

# Aussie Helpers Ltd

## FUNDRAISING MATTERS



### **DEFINABLE TERMS: Person, Business, School, Community, Media**

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

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“We”, “our” or “us” means “Aussie Helpers Ltd”.

“Fundraising effort” means a “Fundraiser” defined below in the act of actually raising funds for and/or on behalf of Aussie Helpers.

### **What is the difference between a “Fundraiser” and a “Sponsor”?**

A “fundraiser” is a person or business who actively work towards raising money or goods via an “event” (eg. An auction) or “specific activity” (eg. Promoting the Aussie Helpers cause to RAISE money or goods) to donate to Aussie Helpers.

A “sponsor” is usually a business who endorse Aussie Helpers by financial means (eg. 10% of sales go to Aussie Helpers OR A one-off donation to Aussie Helpers for \$10,000) sometimes in return for publically acknowledging that support.

There are two documents publically available to the general public on Donations and Fundraising by Aussie Helpers. The document you are reading now is the “Fundraising” document.

Both documents reinforce Aussie Helpers core values and altruistic position on sponsorship and fundraising if read together. However, if you are only interested in “fundraising” for Aussie Helpers, you only need read this document. If you interested in “sponsoring” Aussie Helpers you need only read the other Sponsorship Matters document. Current versions of both are always available for download from their website [www.AussieHelpers.org.au](http://www.AussieHelpers.org.au).

You may fall under both documents if you are a sponsor who is “fundraising” to raise your donations. In this case you can rely on the “Sponsorship Matters” document solely (specifically you would be defined in that document as a “Pledge Sponsor”).

Sponsorship is more “official” and more about the whole donation strategy in a commercial way which has a flow-on effect of establishing the sponsors’ ethical position on farmers in hardship requiring support, whereas “fundraising” is more of a casual goodwill gesture which co-ordinated properly will still provide substantial financial contributions to the Aussie Helpers charity.

### **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, performed 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 to develop a potentially detrimental outcome from a fundraising effort or an act of support for 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.
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.

### **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**

- 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 family dinner party);
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 some input directly 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:

- 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, this page is updated regularly.

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

## What constitutes “Fundraising”?

Money or goods raised by a “fundraiser” not associated with Aussie Helpers who raise money or goods voluntarily. They might raise the funds by a single act (eg an event) or an ongoing act (eg a television ad).

Providing the fundraising is at the “fundraiser’s” expense, time and/or management efforts to assist Aussie Helpers raise cash or goods for our cause.

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 other arrangements on foot (eg. With regards to the “Donation Levels” set out in the “Sponsorship Matters” document).

#### **TYPICAL FUNDRAISERS INCLUDE:**

- A member of the public
- Another person or business who recommends support of our charity to their social media network
- A restaurant
- A kindergarten committee (or mum)
- A school (or school committee)
- A school group (eg One class)
- Small businesses
- Organisations
- Public figures
- Celebrities or Identities

### **Aussie Helpers “involvement” with your fundraising effort**

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 its 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.

## **Reasonable Reciprocation by 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.

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.

## Please Note:

At this time Aussie Helpers do not have any exclusive fundraisers or supplies of fundraising props, nor do they discriminate against religions, race or genders when fundraising efforts are made to support Aussie Helpers.

## What is the Value Proposition Aussie Helpers can offer sponsors?

**“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.”**

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*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.*

### **A. PROUD AUSTRALIANS – The money stays in Australia**

Aussie Helpers ensures that our own farmers who are suffering under dire drought conditions (or other hardship conditions) in remote, country and rural areas and are thanked, supported and assisted with aid and emotional support and encouragement that only a mobile outreach charity like Aussie Helpers can provide.

### **B. MONEY INTEGRITY – All donations go directly to our Aussie farmers in need**

Aussie Helpers have a premier reputation headed by 2014 Australian of the Year Nominee Brian Egan (and his wife Nerida) who manage the organisation with full control and discretion who ensure the donations get to the farmers and are not swallowed by excessive management fees and business overheads. Brian & Nerida make no income from the Aussie Helpers cause, and all volunteers are unpaid. Our charity has been in operation since 2002 and continues to grow at a rapid rate due to the recent catastrophic draughts our farmers have endured and the general public’s desire to donate to and support our farmers.

**C. SOCIAL MEDIA REACH - Aussie Helpers has an engaged farming community (and a growing community city-based support network) grown organically in an ethical manner over time**

Aussie Helpers continues to grow it's social media community at 300% per month with quality social media engagement practices and new enhanced strategies are being implemented organically to increase the Aussie Helpers cause via social networks. There is no reason this high-growth rate will not continue.

**D. AUSTRALIA MEDIA - Aussie Helpers has a quality reputation with the media**

Aussie Helpers leverages off their premier reputation as a charity with a multiple media promotions to the Australian public at large presenting itself as a farming community charity with Australian matters at heart.

Please visit our Fundraising Page on our website for more information [HERE](#).

### 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](mailto: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 “Aussie Helpers Fundraisers Brochure”. You can download a copy of that brochure from our website [HERE](#).

We trust this document has assisted you.

**The End.**