

Fundraising Guidelines: Hunter New England Children, Young People and Families Health Services (Hunter New England Local Health District)

Fundraising for Children, Young People & Families Services (CYPF)

Thank you for choosing to raise funds for sick and injured children within our community. Your support is appreciated and makes a difference by allowing us to invest in life changing and lifesaving equipment and upgrade our facilities.

We hope that you enjoy raising funds for one or all of the services that are part of the CYPF network. You can elect to fundraise for one, a nominated few or all of the following facilities or services. Fundraising for these facilities or services includes those only associated with children, young people and families (paediatric wards, NICU or special care nurseries and community health services):

- John Hunter Children's Hospital
- The Maitland Hospital
- Tamworth Hospital
- Armidale Hospital
- Manning Hospital
- Any acute facility within Hunter New England Local Health District where you elect to raise funds specifically for the care of children and young
- CYPF Community Health Services throughout Hunter New England Local Health District
- Hunter Genetics



HNEkidshealth
Children, Young People & Families

Authority to Fundraise

NSW legislation requires approval and authorisation for all fundraising activities conducted for any CYPF service. This legislation is under the Charitable Fundraising Act NSW 1991. Further information on this legislation can be found with NSW Fair Trading (http://fairtrading.nsw.gov.au/ftw/Cooperatives_and_associations/Charitable_fundraising.page).

Following approval of your fundraising activity you will be sent an Authority to Fundraise, which is your legal authority to undertake fundraising for your desired service or facility within Hunter New England Local Health District.

This document can only be issued when:

- ✓ An application to fundraise has been completed, signed and returned to the CYPF Public Relations Department
- ✓ The activity has been confirmed as fitting with the aims and values of Children, Young People and Families Services (Hunter New England Local Health District)
- ✓ The fundraising activity will produce a reasonable financial return against time and expenses
- ✓ The fundraising activity has been confirmed by a representative of CYPF Public Relations Department

If you fundraise for any service that is a part of Hunter New England Local Health District without an Authority to Fundraise you will be operating outside the law.

Hunter New England Local Health District requires that there be no door-to-door appeal, street collections or telephone solicitation of any kind to the public in connection with the fundraising activity.



HNEkidshealth
Children, Young People & Families

Your responsibilities as an Authorised Fundraiser

- The fundraising activity will be conducted in the name of the authorised fundraiser (individual, group or organisation), who is solely responsible for managing the fundraiser in an appropriate and responsible way.
- Hunter New England Local Health District will not be able to coordinate any fundraising activity. Staff in the Communication and Fundraising Department are however able to provide advice and direction in the running of the fundraising activity.
- The authorised fundraiser must comply with any obligations imposed by fundraising legislation or regulations. Any necessary permits, authorities to fundraise, insurance or licences must be secured by the Authorised Fundraiser of the event.
- The authorised fundraiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- As an authorised fundraiser you are fundraising for a CYPF (Hunter New England Local Health District) service to raise funds that will be forwarded to that service following the fundraiser. As an authorised fundraiser you are not representing the service or services.
- All aspects of financial liability are the responsibility of the authorised fundraiser. Hunter New England Local Health District is not the event organiser and is unable to cover any liability.
- The authorised fundraiser agrees to release Hunter New England Local Health District) to the fullest extent permissible under law for all claims and demands of any kind associated with the event.



Financials

- It is a requirement of the Charitable Fundraising Act 1991 that accurate records of income and expenditure are maintained. The proceeds of the event, statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to the Children, Young People and Families Fundraising Department (Hunter New England Local Health District) within 30 days of the conclusion of the event.
- The authorised fundraiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable amount in proportion to proceeds; your application to fundraise will be assessed on this basis. Expenses should not exceed 40% of gross proceeds.
- Individual tax deductible receipts can be issued for supporters of the event by Hunter New England Local Health District if the supporter makes a donation of \$2.00 or more. Receipting details as outlined in the authority to fundraise must be provided to facilitate.
- When the supporter has received goods or services in return for money (e.g. purchased raffle tickets or prizes at auction), a tax deductible receipt cannot be issued.
- All fundraising events must be self-funding. Hunter New England Local Health District will not be held liable for any losses or expenses incurred in any circumstances.

Following an event all fundraised money, statement of income and expenditure together with receipts must be provided to Children, Young Peoples and Families Fundraising Office.



Advertising and use of name and logo

Use of a hospital, service or District logo is strictly controlled. Authorised fundraisers must receive written approval for the use of any name or logo prior to use on any communication or material for a fundraiser.

Events must not be advertised, for example as 'a John Hunter Children's Hospital Event'. However, it can be referred to as 'an event supporting John Hunter Children's Hospital'. You can also use the tag line 'proudly supporting John Hunter Children's Hospital'. *John Hunter Children's Hospital has been used as an example; you can use the name of the facility or service you are raising money for.*

All promotional material, advertisements, media materials and press releases to be used in relation to a fundraiser need to be submitted to CYPF Communication and Fundraising Department before public distribution or circulation.

Social Media

CYPF encourages it's fundraisers to share their story, initiative and photos via social media. If this is something you would like to do, please refer to the correct name of the facility or service you are fundraising for. For example name John Hunter Children's Hospital not John Hunter Hospital.

To follow and tag us on social media, you will find us under @HNEkidshealth

Resources for the event

CYPF Communication and Fundraising Department can provide a number of resources for an event. Resources include banners, raffle tickets and a representative (not always possible) from the facility or service you are raising money for. Resources are in high demand and therefore need to be booked four (4) weeks in advance.

Following your fundraising event the Communication and Fundraising Department can assist with thank you certificates and a facility tour (if applicable).

For more information please contact

Fundraising Department

Children, Young People and Families

Email: HNE-CYPFCommunication@hnehealth.nsw.gov.au

Ph: (02) 4921 4492



HNEkidshealth

Children, Young People & Families