

Aussie Helpers Ltd

Aussie Helpers Fundraising Brochure



As at March 2014

This document is subject to Aussie Helpers' standard [Terms & Conditions](#) on their website.

There are two documents available to the general public on Fundraising for Aussie Helpers. The document you are reading now is our "Fundraising Brochure". There is a more detailed "Fundraising Matters" document available on our Fundraising Page you can download on the website [HERE](#).

Both documents reinforce Aussie Helpers core values and altruistic position on sponsorship and fundraising. If you are only interested in "fundraising" for Aussie Helpers, you only need read this document. If you interested in "sponsoring" Aussie Helpers you should read our "Sponsorship Matters" document available to download off our "Sponsorship Page" on our website [HERE](#).

The purpose of this Document "Fundraising Matters"

1. As a hard-working, reputable and long standing charity, we are determined to keep all fundraisers of our charity in equal stead, performing in a fair and ethical manner to allow potential fundraisers to have a reliable framework for basing their fundraising efforts for Aussie Helpers by understanding how we process and respond to fundraising requests for us and on our behalf.
2. In order to avoid confusion or develop a potentially detrimental outcome from a fundraising effort or an act of support of Aussie Helpers,

this document states the position we take in regards to any expectation of an act by Aussie Helpers as a result of a fundraising effort or offer.

3. The purpose of this document is to simplify and make fair how we are able to assist fundraisers from all members of the community including businesses.
4. This document has been created with the intent of maintaining a high standard of trust and support of our cause to ensure Aussie Helpers continues to operate for many years to come.
5. This document may be subject to change by us without notice.

In order to protect the integrity of Aussie Helpers' reputation and to protect the relationships developed with our other fundraisers we will now explain our position on fundraising by voluntary fundraisers as follows.

A “Fundraiser” can be a:

- Person
- Business
- School
- Organisation
- Community
- Media

What can a “Fundraiser” raise for Aussie Helpers?

1. Cash, cheques, credit card charges (preferred)
OR
2. Goods (including food, equipment, general goods)

A TYPICAL FUNDRAISER IS

- Member of the public
- A business or organisation

“Fundraising efforts” includes:

1. A “sole fundraiser” with no effort, support or input from Aussie Helpers (eg. A mother’s group collecting money from a raffle);
2. A “team fundraiser” with some help from Aussie Helpers (eg. We provide some tins for coin collections at your school); or
3. A “sponsored fundraiser” with full support and maybe some direct input from Aussie Helpers (eg. We provide tins, signs and mention on our social media that you are holding a fundraiser to encourage people to get involved).

Aussie Helpers has found most fundraisers fall into the “team fundraiser” category asking for minimal assistance from us.

Assistance for all Fundraising Efforts

We can provide some props to assist you with your next fundraiser, for example:

- Coin Shaker Tins (with Aussie Helpers written on them)
- Aussie Helpers Signage for your event
- Awareness Leaflets

Please provide at least 2wks notice if you need us to help you with your fundraising effort.

Always visit our “Fundraising Page” on our website [HERE](#) to see what else we can provide, our Fundraising Page is updated regularly.

To seek our assistance for your next fundraiser please download this form on our website [HERE](#) and fax, mail or email the form back to us with as much notice as possible.

MORE GENERAL INFORMATION

A typical Fundraiser would be a kindergarten selling chocolates and donating the proceeds to Aussie Helpers OR a radio station running an ad for 3 weeks which asked for people to send in money to their station for an appeal.

We normally only endorse voluntary “fundraisers” that don’t require an action on our part in return for the fundraising effort, however, we may acknowledge our fundraisers from time to time when appropriate in the media and on social media. This “appreciation” is done at our discretion, and it may be done in accordance with some other arrangements or agreement we may have with a fundraiser in place.

All “fundraisers” are voluntary and the actions taken by us in response to fundraiser’s request are at our discretion. No demands can be made on Aussie Helpers at any time. As a reputable charity we must maintain full control over the quality and reputation of its’ fundraisers and will make decisions to protect the value proposition of Aussie Helpers as set out in this document at it’s discretion.

Any “fundraisers” requiring or requesting a reciprocated action by Aussie Helpers (like a press release) will be regarded as a “Pledger Sponsor” under our “Sponsorship Matters” document.

Aussie Helpers usually receives donations and support without conditions and free of an anticipated result. However, from time to time pledges of anticipated “donations or support” are made by a person, company or organisation in favour of Aussie Helpers in the public or privately before the donation or support has been raised or handed over to Aussie Helpers.

Our usual practice is to thank “fundraisers” after the amount has been raised and/or donated, however, Aussie Helpers may agree to acknowledge a fundraiser event prior to an event, this is done at Aussie Helpers discretion.

Aussie Helpers are usually keen to thank fundraisers in order to encourage others to do so, but Aussie Helpers will not be bound to do so in order to receive the value of the said “donation” and any attempt to force or manipulate Aussie Helpers into promoting an offer or gift from a fundraising event will be ignored and be legally unenforceable.

This clause is provided in order to protect Aussie Helpers from a potential person or business who may appear to be “fundraising” for our cause, but is in fact embarking on a cross-promotional arrangement under the guise of a “fundraiser”, and doing so in an unethical manner.

HANDOVER OF FUNDS RAISED

All collected “fundraising funds” must be handed over in a timely fashion (usually within 30 days) after being collected by the fundraiser. This rule is to protect the reputation of Aussie Helpers whereby if a member of the public makes a donation they will expect Aussie Helpers to do what is necessary to ensure that donation goes to where the donator wanted it to go, and not be manipulated or withheld by the fundraiser who collected the donation on Aussie Helpers behalf.

Any fundraiser who acts in an unprofessional manner (as determined by Aussie Helpers) may be held accountable legally by Aussie Helpers and Aussie Helpers may also publicly disclose and denounce the unprofessional conduct of the fundraiser in a Press Release at their discretion to ensure the public are advised of the change in circumstances and unbecoming conduct of the fundraiser. Aussie Helpers also reserve their right to take legal action in the event of circumstances constituting the same as determined by Aussie Helpers.

WHY HELP RAISE MONEY FOR AUSSIE HELPERS?

“Fundraising for Aussie Helpers and supporting our cause shows you care about our country, Australian’s well-being and our people, now and in the future. We are a proud country.”

Aussie Helpers supports our rural farmers who are at the heart of this country providing top quality meat for all Australians to enjoy and buy at affordable prices.

Money donated to Aussie Helpers goes directly to our farmers in hardship, the social media reach Aussie Helpers has with its highly engaged social media networks and its high level Australian media support including national TV & radio shows.

Contact Information

To contact us you can visit our Contact Page on our website [HERE](#), or get in contact with us so we can help you better. You can write to us, call us or email us, **we prefer emails**:

Aussie Helpers Ltd
PO Box 405
Charleville QLC 4470

Phone: 1300 665 232

Email: Admin@AussieHelpers.org.au

ABN: 29 126 111 582

Registered Charity: CH-2117

Fundraising Payments

For payments of funds raised at your fundraiser, you can make the payment via credit card on our website [HERE](#), or you can direct deposit the funds raised into our National Australia Bank account:

NAB

BSB: 084 500

Account: 811 336 210.

Alternatively you can send a cheque addressed to:

Aussie Helpers Ltd
PO BOX 405
Charleville QLD 4470

All requests for receipts must be in writing to our office by email.

Thank You

We also have another fundraising document which is a summary of the information set out in this document. That is called our “Fundraising Matters”. You can download a copy of that brochure from our website [HERE](#).

We trust this document has assisted you.

Thank You

Brian & Nerida Egan

APR 2014