

## Third Party Fundraising Guidelines

Thanks for choosing to support The Centenary Institute by holding your own fundraiser! Before you get started, here are a few things you should know to help you plan your event.

### Getting Started

Your first step in holding your fundraiser is to obtain an “Authority to Fundraise” from us. The Centenary Institute is legally required to approve and authorise all volunteer fundraising activities. Once your activity is approved, the Centenary Institute will mail you a letter confirming your Authorisation to Fundraise, which is your legal authority to undertake a fundraising activity for the Centenary Institute. In order to issue this letter, we will need:

- A completed Proposal to Fundraise form, found at <http://www.centenary.org.au/>
- To confirm the activity as fitting with the aims and values of the Centenary
- Assurance the fundraising activity will produce a reasonable financial return against time and expenses
- To confirm the fundraising activity is not holding a high risk

### Things to Remember in Planning

It is important to know that the fundraising activity will be conducted in the name of the Authorised Fundraiser<sup>1</sup> and is the sole responsibility of the Authorised Fundraiser.

Your fundraising activity will not be the Centenary Institute’s fundraising activity. It will be a fundraising activity to raise funds for the Centenary Institute. The Authorised Fundraiser has a right to raise funds on behalf of “The Centenary Institute” but cannot state that they are “The Centenary Institute” or represent The Centenary Institute.

We suggest you promote the event by using the words: “Funds raised will go to support the work of the Centenary Institute...”

Due to limited resources, The Centenary Institute may not always be able to take a coordination role in all fundraising activities and its officers cannot assist in soliciting prizes, organising publicity or media relations, or providing goods or services to assist the Authorised Fundraiser in the running of the fundraising activity.

The fundraising activity must meet the requirements of relevant laws and regulation.

The Centenary Institute is unable to provide public liability insurance to cover community fundraising activities.

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<sup>1</sup> “Authorised Fundraiser” means the individual/s holding the fundraising activity on behalf of the Centenary Institute. They will be the person/organisation named on the written Authorisation to Fundraise.

## What to Avoid

Because of the nature of our organisation and the high ethical standards under which we operate, there are some fundraising activities that we cannot be associated with – such as any fundraising activities that promote smoking or unhealthy habits. We also cannot endorse fundraising activities that involve:

- Amusement rides
- Animals or animal rides
- Use of firearms or fireworks
- Aerial risks
- Motor vehicle and motor bike racing
- Any fundraising activity on the water

## Logos and Use of the Brand

To ensure the appropriate usage of our brand, the Authorised Fundraiser must obtain prior permission from us on all printed material where The Centenary Institute name or brand is used, including media releases, prior to print or circulation.

Permission for logo usage will attract conditions, negotiated between the Centenary Institute and the Authorised Fundraiser, especially if the use of logo is for marketing activities of the organisation, and a minimum donation amount, based on projected income, may have to be guaranteed.

Guidelines on how to use the Centenary Institute logo are available upon request.

If the Authorised Fundraiser wishes to refer to or promote the Centenary Institute, they must refer to The Centenary Institute as “The Centenary Institute”.

## Expenses

We understand that events incur expenses and that the Authorised Fundraiser should not have to front such costs. Although The Centenary Institute cannot pay expenses incurred by you, you can deduct your necessary expenses from the proceeds of your fundraising activity, provided they are properly documented. *Please not that according to federal guidelines, total expenses must be less than 40% of total proceeds.*

## Rules on Tax Deductibility

The Centenary Institute is happy to provide official receipts for approved fundraising activities. If someone requires a receipt, please keep a record of his or her name, address and the amount of the donation and send it back to our office. *It is important to note that tax-deductible receipts can only be issued for donations of \$2 or more.*

The Centenary Institute never issues receipts to individuals to give out. However, it is important that you understand the official guidelines we use for issuing receipts, so you provide correct information to people who support your efforts.

Tax-deductible receipts can only be issued in return for a straight donation, that is, when the donor receives no benefit .

The following are **not** tax-deductible:

- Ticket purchases (eg raffle)
- Entry to a fundraising activity
- Donations of good or services
- Auction purchases (or anything where the person gets something in return for giving)

## **Banking Funds Raised**

If you wish to bank your funds raised directly into the Centenary Institute bank account , you can do so using the following details:

Account Name:	Centenary Institute Medical Research Foundation
BSB:	082 387
A/C Number:	51 755 0515

*\*You will need to contact LauraBeth for a code for the note on the deposit so we can ensure your event is credited.*

Please note that as a Centenary Institute Authorised Fundraiser you have certain record keeping and reporting requirements under the relevant fundraising legislation in your State or Territory.

## **Contact us**

If you have any questions about your application, fundraising guidelines or if you would like more information about fundraising for The Centenary Institute, please contact:

LauraBeth Albanese  
Philanthropy Coordinator  
Centenary Institute

Locked Bag No 6  
Newtown NSW 2042

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Thank you again for choosing to fundraise for The Centenary Institute. We truly appreciate your support and wish you the best of luck with your fundraising efforts!