

# FUNDRAISING GUIDELINES



**Thank you for your interest in raising funds  
to support those impacted by epilepsy.**

**Here's all the information you need to know!**



**Epilepsy  
Action  
Australia**

# Fundraising Guidelines



We're so glad you've decided you'd would like to fundraise for Epilepsy Action.

It's only with the support of the community, and fundraisers like you, that we are able to provide vital and often life-saving education and support services to Australian's affected by epilepsy.

These guidelines will provide you with all the information you need before you start your fundraising activity. Please take the time to read and understand them before you complete your Fundraising Registration Form.

## How Registration Works

We, Epilepsy Action, are legally required to approve and authorise all fundraising activities on our behalf.

Once you have read these guidelines you will need to complete your Fundraising Registration Form and submit it to us via email at [epilepsy@epilepsy.org.au](mailto:epilepsy@epilepsy.org.au) or by post to PO BOX 384, NORTH RYDE BC NSW 1670

We aim to assess your registration form as quickly as possible. Each event is looked at to ensure we have all the required information, the application fits our guidelines and is in line with our aims and values, does not involve unnecessary risk, and will provide a reasonable financial return.

Once your registration has been approved, we will issue you with an Authority to Fundraise letter by email or post along with any other items requested on your form.

You must wait until you have received your Authority to Fundraise before you commence your fundraising for us.

## Responsibilities and Expectations

As an authorised fundraiser, you are solely responsible for the running and management of your fundraising activity in an appropriate and responsible way. Your fundraising activity is undertaken in your name; meaning you must not represent as though you are Epilepsy Action but that Epilepsy Action is the beneficiary of your fundraising.

You must comply with any obligations through fundraising legislation or regulations in your state or area and secure any necessary permits for your fundraising activity eg. Raffle permits, liquor licences, child protection laws, etc

You are responsible for the coordination and management of the fundraising activity, associated licences, insurances, publicity, communications, and arrangement of prizes, goods, services and volunteers. Please contact us on 1300 37 45 37 if you have any questions.

You must collect, hold securely and reconcile all funds related to your fundraising activity. For events with associated costs, you must keep financial records, including proof and explanation of all expenses and aim to maintain these expenses account for no more than 30% of the total income.

Epilepsy Action reserve the right to withdraw the approval of your fundraising activity at any time if it feels necessary to do so. In this circumstance all fundraising and promotion must cease and all funds raised must be sent to Epilepsy Action immediately.

# Fundraising Guidelines



## Branding and Promotion

When promoting your fundraising activity you should always refer to your fundraising activity as “proudly supporting Epilepsy Action” or “funds raised will support Epilepsy Action”

Our logos can be made available to you for use within your communications or marketing under strict guidelines and only with permission. These logos must only be used in the format they are provided and may not be altered in any way.

Use of these logos is limited to those communications and materials specifically relating to your approved fundraising activity. Any advertising, communications or marketing must be approved by Epilepsy Action before being distributed. For approval please email us at [epilepsy@epilepsy.org.au](mailto:epilepsy@epilepsy.org.au).

If you need to describe Epilepsy Action for your event, the following statement may be used:

“Epilepsy Action delivers innovative services that increase epilepsy awareness, understanding, knowledge and skills to assist people with epilepsy across Australia to optimise their life outcomes”

## Donations and tax deductibility

At the completion of your fundraising activity you will need to send in all funds raised and documentation of income and expenditure within 14 days of your activity taking place.

Where the fundraising activity involves the sales of goods and/or services of a business where a percentage of sales are donated to Epilepsy Action on an ongoing basis - arrangements must be made to distribute to Epilepsy Action at regular intervals.

Epilepsy Action cannot pay expenses from your fundraising activity, however you can deduct the necessary expenses from the proceeds, provided they are properly documented and are less than 30% of the total proceeds.

If sponsorship booklets have been issued, please ensure they are returned along with your funds. This allows us to send receipts to the donors and sponsors listed on the booklet.

Official tax deductible receipts can be issued from Epilepsy Action once funds are received for donations over \$2 where nothing has been received in return. For example tax deductible receipts cannot be issued where someone has purchased a raffle ticket, auction item, or ticket to a dinner.

You cannot claim a tax deduction on behalf of others. If you are submitting donations from your fundraising activity on behalf of your supporters without their details, you will receive an acknowledgement of the funds raised but this is not tax deductible.

**We're so excited that you have chosen to support Epilepsy Action with your fundraising – we look forward to hearing about your event!**

**Please do contact us at any time if you have any questions or would like any more information on 1300 374 537 or [epilepsy@epilepsy.org.au](mailto:epilepsy@epilepsy.org.au).**