

guideline



Health
Central Coast
Local Health District

Community Fundraising Guidelines

Document Number	G32024_013	Publication Date	23 September 2024
Intranet location/s	Corporate Communications		
Author's Position	Director Fundraising and Partnerships		
Purpose	<p>This document gives guidance to individuals, community groups and corporate bodies wishing to give funds or other benefits to Central Coast Local Health District and/or its health services through fundraising and/or donation.</p> <p>The objectives of these guidelines are to:</p> <ul style="list-style-type: none">• Ensure probity, accountability and transparency in fundraising activities• Ensure community fundraisers receive appropriate support and are advised of their obligations.		
Audience	External/public individuals, community groups or corporate bodies		
Review due date	September 2029		
Related policy/procedure	NSW Health Fundraising Policy PD2009_067 CCLHD Fundraising and Donations Management Policy PD2015_045 NSW Health Conflicts of Interest and Gifts and Benefits Policy PD2005_415 NSW Health Sponsorships Policy		
National Standard/s	Not Applicable		

1. Applicable to

Role	Additional Scope of practice/training requirements
	Nil

2. Risk Management

Contraindications	<p>This is a set of guidelines developed as a supportive tool for community fundraisers, not as an instructional guide for staff.</p> <p>These guidelines do not address sponsorship. Please refer to the NSW Health Sponsorships Policy or contact cclhd-communications@health.nsw.gov.au for information.</p>
Alerts	<p>NSW legislation requires fundraisers to have an 'Authority to Fundraise' and be registered with the NSW Health organisation for which the fundraising activity is being undertaken.</p> <p>Under the legislation, fundraisers have obligations concerning:</p> <ul style="list-style-type: none"> • Record keeping and financial reporting • Ratio of expenses to receipts • Identification of collectors • Advertising • Receipts • The participation of children

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What you need to do before fundraising	<p>Thank you for choosing to raise funds for Central Coast Local Health District (also referred to herein as CCLHD, 'we' and 'us').</p> <p>Your support makes a big impact for our local community and the thousands of patients in our care every year.</p> <p>To fundraise on behalf of CCLHD, you must be authorised to do so by the organisation.</p> <p>Any individual, community group or corporate body wishing to undertake fundraising for CCLHD needs to apply for and be granted an Authority to Fundraise prior to the commencement of the fundraising activity.</p> <p>If the fundraising activity is over \$10,000, a Fundraising Agreement may also be required.</p> <p>We recommend reading these guidelines thoroughly before applying to fundraise and organising your fundraising activity. For detailed information, please read the NSW Health Fundraising Policy.</p>
About the Authority to Fundraise	<p>NSW legislation requires fundraisers to have an 'Authority to Fundraise' and be registered with the NSW Health organisation for which the fundraising activity is being undertaken.</p>

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	<p>The fundraising activity cannot be used for the fundraiser’s own direct commercial gain or profit, and the activity must have the potential for financial success so that neither the organisers nor CCLHD are liable for unpaid expenses.</p> <p>With an Authority, a community member or organisation is entitled to appeal to the public for funds, but in return accepts several obligations which are set out in the NSW Charitable Fundraising Act 1991 and Charitable Fundraising Regulation 2021.</p> <p>The legislation protects donors by ensuring that all fundraising activities are undertaken appropriately. Under the legislation, fundraisers have obligations concerning:</p> <ul style="list-style-type: none"> • Record keeping and financial reporting • Ratio of expenses to receipts • Identification of collectors • Advertising • Receipts • The participation of children <p>Further information can be found on the NSW Government website, Key responsibilities for fundraisers.</p> <p>To register to fundraise for CCLHD, please ensure you have read these guidelines and submitted a completed <i>Authority to Fundraise Application</i> form which is available via CCLHD Fundraising: cclhd-fundraising@health.nsw.gov.au.</p> <p>Authority to Fundraise approval criteria</p> <p>By NSW Health policy, we can only issue an Authority when:</p> <ul style="list-style-type: none"> • A written application which includes full details of the proposed activity has been completed, signed and received by CCLHD; and • The activity fits in with the philosophies, policies, aims and values of NSW Health; and • It is demonstrated that the activity will produce a reasonable return against time and expenses; and • Appropriate insurance and risk management practices are in place for the fundraising activity. <p>We will not approve fundraising activities which involve:</p> <ul style="list-style-type: none"> • Telemarketing • Face-to-face solicitation; for example, door knocking • Open bucket collections where the buckets are not completely sealed and locked • Fundraising centred on gambling or the consumption or purchase of alcohol and/or tobacco • Any activity deemed to be dangerous or violent or that could damage health; for example, boxing • Activities that are not considered appropriate • Preventing relations with other potential supporters
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	<ul style="list-style-type: none"> • Use of any CCLHD database of supporters or staff • Organisations whose business practices and priorities are not consistent with NSW Health, or who do not practice good corporate governance.
<p>Your responsibilities as an Authorised Fundraiser</p>	<p>Representation and legislative:</p> <ul style="list-style-type: none"> • The fundraising activity will be conducted in the name of the Authorised Fundraiser (individual, group or organisation), who is solely responsible for managing the fundraiser in an appropriate and responsible way. • The Authorised Fundraiser must comply with any obligations imposed by fundraising legislation or regulations, such as those associated with running a raffle or lottery. • Any necessary permits, authorities to fundraise, insurance or licences must be secured by the Authorised Fundraiser of the event. • As an Authorised Fundraiser you are acting on behalf of CCLHD to raise funds that will be forwarded to the health service following the fundraiser. You are not representing any CCLHD service or services. <p>Financial and record-keeping:</p> <ul style="list-style-type: none"> • All aspects of financial liability are the responsibility of the Authorised Fundraiser. CCLHD is not the event organiser and will not be held liable for any losses or expenses incurred under any circumstances. • Authorised Fundraisers must ensure that all monies collected are accurately recorded as a statement of income and expenditure. This must be submitted to CCLHD’s Revenue Unit together with the net funds from the fundraiser within 28 days of the fundraiser. CCLHD will then issue a receipt in the name of the fundraiser/event. • Individual tax-deductible receipts can be issued for supporters by CCLHD if a supporter donates \$2.00 or more. We require the supporter’s name, address, phone number and donation amount for a receipt to be issued. • When the supporter has received goods or services in return for money (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued. • In all cases, including where goods or services are supplied, all reasonable steps must be taken to ensure that the expenses payable do not exceed a fair and reasonable proportion of the gross proceeds obtained. <ul style="list-style-type: none"> ○ A fundraising appeal for donations only (with no associated supply of goods or services) must take all reasonable steps to ensure that a minimum return of 50% is realised. ○ The Lotteries and Art Unions Act 1901 requires minimum returns for certain forms of lottery, raffle and games of chance.

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	<ul style="list-style-type: none"> • The financial aspects, record-keeping and management of the fundraiser are entirely the responsibility of the Authorised Fundraiser who must comply with the obligations imposed by the Charitable Fundraising Act 1991 and Regulations. • Authorised Fundraisers should be aware that the NSW Government and CCLHD can request and are entitled to audit your records, which you must keep for the relevant statutory period(s). <p>Advertising and brand:</p> <ul style="list-style-type: none"> • Use of hospital, service and CCLHD logos is strictly controlled. Authorised Fundraisers must receive written approval for the use of any CCLHD name or logo prior to distribution of any communication or material about the fundraising activity. • All advertisements, media and social media materials and press releases to be used in relation to a fundraising activity must be submitted to CCLHD Corporate Communications for review before public distribution or circulation via cclhd-communications@health.nsw.gov.au • Any advertising material for a fundraising activity should include a statement clearly outlining what percentage of the proceeds will be directed to the health service or CCLHD as the beneficiary. • Events must not be advertised as though belonging to CCLHD; for example, ‘a Gosford Hospital Event’. However, it can be referred to as ‘an event supporting Gosford Hospital’. You can also use the tagline ‘proudly supporting Gosford Hospital’. Gosford Hospital has been used here as an example; you can use the name of the facility or service you are raising money for. <p>Liability:</p> <ul style="list-style-type: none"> • The Authorised Fundraiser acknowledges and accepts sole legal liability for all aspects associated with their fundraising activity. • The Authorised Fundraiser is responsible for ensuring the safety of the activity, including organising appropriate public liability insurance, risk management practices, and first aid services, if required. • Authorised Fundraisers are not covered by CCLHD insurance and therefore must seek their own public liability insurance and general insurance for fundraising activities prior to the commencement of the activities, and provide a copy of the insurance certificate to CCLHD Fundraising via cclhd-fundraising@health.nsw.gov.au.
<p>Establishing the purpose of the fundraising activity</p>	<p>The <i>Charitable Fundraising Act 1991</i> and NSW Health Fundraising Policy call for the proceeds from fundraising to be applied to the stated purposes or objects of the fundraising appeal, and require that any expenses deducted are lawful and proper.</p>

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	<p>Wherever possible, fundraising should be directed towards a predetermined purpose. Fundraising activities should specify in general terms the purpose for which money is being raised. Funds raised for a specific purpose must and will be used for that purpose.</p> <p>Money can be raised for CCLHD generally or for a nominated facility or service. Funds can also be designated to research or towards the purchase of a particular item.</p> <p>If fundraising for the purchase of a specific item, fundraising signage/tickets/collateral should inform the public what any superfluous funds will go towards and/or what will happen to remaining funds if the campaign does not raise enough for its initial purpose.</p> <p>Please specify the fundraising activity’s purpose when applying for an Authority to Fundraise so it can be reflected in the letter of Authority (if granted).</p>
<p>About donations to CCLHD</p>	<p>Monetary donations can be made to benefit CCLHD or any of its services or facilities. Funds raised for a specific purpose must and will be used for that purpose. General donations to CCLHD, and excess funds from specified or obsolete purposes, are directed to the area of greatest need.</p> <p>Please see the CCLHD Fundraising and Donations Management Policy for more information about: what donated funds are used for; what donated funds cannot be used for; our criteria for accepting donations; in-kind gifts; ways to donate; and recognition.</p> <p>Money or items directed to individual staff are considered “gifts” which will be managed under the NSW Health Conflicts of Interest and Gifts and Benefits Policy.</p>
<p>CCLHD staff involvement in fundraising</p>	<p>CCLHD may be able to offer some support in promoting and recognising community fundraising activities, and to provide advice on fundraising best practices. We are unable to provide staff resourcing for community fundraising activities. CCLHD staff and resources, other than delegated fundraising staff, cannot be engaged for the purpose of assisting with fundraising activities conducted by community members or groups.</p>
<p>Disclaimer: Disendorsement</p>	<p>CCLHD reserves the right to withdraw approval from an Authorised Fundraiser/activity at any time if it appears that there is a likelihood of the fundraiser failing to adhere to the above guidelines. This is called Disendorsement.</p>
<p>Thank you for your interest in raising funds for CCLHD and for adhering to these guidelines. Enquiries should be directed to: cclhd-fundraising@health.nsw.gov.au</p>	

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4. Definitions

Fundraising	Fundraising includes all activities that involve soliciting or receiving of any money, property or other benefit on a charitable basis on behalf of Central Coast Local Health District.
Sponsorship	<p>Under NSW Health policy, the key difference between fundraising and sponsorship is that fundraising occurs with no expectation of individuals or organisations receiving any kind of benefit themselves.</p> <p>Sponsorship involves entering into a business arrangement designed to provide public acknowledgment and/or promotional opportunities in return for money or in-kind support. Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.</p> <p>These guidelines do not address sponsorship. Please refer to the NSW Health Sponsorships Policy or contact cclhd-communications@health.nsw.gov.au for information.</p>
Disendorsement	CCLHD withdrawal of its approval from an Authorised Fundraiser/activity, which may occur at any time if it appears that there is a likelihood of the fundraiser/activity failing to adhere to the above guidelines.

5. References

See related policies/procedures cited above.

6. Related resources

NSW Government webpage: Key responsibilities for fundraisers
<https://www.nsw.gov.au/money-and-taxes/charitable-fundraising/key-responsibilities-for-fundraisers>

NSW Government webpage: Lotteries
<https://www.nsw.gov.au/money-and-taxes/community-gaming/lotteries>

7. Revision History

Date	Revision No.	Lead author	Approver
18/09/2024	First version approved	Director Fundraising & Partnerships	Chief Executive / Policy & Procedure Implementation Committee

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