- Your event will be safe and comply with our fundraising guidelines

WHY DO I NEED AN AUTHORITY TO FUNDRAISE?

Any person or organisation fundraising for Reach must by law have an **Authority to Fundraise**. The Authority is:

- An approval from The Reach Foundation to fundraise, subject to the signed conditions in the Request to Raise Funds form;
- A legal document that outlines your fundraising for Reach and demonstrates that you are aware of the guidelines for fundraising in your state; and

An Authority to Fundraise is beneficial when seeking donated goods. You can show this Authority to a business or supporter as evidence you are authorised to raise funds for Reach.

HOW WE CAN HELP YOU

Although Reach has limited resources and a desire to keep our administration costs to a minimum, we are 100% committed to helping you hold a successful fundraising activity/ event. Our fundraising support comprises of:

- An opportunity to visit Reach's HQ: The Dream Factory (our administrative base and workshop space). This is a great way to meet our inspiring crew and see where our innovative workshops for young people are run. Dedicated fundraising support, either by phone (03 9412 0915) or via email, fundraising@reach.org.au.
- Use of the Reach logo and communication materials for promotion of your fundraising activity/ event. Please see the Using the Reach Brand section below.
- A range of marketing materials About Reach to support your event/activity. These include postcards, flyers, collection containers and donation envelopes.
- The possibility of having a Reach representative attend your activity/event. Please note, this is likely for events expected to return more than \$5,000 or at the discretion of the Manager, Community Fundraising.
- Providing you with a 'Hero Certificate' to acknowledge your support.

Unfortunately, our support **cannot** extend to:

- Providing funding or reimbursement of your expenses.
- Soliciting sponsorship revenue or goods for your fundraising activities.
- Providing celebrities for your event.
- Providing publicity, newspaper, radio, TV coverage etc for your event.
- Providing access to our sponsors, employees, volunteers or vendors.
- Extending our tax exemption to you.

Please contact us on 03 9412 0915 if you would like to discuss how Reach can help your fundraising efforts.

USING THE REACH BRAND

To help you promote your fundraising activity or event, we have developed a marketing toolkit. This provides you with information on using the Reach logo and communicating with your supporters or the media about Reach and its work.

Use of the Reach Logo

As an authorised Reach Fundraiser, we are happy for you to use the Reach logo to promote your fundraising activity. We can provide you with a number of logo formats and all logos must be used according to our brand guidelines. The logo and guidelines are available by contacting us.

All promotional material bearing Reach's name or logo must be sent to Reach for approval prior to being available in the public domain. This ensures that the integrity of our brand is maintained.

Communications Guidelines

When you are preparing communications for your fundraising event/activity you're welcome to use any of facts below to describe Reach:

- Reach is an independent, for-purpose youth organisation, established in 1994 by Jim Stynes OAM and Australian film director, Paul Currie.
- Reach's vision is that every young person has the support and self- belief they need to fulfil their potential and dare to dream.

- Reach’s mission is to encourage young people, no matter what their circumstances, to believe they can achieve.
- Reach workshops promote the mental health and emotional wellbeing of young people, aged 10-25.
- Workshops are run by our crew – a group of young people who are highly trained to effectively engage and inspire teenagers. They understand what’s going on for young people and speak honestly and openly about their own journey and challenges, without preaching.
- There are more than 150 crew responsible for designing and delivering Reach workshops.
- Reach creates safe and supportive spaces where teenagers can connect with each other and share stories and experiences honestly; spaces where they can discover their strengths, build their self-belief and resilience, and recognise that they’re not alone.
- Independent research shows that Reach “helps teenagers to improve overall levels of self-esteem, optimism, and feelings of control over themselves and their lives.”
- Each year there are close to 60,000 instances of participation by young people in Reach workshops, from over 600 schools and communities across Australia.
- Reach’s headquarters are located in Melbourne, VIC. In 2009, Reach established its first interstate office, in Sydney, NSW.

Here are some helpful tips for your communication materials:

Please Use	Not
The Reach Foundation	the Reach Foundation
Reach	REACH
<i>“Proudly supporting The Reach Foundation” or “Net proceeds of this event will support the work of The Reach Foundation”</i>	“...for The Reach Foundation” “Reach presents.....”
Reach is for young people no matter what their circumstances	Reach is for disadvantaged/troubled/ struggling teens/young people

Reach has further branding guidelines available. Please contact us on 03 9412 0915 if you require further communications assistance.

THE STUFF YOU NEED TO KNOW

YOUR RESPONSIBILITIES AS A REACH FUNDRAISER

For Reach to maintain its charitable status, it's important we abide by all government legislation and regulations, and this applies to anyone fundraising for Reach.

Each State and Territory has legislation relating to fundraising activity. It is your responsibility to clarify and implement the relevant charity fundraising legislative requirements of your State/Territory. The Australian Tax Office (ato.gov.au) has state-by-state requirements for not-for-profits organisations and fundraising and Our Community (ourcommunity.com.au) also has helpful state-by-state help sheets available. Please see our FAQ section for further information.

Please remember that your fundraiser will not be a Reach activity/event, but rather an event to raise funds for, and awareness of Reach and our work with young people. The event will be conducted in your name and will be your sole responsibility as the fundraiser.

Reach reserves the right to withdraw our support for your fundraising activity at any time if it appears there is a likelihood of you failing to meet any of your fundraising responsibilities.

DEALING WITH MONEY

Financial management and record keeping is your responsibility as the fundraiser and you must comply with your State or Territory's legislation and regulations. The general obligations are:

- You must keep accurate and detailed records of your fundraiser, including all income and expenses.
- These records should be of such quality that they may be audited if necessary.
- Reach cannot pay expenses* incurred by you, but you can deduct necessary expenses from the proceeds of your fundraiser, provided they are properly documented.

It is important to note when dealing with money; cash and credit card details need to be kept secure at all times.

*Reach would encourage you to keep your expenses to less than 30% of total proceeds.

GETTING THE MONEY TO US

One of your responsibilities as a fundraiser is to ensure that all the funds you raise are remitted to Reach within 30 days of the completion of your fundraising activity/ event.

If you are using an online fundraising page like those provided by Everyday Hero or Go Fundraise, then all your donations will be automatically remitted to Reach.

If you have collected cash, cheques or credit card details, you can:

- Transfer the funds directly to our bank account and email us (fundraising@reach.org.au) to let us know the amount and date the funds were deposited. Please give us a call for our bank account details.
- Mail or deliver filled donation envelopes
- Send us a cheque, payable to 'The Reach Foundation':

Att: Community Fundraising
The Reach Foundation
152-156 Wellington St
Collingwood VIC 3066

Make sure you include your details so we can send you a 'Hero Certificate' to thank you for your fundraising.

THANK YOU'S

Remember to thank all your supporters; both those who have helped and those who donated. Let them know how much your event raised and how they contributed to the event's success. Including photos in your thank you communication is also a great way of showing your appreciation.

We can provide 'Hero Certificates' for you to give to your sponsors or supporters.

RECEIPTS AND TAX DEDUCTIBILITY

All donations \$2 and over made to Reach are tax deductible. In order to qualify as a tax deductible donation, money must be given freely and with no expectation of goods or services in return. For example, payment for a raffle ticket is NOT tax deductible because the supporter has an opportunity of winning a prize as a return on their donation.

Reach can provide receipts for individual tax deductible donations where the donor's details (name, address and contact phone and/or e-mail) have been provided.

The Australian Taxation Office has an extensive guide on its website, ato.gov.au for taxation record keeping and issues, as well as an overview of applicable fundraising regulation in each State or Territory.

ABOUT REACH

Reach is an independent, for-purpose youth organisation that's been making a positive impact in the lives of over half a million young Australians, for nearly two decades.

Our **vision** is 'that every young person has the support and self-belief they need to fulfil their potential and dare to dream'.

Our **mission** is 'to encourage young people, no matter what their circumstances, to believe they can achieve'.

WHO WE ARE

Reach was created from a desire to inspire all young people to believe in themselves and build their best lives.

At Reach, we believe that everyone has intrinsic strengths and potential. We also believe that by encouraging young people to push their comfort zones, they create connections with others that can support them to discover these strengths and build their self-efficacy.

Reach workshops are run by our crew – a group of young people who are highly trained to effectively engage and inspire teenagers. They understand what's going on for young people and speak honestly and openly about their own journey and challenges, without preaching.

WHAT WE DO

Reach's workshops are designed to promote the mental health and emotional wellbeing of young people.

Our purpose is to create safe and supportive spaces where teenagers can connect and share stories honestly; spaces where they can experience belonging, discover their strengths, and build their self-efficacy and resilience.

Reach workshops are for young people aged 10-25. Anyone who wants to improve their confidence and get more from life is welcome at Reach.

Each year there are close to 60,000 instances of participation by young people in Reach workshops, from over 600 schools and communities across Australia.

Importantly, our workshops are preventative in nature. They aim to build self-efficacy among young people – by supporting them to develop the social and emotional skills they need to be resilient and make positive life choices.

It's been shown that by developing these protective factors in adolescence, the impact of serious problems and disadvantage later in life – like depression, substance abuse, homelessness and suicide – can be reduced.

Independent research confirms that "Reach helps young people improve self-esteem and gain a greater sense of control over their lives."

FAQS

1. What's better - online or offline fundraising?

Online fundraising is the easiest and most cost-effective way to raise money. It's free, easy to set up, and very accessible. Using online fundraising enables you to spread the word about your event far and wide! It also helps to:

- Provide donors with an immediate receipt, which means you don't have to collect or handle money.
- Promote your event to friends and family easily via email and social media (using links to your online platform).
- Include more detailed information about your event and what motivated you to fundraise – which can dramatically increase how much money you raise.
- Keep your supporters up-to-date with your activity and fundraising progress.

To raise funds online, Reach recommends setting up a fundraising page for your event at either: beaheroforeach.org.au/event/beahero or gofundraise.com.au

To set this up you will need to:

1. Upload a photo of yourself.
2. Write a few sentences about why you are supporting Reach, and
3. Indicate the total amount you want to raise (think big and you might just be surprised how generous your supporters are!)

Remember to record your login details so you can go back and update your page and track donations.

For many activities, a combination of both online and offline will maximise your fundraising total.

2. How can I maximise my fundraising total?

Here are some tips to support your fundraising activity/event:

- Set yourself a achievable, but ambitious fundraising target
- Consider joining or creating a team. Consider asking your work colleagues, friends or family if they would like to take on the fundraising and event challenge with you. It is much easier and more fun to fundraise as a team.
- Ask your employer to dollar match all the funds you raise.
- Make the first donation yourself – show your potential supporters you truly believe in what you are doing, or ask a generous supporter.
- Send multiple email reminders to your contacts. Update your profile/blog and keep them up to date with your progress.
- Tell supporters why, or what has inspired you to fundraise for Reach
- Stress the importance of every single donation, no matter how big or small.
- Ask for in-kind support from local businesses and community groups. Whether they can provide a venue free of charge, supply food, provide raffle and auction prizes or offer volunteer support, it all helps!
- Make sure you say thank you to everyone who supported you - and remind them how their help will support young people to realise their potential and dare to dream.
- Set up an online fundraising page

3. How much of the money received should I donate?

The amount you provide to Reach can vary in the following ways:

- **Donating 100% of income** from your event or activity i.e. costs associated with running the activity are covered by you.
- **Donating net income** from your event or activity. Costs are deducted from the total amount raised before you remit the funds to Reach
- **Donating a proportion of sales** i.e. \$10 from the sale of each dress or 50% of ticket sales will be donated to Reach.

4. What can I get a tax deduction for:

- Tickets? Tickets sold for fundraising events/ activities are **not** generally tax deductible
- Auction items ? Auction items, are generally **not** tax deductible and incur GST
- Raffle tickets? Raffle tickets are **not** tax deductible donations however GST does not apply to them. Depending on the total value of the prizes you may need to apply for a permit from the relevant state authority. See table below.

5. Do I need public liability insurance for my fundraising activity?

Depending on your event you may need public liability insurance. Unfortunately Reach does not provide public liability insurance cover for Reach Fundraisers as there is no way for us to assess and manage the risks of external fundraising activities.

It is recommended that if you are holding an event at your workplace, you check with your employer to see if you are covered by their public liability insurance. Alternatively, if you are hiring a venue or space, you may like to check with the owner or operator to see if they have public liability which may cover you.

6. Do I need a permit/licence to hold a raffle or competition?

Depending on the nature of your raffle you may. Fundraising activities such as raffles, bingo and art unions are regulated by state and territory authorities. As a Reach Fundraiser it is your responsibility to clarify and implement the relevant legislative requirements of your State/Territory. Please visit ato.gov.au for information or contact your relevant authority.

ACT ACT Gambling and Racing Commission Office of Regulatory Services ACT Department of Justice and Community Safety gamblingandracing.act.gov.au Ph: 02 6207 0361	SA Office of the Liquor and Gambling Commissioner olgc.sa.gov.au Ph: 08 8226 8500
NSW NSW Office of Liquor, Gaming and Racing Department of the Arts, Sport and Recreation olgr.nsw.gov.au Ph: 02 9995 0666	TAS Department of Liquor and Gaming Consumer Affairs and Fair Trading treasury.tas.gov.au Ph: 03 6233 2475
NT Licensing and Regulation Division, NT Department of Justice. nt.gov.au/justice/licenreg Ph: 08 8999 1800	VIC Consumer Affairs Victoria, Department of Justice consumer.vic.gov.au Ph: 1300 558 181

QLD

Department of Justice and Attorney-General,
Queensland
Queensland Office of Gaming Regulation
fairtrading.qld.gov.au
Ph: 13 13 14

WA

Department of Consumer and Employment
Protection
Office of Racing, Gaming and Liquor
orgl.wa.gov.au
Ph: 08 9425 1888