

Community Fundraising Kit

Entertainment Assist needs funds so we can help our brothers and sisters overcome the pitfalls of the Australian Entertainment Industry. We rely on the efforts of many wonderful individuals and organisations to help us help those in need. Thank you for your interest in raising funds for Entertainment Assist!

There are many different and creative ways you can raise funds for Entertainment Assist:

- ♥ Host a cocktail night or dinner dance
- ♥ Donate a percentage of proceeds from an event or sale of a product
- ♥ Make a donation to Entertainment Assist in lieu of giving Christmas gifts or cards
- ♥ Host a golf, cricket, tennis or lawn bowls day
- ♥ Organise an auction at your annual company dinner/ball with proceeds going to Entertainment Assist
- ♥ Organise a sponsored event such as a walk, run or weight loss challenge
- ♥ Organise a morning tea or lunch at work with staff making a donation to attend
- ♥ Host a quiz night
- ♥ Host a 'night in' - organise some friends to come around for dinner/games and donate the money saved by not going out
- ♥ Organise a raffle
- ♥ Organise a corporate team building challenge
- ♥ Organise a fashion sale and/or parade
- ♥ Dare a colleague or friend to undertake a feat of some kind and raise sponsorship dollars

This community fundraising kit is designed to help you organise your own fundraising event. It contains guidelines and suggestions as well as information about your responsibilities as a fundraiser.

This Community Fundraising Kit contains:

- ♥ Fundraising Terms of Agreement
- ♥ Community Fundraising Guideline FAQs
- ♥ Forms for you to use

Before you start: Complete and return the [Agreement to Fundraise](#) and [Fundraising Activity Budget](#) to let us know what you are planning to do.

At the end of your fundraiser: Fill in the [Fundraiser Results Summary Form](#) (and the [Donor Receipt Form](#) if you require any receipts to be issued) and return to us with the funds you have raised.

This kit is not intended for use by commercial services who should instead contact our
General Manager, Julia Edwards
on 0419 382 762 or julia.edwards@entertainmentassist.org.au

Fundraising Terms of Agreement

The Australian Government governs the conduct of fundraising. Anyone wishing to raise money for Entertainment Assist must hold an Authority to Fundraise Letter issued by Entertainment Assist.

So before you get started in your fundraising for Entertainment Assist, we will need to authorise your fundraising activity. All individuals, groups or organisations who wish to fundraise must register with us, whatever the size of the event or the donation (cash or kind). These Fundraising Terms of Agreement are designed to assist you in planning your fundraising activities in support of Entertainment Assist. We need you to read the Fundraising Terms of Agreement, then complete, sign and send back the "Agreement to Fundraise" to us.

Thanks again for your support! We're sure that you'll enjoy fundraising for Entertainment Assist and sharing in our aim to help people overcome the pitfalls of the Australian Entertainment Industry.

BECOMING AN ENTERTAINMENT ASSIST FUNDRAISER

- Any person, organisation or group fundraising for Entertainment Assist needs to accept the following guidelines and register their fundraising activity with Entertainment Assist. Please contact us if you have any questions - we are here to help!
- Please read through these Guidelines, then complete and sign the **Agreement to Fundraise** accepting Entertainment Assist's fundraising conditions.
- Return the **Agreement to Fundraise** Form to Entertainment Assist. If your event is suitable, Entertainment Assist will send you an Authority to Fundraise letter to fundraise on our behalf.

The Fundraiser is not authorised to use Entertainment Assist as its beneficiary charity until it has received the sanction letter.

FUNDRAISING FOR ENTERTAINMENT ASSIST

- Due to limited resources, Entertainment Assist is not able to provide staff to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising celebrities. The Event, including the financial aspects, fundraising, raffles, record keeping and management of the Event shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.
- Entertainment Assist is unable to provide assistance with the provision of any Entertainment Assist related database for promotion or marketing purposes or apply for relevant permits, licences or insurance covers related to third party activities.

- The Fundraiser's arrangements for the Event must be planned with the approval of Entertainment Assist and Entertainment Assist expects a reasonable level of liaison and information about the Event.
- Any changes made from the original details provided on the Agreement to Fundraise Form must be reported to Entertainment Assist and may result in a new authorisation.
- Entertainment Assist requires that there be **no door-to-door appeals, street collections or telephone solicitation of any kind to the public** in connection with the Event.

FINANCIAL ASPECTS OF THE EVENT

- Any expenditure involved with the conduct of your fundraiser and any disposition of funds and profits resulting from a fundraising appeal must be properly authorised by Entertainment Assist beforehand.
- The Fundraiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. The Charitable Fundraising Acts state this as expenses not exceeding 40% of the gross proceeds.
- The Fundraiser must collect, hold in a secure environment and reconcile the funds relating to any fundraising activities undertaken.
- The proceeds of the Event, the authorisation letter, and a statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to Entertainment Assist **within 14 days** of the conclusion of the Event.
- Individual receipts for tax deductions for supporters of the Event can be issued by Entertainment Assist if that supporter makes a donation of \$2.00 or more to Entertainment Assist. If supporters would like receipts, please send a list including name, address, and phone number and donation amount. If the total of individual receipts exceeds 10 individuals, please provide Entertainment Assist an electronic version of your register.
- When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.
- For donated goods and services Entertainment Assist requires correspondence from the company or individual stating the donated value of goods or services to the event. Entertainment Assist requires accurate records of the donors' details to help with financial reporting and letters of appreciation. A template is available from Entertainment Assist to assist you with capturing this information.

THE USE OF ENTERTAINMENT ASSIST'S NAME/LOGO

- Entertainment Assist can sanction the use of a line of copy stating the relationship between the Fundraiser and Entertainment Assist for all fundraiser promotional material. Recommended wording would be, *'This event proudly supports Entertainment Assist'* or *'Funds raised will assist Entertainment Assist to help people overcome the pitfalls of the Australian Entertainment Industry.'*
- Any printed materials or advertisements to be used by the Fundraiser in relation to the Event must be submitted to Entertainment Assist for approval and must also state how the proceeds from the event are to benefit Entertainment Assist, eg *'all proceeds from this event'* or *'all proceeds from the auction'*. Please allow **5-7 working days** for approval of your material.
- If the Fundraiser wishes to use Entertainment Assist's logo on any materials or products, the Fundraiser must obtain prior permission from Entertainment Assist. The minimum width for the Entertainment Assist logo is 25mm. The logo must not be altered, stretched or distorted in ANY way and ALL logo use must be approved by Entertainment Assist before printing/distribution.
- The Fundraiser has no right to the name 'Entertainment Assist'. Nor is the Fundraiser given the right to raise funds in that name. This means you cannot call your event an Entertainment Assist event, i.e. An Entertainment Assist Trivia Night; however you can call it an event supporting Entertainment Assist.

MEDIA AND PUBLIC RELATIONS

All media materials and press releases must be approved by Entertainment Assist prior to circulation. Please allow **5-7 working days** for approval. We are happy to discuss any ideas you may have.

ENTERTAINMENT ASSIST REPRESENTATIVES

An Entertainment Assist Representative can be arranged to attend your event depending on availability. At least one **month's** notice is required.

PERMITS

- When hosting your own event, it is the fundraiser's responsibility to make contact with the applicable authorities to ensure all laws are being adhered to.
- Some activities require permits **e.g. raffles where the total prize pool is over a certain amount**. Permits are also required by councils and shopping centres for outdoor events. If you are hosting an event where you personally provide/sell alcohol to patrons, you may require a liquor licence.
- If you have any queries please contact the local gaming and alcohol authority in your relevant state.

LIABILITY

- All aspects of financial and public liability and public safety are the responsibility of the event organiser. As Entertainment Assist is not the event organiser we are unable to cover any liability on your behalf.
- The Fundraiser agrees to release Entertainment Assist to the fullest extent permissible under law for all claims.

THANKING SPONSORS

To complete the fundraising cycle, letters of appreciation and certificates must be sent out to those who have kindly donated their time, venue, product and/or money. Please provide the following details to Entertainment Assist by completing the Donation Receipt Form in this pack and emailing to: entertainmentassist@gmail.com and we will organise for the certificates to be distributed to your supporters.

The thank you certificate will be specific to your event, and contain limited information. If you wish to compose your own letter to accompany the certificate, please email that also to entertainmentassist@gmail.com

EVERYDAY HERO

Your fundraising efforts deserve an easy way for your supporters to do just that - support you. Through this website, you will be able to direct people to your own personalised page where supporters will be able to view your specific fundraising efforts, including photos and other information. People will also be able to make donations directly through the website, which are then added to a visual tally on the page. (Everyday Hero does deduct a small administration fee from each donation made.)

You can create a Supporter Page for Entertainment Assist by visiting this link and clicking on the "Start Fundraising" button.

<http://www.everydayhero.com.au/charity/view?charity=1039>

THANK YOU!

On behalf of Entertainment Assist thank you for choosing to support Entertainment Assist! We look forward to hearing from you about your fundraising success and if we can assist you please contact us. **Please send us any photos or footage from your activities and any stories about your fundraising activities!**

HOW TO GET STARTED?

Please fill out the Agreement to Fundraise and Fundraising Activity Budget return it to Entertainment Assist via:

Email: entertainmentassist@gmail.com

Post: Entertainment Assist,
Level 1, 500 Chapel Street
South Yarra, Vic 3141

For further information on any of the information provided within this agreement please contact Entertainment Assist on entertainmentassist@gmail.com

Entertainment Assist

Level 1, 500 Chapel Street, South Yarra, Vic 3141
entertainmentassist@gmail.com
www.entertainmentassist.org.au

COMMUNITY FUNDRAISING GUIDELINE FAQs

IMPORTANCE OF COMMUNITY FUNDRAISING

Thank you for your interest in raising funds for Entertainment Assist. Our aim is to help people overcome the pitfalls of the Australian Entertainment Industry. We really rely on the support of the community to help us achieve this goal.

When you complete the Agreement to Fundraise form a representative from Entertainment Assist will be in touch with you soon to discuss your fundraiser.

PROCESSING OF APPLICATION

How long will it take for an application to be processed?

Please allow **48 hours** for the application to be received and a confirmation receipt to be issued. Written approval can take between **5-7 working days**.

On what basis are applications assessed?

- Entertainment Assist will approve applications where we have sufficient written information; the application fits within our guidelines, does not involve unnecessary risk and will provide a reasonable return for the efforts of those involved.
- Upon approval of your application, Entertainment Assist will issue you with a letter for your "Authority to Fundraise".
- When you complete your application you will also be required to acknowledge that you have read and understood and agree to comply with Entertainment Assist's Community Fundraising Agreement.

Why do we ask for a Referee?

We seek to ensure that people who apply for an Authority to Fundraise from Entertainment Assist will provide a positive association. It is important therefore to uphold the integrity of Entertainment Assist and maintain our position of trust. Because of this we ask that you provide a reference for contact should any queries or complaints relating to your activity and/or potential fundraiser be lodged with Entertainment Assist.

Are there any activities that Entertainment Assist does not tend to approve in terms of Community Fundraising?

All fundraising activities approved by Entertainment Assist must comply with all relevant Australian Federal and State Laws (refer to your state authority in the first instance). Whilst we would like to be able to approve all applications, there may be some activities which do not adhere to our charter and would therefore not be accepted. For example, fundraising events that promote smoking and tobacco, or involve a high level of personal or public risk (as in the actual activity).

RESPONSIBILITIES AND EXPECTATIONS

The Community Fundraiser is the actual person, group or organisation responsible for the running and management of the proposed event or activity. The activity should not proceed until Entertainment Assist has issued an "Authority to Fundraise".

What are the responsibilities of the Community Fundraiser?

The approved Community Fundraiser:

- Is responsible for the coordination and management of the activity/ies, associated finances, required insurances, publicity and communications with Entertainment Assist and the community, procurement of prizes, services, volunteers and personnel.
- Assumes full responsibility for managing the activity in an appropriate way and that the event is conducted and promoted in the organisers name.
- Accepts and is responsible for minimising any risk associated with the fundraiser and is responsible for the safety of the event, volunteers and personnel and that it has the required minimum level of public liability cover.
- Will be required by Entertainment Assist to arrange their own public liability insurance specific to the activity and indemnifies Entertainment Assist against any liability in relation to the conduct of an activity.
- Shall not undertake any door to door, street sales or telephone based approaches for donations to be made in connection with the activity.
- Must disclose any prior or current criminal convictions before approval is awarded.

Are there any financial and administrative responsibilities as a Community Fundraiser?

When you agree to become an Entertainment Assist Community Fundraiser, you agree to be responsible for the administration and finances related to the staging or conduct of your activity.

It will be your responsibility to:

- Seek the required permits relating to activities such as raffles, lotteries, auctions etc.
- Collect, hold in a secure environment and reconcile the funds relating to any fundraising activities undertaken.
- Aim to maintain costs at no more than 40% of the total income.
- Pay any invoices relating to your expenses and ensure that they are not to be addressed to Entertainment Assist.

What are the Legal Implications?

- The event must be conducted and conform with the Best Practice Guidelines for Charitable Organisations relevant to your state.
- Insurance requirements e.g. Holding a minimum \$20million public liability cover.
- The organisers will indemnify Entertainment Assist from and against any claims for injuries or damage arising at or from the activity - Entertainment Assist to be noted as an Interested Party.
- Obtain other licences required e.g. local council approvals.
- When Entertainment Assist authorises your activity, it is recognised as being run to support Entertainment Assist and therefore you as the organiser must properly account for all income/expenses incurred as well as ensuring that the activities and actions are appropriate.
- The information you supply to Entertainment Assist will also be provided to the relevant government agencies in your State upon request should licences be required.

WORKING WITH ENTERTAINMENT ASSIST

Does Entertainment Assist provide speakers to raise awareness at Community Fundraising activities?

If required, we can request a representative to speak at your event. Please note that our speakers are volunteers and may not always be available.

Requests for speakers need to be received at least one month in advance to the event date and you should give as much information as possible, such as the size and demographic of your audience and the time requirements.

Is it OK to approach Entertainment Assist Supporters/Partners for involvement in Community Fundraising activities?

Entertainment Assist has many partners and sponsors that support us all year round. As these companies are already very generous supporters of Entertainment Assist and are approached frequently throughout the year, we ask that you do not approach these companies. These companies are listed on the Entertainment Assist website.

How should I promote my association with Entertainment Assist?

Please be aware that while it is fantastic that you are supporting Entertainment Assist as an "Authorised Fundraising Supporter", you are not permitted to represent Entertainment Assist in any official capacity and you are not officially authorised to speak on behalf of Entertainment Assist but you can speak on behalf of the fundraising activity.

AFTER THE EVENT

What do I do once my activity has finished?

Complete the Fundraising Results Summary and, if applicable, the Donation Receipt Form and return them along with the funds raised for Entertainment Assist within 14 days of the completion of your activity.

How will my contribution be acknowledged?

Only once funds are received can Entertainment Assist issue an official thank you letter and/or receipt (if applicable) and acknowledgement of your contribution.

Will tax deductible receipts be issued by Entertainment Assist?

The issuing of tax deductible receipts is based on conditions outlined by the Australian Taxation Office and interested persons should consult their website.

In summary:

- Donations of \$2 and over are tax deductible only to the direct donor when they meet the conditions as outlined by the ATO.
- Tax deductible receipts may be issued when donations are made on a purely voluntary basis with no conditions attached. There are also certain circumstances where a tax deductible receipt may be issued if the price paid for items such as entry tickets or auction items far exceeds the actual value.
- Tax receipts are not issued when a payment results in the receipt of a good or service or the donation is not deemed to be unconditional e.g. recognition of sponsorship, as this is not classed as a donation or gift. This also relates to purchasing raffle tickets, entry fees or auction items and sponsorship.
- You cannot claim a tax deduction on behalf of others. If you are submitting donations from other persons on behalf of your event, you as the event host will receive a proceeds of fundraising receipt however **this is not tax deductible** but is an actual acknowledgement of the funds raised in association with your event.

Please refer to www.ato.gov.au for further information on tax related matters.

HOW TO GET STARTED?

Please fill out the Agreement to Fundraise and Fundraising Activity Budget and return to Entertainment Assist via:

Email: entertainmentassist@gmail.com
Post: Entertainment Assist
Level 1, 500 Chapel Street
South Yarra Vic 3141

For further information on any of the information provided within this agreement please contact Entertainment Assist on entertainmentassist@gmail.com

THANK YOU!

On behalf of Entertainment Assist thank you for choosing to support Entertainment Assist! We look forward to hearing from you about your fundraising success and if we can assist you please contact us. **Please send us any photos or footage from your activities and any stories about your fundraising activities!**

To learn more or to donate please visit
www.entertainmentassist.org.au

Agreement to Fundraise

Yes! I understand the terms and conditions under which any fundraising activities benefiting Entertainment Assist need to operate. I will endeavour to ensure that Entertainment Assist is informed of the development of any fundraising concepts and approve any promotional material or media releases citing Entertainment Assist as the beneficiary.

Event Organiser's full name:	
Name of community group/company (if applicable):	
Address:	P/Code:
Business Phone number:	Mobile:
E-mail:	Website:

Name of fundraising activity:	
Date/s to be held:	
Which of the following best describes the type of fundraising you would like to undertake? (Tick one only)	
<input type="checkbox"/> Entertainment/concert/dance/music	<input type="checkbox"/> Fete/bazaar/market
<input type="checkbox"/> Auction/Dinner/ball	<input type="checkbox"/> Work/school charity day
<input type="checkbox"/> BBQ/Luncheon	<input type="checkbox"/> Fun run/walk/trek
<input type="checkbox"/> Art/craft exhibition/sale	<input type="checkbox"/> Bicycle/motorbike ride
<input type="checkbox"/> Fashion Parade	<input type="checkbox"/> Family fun day
<input type="checkbox"/> Sale - % of proceeds	<input type="checkbox"/> Trivia Night
<input type="checkbox"/> Raffle	<input type="checkbox"/> Collection Tins - How many required? _____
<input type="checkbox"/> Other (please describe):	
Address/Venue of fundraiser activity/event:	
How will funds be raised?	Estimated Donation: \$
Have you ever raised funds for Entertainment Assist before? <input type="checkbox"/> Yes If YES, when? _____ <input type="checkbox"/> No	
Do you plan to hold your own fundraising events for Entertainment Assist on an ongoing basis? <input type="checkbox"/> Yes <input type="checkbox"/> No	
What is your motivation to raised funds for Entertainment Assist?	
Name of sponsors, both secured and any you intend to approach, to ensure Entertainment Assist has no conflict:	
How do you intend to promote your event?	
Do you have, or intend to seek, public liability insurance for your event? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Referee Name:	Relationship to you:	
Referee Business Phone:	Referee Mobile:	Referee Email:

I have read Entertainment Assist's Fundraising Terms of Agreement and offer to hold my fundraising event in accordance with Entertainment Assist's guidelines. I understand my obligations with regards to sending the proceeds raised to Entertainment Assist within 14 days.

I _____ (Event Organiser/Fundraiser's Name)
agree to conduct my event _____ (Event Name)

in a manner which upholds Entertainment Assist's integrity, professionalism and values. I agree to inform Entertainment Assist if the details of my event deviate from those stated on this Agreement to Fundraise Form.

My completed Fundraising Activity Budget is attached.

Signed: _____ Date: _____

Please return this completed form, along with your completed Fundraising Activity Budget, to Entertainment Assist via email entertainmentassist@gmail.com

or post to: Entertainment Assist, Level 1, 500 Chapel Street, South Yarra, Vic 3141
Please refer to Entertainment Assist's Fundraising Terms of Agreement

FUNDRAISING ACTIVITY BUDGET

It is a legislative requirement that you keep accurate records of income and expenditure for your fundraising activity.

- Your fundraising activity cannot be used for your own direct commercial gain or profit.
- Entertainment Assist must approve your fundraising budget following discussions with you.
- A statement of actual income and expenses is required to be submitted to Entertainment Assist after the event. (If the event advertises a portion of ticket sales to be donated to Entertainment Assist then a record of ticket sales is all that is required.)

Please complete this *Fundraising Activity Budget* and return to Entertainment Assist along with the signed *Agreement to Fundraise* document.

Name of fundraising activity:			
Date/s held:			
Organiser's full name:		Organiser's Signature:	

ACTIVITY BUDGET	Is GST included? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Income / Revenue	Ticket \$	# guests	\$
Ticket sales			
Raffle			
Auction			
Merchandise			
Donations			
Sponsorship			
Other:			
Total Budgeted Income			\$

Less Expenses	cost p.p.	# guests	\$
Catering - Food			
Catering - Drinks			
Advertising			
Artwork			
Auction items			
Audio Visual			
Equipment Hire			
Gifts for special guests (if required)			
Merchandise			
Printing			
Raffle prizes			
Security			
Theming			
Transport			
Venue Hire			
Other:			
Total Budgeted Expenses			\$

Net Budgeted Proceeds	\$
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FUNDRAISING RESULTS SUMMARY



Please complete and return this summary to Entertainment Assist no later than 14 days after the completion of your fundraising activity.

Name of fundraising activity:			
Date/s held:			
Organiser's full name:			
Address:			P/Code:
BH Phone number:			Mobile:
Email:			
Notes about the fundraising activity:			
The total (gross) income generated by the fundraising activity:	\$		
The total expenditure (expenses, costs) associated with the fundraising activity:	\$		
The total (net) proceeds of the fundraising activity:	\$		

Signature: _____

Date: _____

Ways to return the funds raised to Entertainment Assist:

Bank deposit **BSB:** 633 000 **Account number:** 157644600
Account name: Entertainment Assist (HPC) Gift Fund
Reference: Your fundraising activity name

Cheque (payable to Entertainment Assist) **Moneyorder**

Cash (in person ONLY)

If you require receipts for donations, please complete the next page.

ACTIVITY SUMMARY		Is GST included?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Income / Revenue	Ticket \$	# guests	\$	
Ticket sales				
Raffle				
Auction				
Merchandise				
Donations				
Sponsorship				
Total Income				\$

Less Expenses	Supplier Paid (please attach copies of all tax invoices/receipts)	\$
Catering - Food		
Catering - Drinks		
Advertising		
Artwork		
Auction items		
Equipment Hire		
Gifts for VIPs		
Merchandise		
Printing		
Raffle prizes		
Security		
Theming		
Transport		
Venue Hire		
Total Expenses		\$
Net Proceeds		\$



DONATION RECEIPT FORM

Fundraising Activity Title: _____ Date of Event: _____

Organiser's Full Name: _____ Contact Number: _____ Email: _____

In which State or Territory of Australia was this event held in? _____

Please record donor details on this form for any individual receipts you require. As Entertainment Assist will send receipts directly to the donors on this form, please ensure all details provided are accurate and complete.

Please note that tax-deductible receipts can only be issued for donations of \$2 or more. A tax-deductible receipt is NOT eligible if goods and services are received in return for a donation (ie. entrance tickets, merchandise, auction items, raffle tickets).

Title	First Name	Last Name	Street	Suburb	State	PCode	Contact No.	Email	Donation \$

If more than 10 receipts are required, please submit an electronic spreadsheet.

Please return this completed form to Entertainment Assist no later than 30 days after the completion of your fundraising activity.

Entertainment Assist, Level 1, 500 Chapel Street, South Yarra, Vic 3141
E: entertainmentassist@gmail.com