



Why Use this Resource?

Having adequate funding and resources to support the work of volunteers is essential to keeping volunteers engaged. This information sheet provides an introduction to fundraising, discussing products and events.

[Links to National Standards for Involving Volunteers - No. 2 Management Responsibility]



Fundraising involves events and activities specifically designed to raise funds for your organisation. These can include raffles, competitions, fundraising events, sponsored events and charity auctions. An appeal for support includes any invitation to the public that is designed to obtain money or articles for a charitable or a community purpose.

You will need to check with The Office of Fair Trading about whether you will need authorisation or licenses for your fundraising activities. Any organisation that wishes to publicly fundraise for a charitable or a community purpose in Queensland is governed by the **Collections Act 1966**. There are two ways to obtain an **authorisation**.

- **Apply to the Office of Fair Trading for registration of your organisation as a charity;** or
- **Apply to the Office of Fair Trading for the granting of a sanction.**

If your association's purpose is solely charitable and was not established to conduct only one appeal for support, you must register your association with the Office of Fair Trading before commencing any fundraising activities. To be registered as a charity your association's objectives must be fully charitable as defined in the Act. The definition of a charitable purpose includes: **The supplying of help, aid, relief, or support to, or the education or instruction, (whether spiritual, mental, physical, technical, social, or otherwise) of, or the care, housing, or assistance otherwise of, any persons in distress.**

A charity may be an incorporated or unincorporated body such as a charitable trust, company limited by guarantee under the Corporations Act or an Incorporated Association. It must, however:

- **Be an association (have more than one person);** and
- **Have a constitution that contains a non-profit clause.**

If your appeal's purpose is of benefit to the community, your association may be granted a sanction to conduct the appeal by the Office of Fair Trading. Examples of a community purpose include, but are not limited to, the construction, carrying out, provision, maintenance, or repair of buildings, works, parks, recreation grounds, or other places (or of amenities therein) for the purpose of use or enjoyment by members of the public. In applying for a sanction your association must have a non-profit clause in its constitution. In certain circumstances, sanctions can be issued to an association or individuals for short term appeals without a constitution, provided the funds are to be dispersed shortly after they are raised.

Fundraising 'Games'

The Charitable and Non-Profit Gaming Act 1999 defines games as; *games, schemes or arrangements offering prizes, whether or not tickets are sold or distributed, in which winners are determined either by chance or by competition.* This includes raffles, art unions, bingo, etc. There are a range of regulations governing the use of games for fundraising that can be found at www.qogr.qld.gov.au. Essentially:

- You do not need a license or permit if your game will involve gross proceeds of \$2000 or under and you meet the other requirements of a category 1 game such as keeping accounting records.



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- You do not need a license or permit if your game involves gross proceeds of between \$2000 and \$20,000 but you will need to meet more stringent record keeping requirements.
- You can find details of the requirements for record keeping and whether or not you need a license at the website above.

Fundraising Products

A range of organisations offer products that can be sold for fundraising. These schemes usually work through the purchase of products that are on-sold to others at a small profit for the community organisations. Carefully check the details, such as whether you will be able to return unsold products. It may be useful to speak to other organisations that have used these particular products.

Fundraising Events

A special event is a function or "occasion" which, in fundraising terms, aims to generate money for the community group or not-for-profit which stages it. There are many different types of special events, each with their own different levels of complexity and suitability for each group. Some of the more common types of special events are:

- **Functions** which can also involve supporting money raisers like raffles, auctions, etc.
- **Dinners** a more formal special event, but one which, again, can see things like raffles and auctions piggybacked on top to raise further money.
- **Awards nights** are often popular at sporting clubs, and can have further fundraisers piggybacking on top of them.
- **Fetes/fairs** a staple in many parts of Australia during spring and autumn.
- **Grand openings/launches** while these don't necessarily raise any or a lot of money, they do raise awareness and attract publicity.
- **General fundraising events or drives** for example: a fundraising walkathon, readathon, rideathon, or any other type of -thon. These are popular fundraising methods for schools.

There are a number of reasons to run a special event. They include:

- **To raise money** obviously, the first and often most important reason that many groups and organisations stage a special event is to generate income. Often the event is associated with a specific activity or project.
- **To gain publicity** staging a successful and noteworthy special event can also attract positive publicity for your group. That publicity, if used well, can then be turned into more money for your group.
- **To raise awareness** a well-run and well-publicised special event can raise awareness - not only of your group, but also of what you stand for or the issues you advocate on.
- **To improve or gain reputation** a well-run special event will add to your reputation. Again, this can help future fundraisers.
- **To recognise people in your organisation, or successes your organisation has had** it is important to recognise and reward group members - or your group as a whole.

If there is one key tenet to a successful special event, it is planning. Simply put, your organisation cannot expect to have a successful special event fundraiser if it is not willing (or able) to put in the necessary planning.



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