

Free the Bears Fundraising Guidelines

for public fundraising activities

Thank you for choosing to fundraise for Free the Bears. We are greatly appreciative to be on the receiving end of your support and generosity.

Anyone can fundraise and we'll guide you every step of the way to make sure your event is a great success. The funds you raise will greatly help us care for the bears.

To fundraise for Free the Bears, please read these guidelines carefully. Once you have decided on your event, you are required to complete and return the accompanying registration form.

How to Fundraise for Free the Bears

1. Decide on the type of event you would like to hold.
2. Complete and return the fundraising registration form.
3. Once your activity has been approved we will send you a letter of authority to fundraise.
4. Time to start organising your event.
5. Stay in touch during your event planning and let us know how things are progressing. If you need any assistance please do not hesitate to contact us.
6. Funds raised and details of income and expenditure are to be sent through to Free the Bears within 14 days of the event.
7. If donors request a receipt, please record their details and notify us and we will send out receipts.
8. Please send us any photos or media coverage you receive. We may be able to include them in our newsletter or Facebook page.

Your responsibilities as a fundraiser

You are responsible for the management of your event. Free the Bears will provide support and advise where possible.

Depending on your event, you may be required to obtain permits or licences. You are responsible to ensure that your activity runs in accordance with relevant legislation and obtain any required permits or licences.

Advertising and use of our Logo and name

Free the Bears logo cannot be used without permission. If you would like to use our logo, we must approve any marketing material first. Please be clear in any marketing and communications that your fundraising activity is not an initiative of Free the Bears but instead an activity to raise funds for Free the Bears.

Here is an example of acceptable advertising:

- Funds raised will go towards.....for Free the Bears
- This event proudly supports Free the Bears

Financial outcomes

You are required to keep accurate financial records and provide details of funds raised including actual income and expenditure.

Funds are to be sent through to Free the Bears within 14 days of the event either electronically transferred directly into the nominated Free the Bears account or by cheque.

Free the Bears cannot pay for any expenses incurred by the fundraiser, however, the fundraiser can deduct necessary expenses from the proceeds of your event. The total expenses must be less than 40% of gross funds raised.

Receipting

If taking cash, you are required to keep a register of all people requesting a tax-deductible receipt. Free the Bears can provide individual receipts for approved activities. Tax deductible receipts can be issued to people donating funds of \$2 or more. Individual receipts will be issued once funds have been received by Free the Bears and cleared in the bank account.

People can donate directly online through our website where an automatic receipt will be generated.

Thank you!

Please stay in touch during the planning of your event to let us know how it is progressing. Feel free to contact our fundraising coordinator on (08) 9244 1096 or by emailing office@freethebears.org.au.