



LEGACY BRISBANE POLICY

Community Fundraising and Events

Policy number: FR- 06

Effective date: 14 March 2023

Approving authority: CEO

Sponsor: Head - Fundraising, Marketing and Communications

Web address: www.legateeguide.org.au

Date for review: 14 March 2025

Purpose	The Charter of Legacy commits the organisation to the care and safeguarding of the interests of entitled dependants of those who served. This policy defines one of many ways revenue is generated to support this charter.
Policy Statement	The Community Fundraising and Events Fundraising Policy provides guidelines for best practice and ethical conduct of Community Fundraising and Events. This policy also aims to ensure that adherence to best practice enhances the relationship between Legacy and the Donor. This Policy does not replace nor override any law.
Who should read this policy	Board of Directors, Legatees, staff and relevant volunteers
Scope	All possible event participants and donors to Legacy Brisbane
Definitions	Definitions of terms used in this policy are provided in Appendix 1.
Policy	Event feasibility check Each Legacy Brisbane Event should be assessed for its own levels of efficiency and profitability according to the written plan set before the Event, with goals set for its production that work towards: • Identifying areas of improvement • Control of expenses • An increase in number of participants A Legacy Event should not be conducted unless all expenses are within approved within budget or budget or unless additional costs are approved by the FRMC Head CEO or Board (refer to FIN 006 Purchasing Policy for delegations). The Event procedure should include the following criteria: • Objectives • Planning • Organisation • Administration • Evaluation Appendix 2 sets out a guideline for a model Event procedure for the guidance of staff and volunteers Objectives planning Legacy Brisbane adopts the FIA standards of best practice when conducting community fundraising and events and the following objectives are paramount to be included in conducting a Legacy Brisbane event and measuring success. 1. Raise money 2. Update the mission statement to educate the Organisation's constituency 3. Nurture or cultivate supporters 4. Attract new donors and supporters 5. Expand the Organisation's network 6. Solicit endorsements 7. Market the Organisation and raise awareness 8. Disseminate information 9. Thank supporters

10. Give awards
11. Launch an Organisation or a project or program of an Organisation

Any Legacy Brisbane event must have;

1. Set objectives in accordance with the above for each Event
2. written documentation of the objectives.

Planning an Event

Legacy Brisbane Community Fundraising and Events must, at all stages in planning, comply with FIA's Principles of Fundraising Practice and this policy.

The target audience should be determined in advance to the planning of the Event. To facilitate compliance with this policy, any Legacy Brisbane event must implement the following key steps

Before an Event

1. Establish an Event profile, including the objectives, the rationale and the expected results
2. Prepare a budget
3. Analyse risks and prioritise risks by developing a risk management assessment plan.
4. Execute written contracts with all Suppliers supplying goods or services in connection with the Event;
5. Comply with all licensing and permit requirements in QLD
6. create Promotional Materials to present a fair assessment of the Event. The Promotional Materials must comply with the *Trade Practices Act 1974 (Cth)* and relevant QLD Legislation

After an Event,

Write a report about the Event evaluating the outcomes set for the Event.

Logos and Trade Marks

Use of the Legacy Trade Mark must only be provided by the FRMC Manager or CEO. When issuing the logo to third party Community Fundraising and Events Legacy Brisbane representatives must take all reasonable steps to prevent its unauthorised use including Suppliers or the media.

Promotional Materials

Legacy Brisbane must ensure that any Promotional Material used to promote an Event:

1. Is factually accurate, truthful and not likely to deceive or mislead any person;
2. Identifies Legacy Brisbane clearly
3. Identifies the objective of the Event
4. Complies with the relevant provisions of *Competition and Consumer Act 2010 (Cth)* and QLD legislation, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations);
5. Complies with the relevant QLD legislation in connection with an Event

6. Is approved by the FRMC Manager of CEO before work commences on promoting the Event.

If Legacy discloses a cost of fundraising in Promotional Materials, that cost must be factually accurate.

If any donor or participant requests one Legacy Brisbane must make the current annual report of an Organisation. Despite anything else in this section Promotional Materials may be part of a positive campaign by a Fundraiser to build public awareness, understanding and support for Legacy Brisbane.

The cost of publicity must be included in the Event budget as an expense.

Budget

Legacy Brisbane event organisers must prepare a budget before the commencement of an Event. They must ensure that all expenses incurred in the budget are lawful and comply with FIA's Code of Ethics and Professional Conduct.

They must also comply with:

1. Recognised accounting standards of practice
2. Reporting, record keeping and payment requirements of the Australian Taxation Office
3. Reporting and record keeping requirements of relevant State or Territory legislation
4. FIA's Code of Ethics and Professional Conduct.

Management of cash collection at the Event

When planning an Event, Legacy Brisbane event organisers should plan to minimise the need for cash collections at the Event. In the event of cash handling Legacy Brisbane event organisers must ensure that cash handling is secure at the Event.

Legacy Brisbane event organisers should predesignate collectors to collect cash at the Event. If appropriate, cash receiving locations should be available at the Event.

All cash received at the event should be collected, counted and recorded (including issue of receipts) by two people whenever practical to do so.

Income summaries should be made at the point of counting for reconciliation with banking details at a later date.

Records must be made of donations for specific purposes to ensure Donors' wishes are met.

Financial return from an Event

The gross proceeds of the Event must be banked in accordance with the requirements of QLD legislation and applied in the following order:

1. From the gross proceeds, deduct and pay all expenses (including Tax where applicable) in connection with the Event
2. Apply the net proceeds to the purpose or Objects of the Legacy Brisbane

Relations with stakeholders

Donations in kind

If a Legacy Brisbane event organiser is planning an Event, they should identify items to Legacy Brisbane's Donors and supporters that could be donated rather than purchased.

The Legacy Brisbane event organisers must comply with FIA's Code of Acceptance and Refusal of Donations.

Sponsors

If a Sponsor requires that an Event is promoted by using the Sponsor's Trade Mark, Legacy Brisbane event organisers must ensure that the Sponsor has given permission for the use of the Trade Mark and comply with the Sponsor's requirements for its appropriate use in the Event or the Promotional Materials.

Sponsorship agreements must be signed off by the FRMC Head or CEO only.

Suppliers

If the Event requires the entering into a relationship with a Supplier or the hiring of a Supplier on behalf of Legacy Brisbane, Legacy Brisbane event organisers should take all reasonable steps to ensure that:

1. The terms and conditions of a written agreement between Legacy Brisbane and the Supplier are fair and are congruent with the objects of the Event
2. The commissions, fees and expenses incurred are reasonable;
3. Legacy Brisbane exercises proper controls and supervision over the Supplier
4. Legacy Brisbane ensures all monies are being accounted for in a proper manner.

Third Party Events

Individuals or groups of people may wish to raise funds for Legacy Brisbane by holding an Event. Before entering into an agreement with any group wishing to conduct an Event in the name of Legacy Brisbane, Legacy Brisbane event organisers should ensure that the Event is authorised by Legacy. To do this, Legacy Brisbane event organisers should liaise with the FRMC Head, Community Fundraising Manager or the CEO.

Legacy Brisbane event organisers must:

1. Obtain written permission from Legacy Brisbane to operate the Event and use the Legacy Trade Mark in the proposed Event;
2. Identify whether the Volunteers or Legacy Brisbane accept the financial risk of the proposed Event and obtain the agreement in writing
3. Ascertain in writing how much direct involvement Legacy Brisbane will have in organising and implementing the proposed Event

4. Legacy Brisbane to brief all Volunteers about the Organisation's policy of acceptable and unacceptable methods or sources of fundraising in the Legacy Brisbane's name.

Identification of collectors

As required by QLD legislation, Volunteer collectors and paid collectors collecting Donations on behalf of Legacy Brisbane must display appropriate identification at all times during an Event.

Working with Children

If Children are involved in volunteering with an Event, Legacy Brisbane must at all times comply with all legislation and regulations for QLD.

Where the participation of Children in an Event is permitted by law, Legacy Brisbane must ensure that the following practices are implemented.

1. Prohibited persons (i.e., a person convicted of a sex offence) must not be employed or allowed to volunteer in any capacity to work with, supervise or have contact with Children
2. A police check must always be carried out for adults who will be in contact with Children
3. Adults who will be in contact with Children must be asked to provide all necessary personal information and complete all forms required to obtain a police check
4. Children under 12 years must be directly supervised by an adult at all times during the Event
5. Where a Child is being paid wages or some other material benefit (other than reimbursement of reasonable out of pocket expenses), a record of employment must be maintained; including the following details
 - a. The Child's full name, residential address and phone number
 - b. The Child's date of birth
 - c. Description of the nature of the employment
 - d. Details of any consent provided by the Child's parents or guardian (any written record to be retained)
 - e. Name, address and telephone number of the person immediately responsible for the Child during the appeal
 - f. Records must also comply with any additional requirements under any relevant industrial award.

Legacy Brisbane should prepare a list of written instructions both for the Children participating in the Event and for their supervisors. Further, Legacy Brisbane should ensure in accordance with Commonwealth, State and Territory legislation and regulations:

1. Any supervisor must obey the law regarding supervision of minors
2. Any supervisor must not be in charge of more Children at a time than the number prescribed by relevant legislation.

Legacy Brisbane will always maintain to be aware of and comply with all legislation which regulates the conditions under which Children may be

used as collectors, including the degree of supervision required, conditions of employment, responsible service of alcohol, alcohol licensing and any other obligations to protect their welfare and safety must at all times be followed.

If participating in a Fundraising Activity, Children should meet the standard requirements for identification including wearing an identification badge if required by QLD legislation.

Compliance and Management of Complaints

Legacy Brisbane must comply with FIA's Principles & Standards of Fundraising Practice and relevant Commonwealth, State and Territory legislation including the relevant provisions of *Spam Act 2003* (Commonwealth), *Competition and Consumer Act 2010* (Commonwealth), *Privacy Act 1988* (Commonwealth) and the National Privacy Principles.

Reasonable complaints are to be maintained on a complaints register and recorded in the donor database.

All complaints are to be responded to within 24 hours and resolved within 3 days where possible.

Roles and responsibilities

- Fundraising, Marketing and Communications Head – Strategic approval and review of Community Fundraising and Events strategy, sign off and approvals
- Community Fundraising Manager – Management and execution of the Community Fundraising and Events program
- Finance Department – Remittance of funds received and processing of funds.

Evaluation and review

Evaluation and review of this policy will be conducted by the Fundraising, Marketing and Communications Head and the policy sponsor each two years. Following review, recommendations for change will be forwarded to the approving authority.

References and linkages

Legacy Statutes - Annexes A, B and D to The Code of Legacy.

Appendix

Appendix 1 – Definition of Terms

Appendix 2 - Guideline for a model Event procedure

APPENDIX 1 DEFINITIONS

Beneficiary means any person or entity which receives a benefit from Legacy Brisbane.

Child or Children means a Child under the age of 18.

Corporation means an entity incorporated under the Corporations Act 2001 (Cth) and established for the purpose of profit.

Director means a person who is appointed or elected to the position of a director of an Organisation or a Corporation.

Donation means a voluntary contribution by a Donor of money, property, goods or services to an organisation for the purpose of furthering that organisation's objects. It does not include a sponsorship or community business partnership.

Donor means an individual or other entity that makes a contribution of value to an Organisation to further the Organisation's Objects. A Donor includes prospective Donors and an individual or entity that has previously made a Donation. A Donor does not include an individual or entity that engages with an Organisation for the purpose of trade.

Ethics Committee means a committee established by the FIA Board pursuant to the Constitution for the purposes of making determinations on Complaints.

Event means any Fundraising activity in which a function is held to raise Donations for the Objects of Legacy.

FIA means Fundraising Institute Australia.

FIA member means a person or organisation who is registered as an FIA member.

Fundraiser means a person, Corporation or Organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising Donations for the Objects of an Organisation.

Fundraising Activity means an activity carried out by a person, Corporation or Organisation, whether for remuneration or as a Volunteer, for the purpose of raising funds for the Object of an Organisation.

Objects means the objective, purpose or cause, however so defined in Legacy Brisbane's constituent documents.

Organisation means an entity incorporated under Commonwealth, State or Territory legislation and established for a purpose other than profit.

Professional Misconduct means conduct by an FIA member that is a violation of the Principles and Standards of Fundraising Practice that has serious adverse consequences to a Complainant or was committed intentionally by the fundraiser or both.

Promotional Material means any material in connection with a Donation, Fundraising Activity or an Organisation whether in printed, electronic or verbal form made available by a Fundraiser or Organisation to any person.

Sponsor means a third party who sponsors a Fundraising Activity for an agreed outcome.

Supplier means a third party supplying goods or services for payment to a Fundraiser and/or Organisation.

Tax means all taxes payable in connection with a Fundraising Activity, including without limitation income tax, pay as you go (PAYG) and good and services tax (GST).

Trade Mark means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by an Organisation to identify the Organisation.

Unsatisfactory Conduct means conduct by a FIA member that is neglectful of the Principles and Standards of Fundraising Practice or that has minor adverse consequences to a Complainant or both.

Volunteer means a person who performs a service for an Organisation without requiring compensation for performing the service.

APPENDIX 2 – Guideline Model for Community Fundraising and Events

Objectives

1. To raise money;
2. To update the mission statement to educate the Organisation's constituency;
3. To nurture or cultivate supporters;
4. To attract new donors and supporters;
5. To expand the Organisation's network;
6. To solicit endorsements;
7. To market the Organisation and raise awareness;
8. To disseminate information;
9. To thank supporters;
10. To give awards; and
11. To launch an Organisation or a project or program of an Organisation.

Planning

1. Develop a specific marketing plan for the Event.
2. Draft a master event timetable.
3. Identify the amount of funds the Organisation wants to raise, how and from whom?
4. Prepare an Event budget.
5. Write a tactical plan for use of volunteers.
6. Specify responsibilities for Event leadership.
7. Write a strategic plan for the Event, including a risk management assessment plan and desired sponsorship criteria for the Event.

Organisation

1. Define and organise the Event
2. Recruit Event team members;
3. Identify attendees, for example:
 - Current Donors
 - Past Donors
 - Prospective Donors
 - Honorary Members
 - Past honourees
 - Political and prominent community leaders.

Administration

1. Organisation timeline for Event
2. Administration systems – use appropriate systems for accounting, bookings, ticketing and receipts.
3. Contracts – all agreements in writing between the Organisation and the Fundraiser; and between the Fundraiser and/or the Organisation and Suppliers
4. Insurance – public liability; workers compensation; consider whether professional indemnity insurance needed; if outdoor Event, wet weather insurance
5. Theme – identify theme for promotion of the Event
6. Promotion Material – organise design

