

# Community Fundraising Kit

Help us to help them

[www.rspcaqlld.org.au](http://www.rspcaqlld.org.au)



# Thank you

for choosing to help animals in need!



**Thank you for choosing to raise money on behalf of RSPCA Qld.**

As a charity, RSPCA Qld relies on donations and community support to fund 99% of our annual costs – which equates to around \$41 million dollars – that's a big gap for us to close!

Therefore, community fundraising events and initiatives are very important to us. Not only are we able to raise the funds we so vitally need in order to keep going, but we also keep in touch with fellow Queenslanders and animal lovers, giving us the opportunity to raise awareness for all creatures great and small.



# Where does your money go?

## Each year, RSPCA Queensland...

- 🐾 Provides care and protection for over **44,000** animals across Queensland
- 🐾 Investigates over **18,300** animal cruelty complaints
- 🐾 Gives a second chance to **23,000** animals
- 🐾 Responds to over **29,400** animal rescue calls
- 🐾 Delivers education to over **30,000** children and adults
- 🐾 Campaigns to improve animal welfare



The donations we receive allow us to continue helping animals in need.

- 🐾 **\$57** will cover the costs of antibiotics for a sick shelter animal this week.
- 🐾 **\$108** will feed an abandoned or neglected animal for the next three weeks.
- 🐾 **\$172** will help us desex a dog or cat in the vet clinic so it can go up for adoption and find its forever home.
- 🐾 **\$220** will cover a week's worth of fuel to keep our Inspectors on the road fighting animal cruelty.
- 🐾 **\$376** will keep the RSPCA Animal Ambulance on the road attending emergencies.

Not only does your contribution help animals in need, it will also help the RSPCA work towards achieving the 5 Freedoms of Animal Welfare:

- 🐾 **Freedom** from hunger and thirst;
- 🐾 **Freedom** from discomfort;
- 🐾 **Freedom** from pain, injury or disease;
- 🐾 **Freedom** to express normal behaviour;
- 🐾 **Freedom** from fear and distress.

In order to assist with your fundraising efforts we have compiled the following fundraising guidelines. These guidelines will not only provide you with some great fundraising ideas but will also outline your legal responsibility as a fundraiser raising money on behalf of a charity. If at any stage you would like more information or wish to speak with someone over the phone, please contact us on 07 3258 5608.

# How to get started...

There are a number of ways you can raise money for RSPCA Qld. The ideas are endless and this list is by no means exhaustive. Feel free to be as creative as you like!



🐾 BBQs

🐾 Bake sales

🐾 Indoor markets

🐾 Trivia nights

🐾 Pet photo competitions

🐾 Karaoke nights

🐾 Raffles

🐾 Auctions

🐾 Guess the lollies in the jar

🐾 Movie nights

🐾 Fun runs

🐾 Bingo

🐾 Casual dress days

🐾 Birthday donations

🐾 Scavenger hunt

🐾 Morning teas

🐾 Garage sales

🐾 Car wash

# What's next?

The first step is to register your event online through the Team RSPCA Portal, by heading to [www.teamrspca.com.au](http://www.teamrspca.com.au) and selecting 'QLD'. This provides us with all of the details of your activity, so that we can approve your event and issue you with a Letter of Authority to Fundraise. This letter will list the components of your event as well as the date or the time frame in which the fundraising will be completed. If this date or time frame changes you are required to contact RSPCA QLD so that a new letter can be issued to you.

*Please note you are unable to legally fundraise on behalf of RSPCA QLD until you have received a Letter of Authority to Fundraise.*

Once you have registered your event on the portal, an online fundraising page will be automatically generated for you on the fundraising platform Everyday Hero. This is a fantastic tool which you can share with your networks to get donations, and makes returning the funds you have raised for RSPCA QLD super easy! You can personalise your page by including a short story about why you have chosen to raise money for RSPCA QLD, sharing photos of your activity, and setting your desired fundraising goal.



Once your fundraising proposal has been approved, RSPCA Qld can provide you with a number of documents and items to assist you in promoting your fundraising activity.

These include:

- Team RSPCA Posters x 2;
- Team RSPCA Donation box x 1;
- A copy of the official RSPCA supporter logo;
- Team RSPCA flyers and RSPCA brochures x 5;
- RSPCA wish list (if you are collecting items rather than money);
- RSPCA bunting templates, party hats & much more!

Unfortunately, RSPCA Qld is not able to provide the following items:

- RSPCA contact lists and databases (due to privacy laws);
- RSPCA Qld staff to help organise or run the event;
- Applications for permits and licences – these are your responsibility as the fundraiser;
- Prizes, auction or raffle items;
- Reimbursement for any incurred costs or expenses.

# Fundraising guidelines

As an approved fundraiser representing RSPCA, you must agree to abide by the RSPCA's fundraising guidelines.

RSPCA Qld reserves the right to withdraw approval of your fundraising activity at any time if it believes any aspect of the fundraising activity no longer fits within its fundraising guidelines.

## RSPCA name & logo use

The RSPCA is unable to grant permission for use of the official RSPCA logo to fundraisers. Instead you may be granted permission to use our official "supporter logo".

When using the RSPCA name in promotion of your event or fundraiser it is important to note that the activity is not being managed by RSPCA but instead is an activity held in "support of the RSPCA". Suggested phrasing could be: "Trivia Night in support of RSPCA Qld" or "Trivia Night with all proceeds going to RSPCA Qld".

Any printed materials or advertisements to be used in relation to the event, must be submitted to RSPCA Qld for approval and must also state how the proceeds from the event are to benefit RSPCA eg. "all proceeds from this event" or "all proceeds from the auction/raffle".

## Media & promotion of your event

All media materials and press releases must be approved by RSPCA Qld prior to circulation. Please allow 5 days for approval. When speaking with the media it is important to remember that you are not speaking on behalf of RSPCA Qld or as a representative of RSPCA Qld.

## Doorknocking

RSPCA requests that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the event. All of these activities require permits and are closely governed by local and state governments.

## Permits & public liability

It is the responsibility of the fundraiser to ensure that your event meets the requirements of relevant laws and regulations. You are also responsible for sourcing any permits, licences or authorization from local councils or shopping centres that may be required. You should also consider liquor licensing and food preparation regulations if these relate to your event.



## RSPCA food policy

One of the most popular ways to raise money is by hosting a barbeque, party or other activity where food will be prepared and consumed. If this is the case then you need to consider the food you will be serving and if it has been sourced in a humane way.

Humane food is food that is animal welfare friendly. This means that from paddock to plate, animals have been treated humanely and with full consideration of their needs as living, feeling creatures.

The main animal groups that fall under this category include meat chickens, layer hens and pigs. So for example if you're hosting a cake stall please choose RSPCA barn laid or free range eggs when selecting your ingredients. If you are hosting a barbeque try sourcing sausages and meat products from a free range supplier.

To locate a stockist of RSPCA products visit the RSPCA Shop Humane website: [www.rspca.org.au/shophumane](http://www.rspca.org.au/shophumane)

For more information you can also visit the Choose Wisely website: [www.choosewisely.org.au](http://www.choosewisely.org.au)

## Prizes & sponsorship

Unfortunately, RSPCA is unable to provide prizes or assist in soliciting prizes to use at Community Events.

RSPCA Qld currently has a number of sponsorship arrangements with organisations and is often speaking with new organisations regarding their potential support. Therefore please check with the Events Team prior to approaching any businesses for sponsorship of your event.

## Finances & banking

It is your responsibility as the fundraiser to manage all financial aspects of the event or activity. This includes record keeping and returning the funds to RSPCA Qld. All money raised and details of actual income and expenditure must be returned to RSPCA Qld within 14 days of the event.

Remember, using your Everyday Hero page is the best way to directly donate the funds that you have raised straight to RSPCA. You simply need to log in and click the green "Donate" button, which will direct you to a secure payment gateway. Once the transaction has been processed, your total fundraising amount will be displayed on your page, and RSPCA will send you a certificate of appreciation acknowledging your fundraising efforts.

Anyone who donates online to your page will automatically receive a tax-deductible receipt. RSPCA Qld can issue individual receipts for supporters who make an offline donation (i.e. give you money in person) of \$2.00. You can submit a list of names, addresses and donation amounts using the official RSPCA Qld Donations Receipts Register (provided upon request). The RSPCA will then send out individual receipts to you for distribution. The following items are not tax deductible: ticket purchases (e.g. raffles, entry to an event), donations of goods and services, or auction prizes.

If you have collected pet items for RSPCA Qld, these can be dropped to your local shelter or RSPCA Op Shop.

# How do I sign up?

To get started, visit [www.teamrspca.com.au](http://www.teamrspca.com.au) and select QLD, then select the category that best suits your activity. You will be directed to the online registration form where you can enter details about your fundraising activity and create your fundraising page.

Please allow up to 48 hours for your proposal to be reviewed. From there, an RSPCA Qld representative will be in touch and your community fundraiser items will be sent to you.

If you do not have access to a computer and would like to discuss your proposal or find out more, please contact the Events Team on 07 3258 5608.

RSPCA Qld would like to wish you every success in the planning and delivery of your fundraising activity, and we thank you again for choosing to support all creatures great and small.



## Contact us

[events@rspcaqld.org.au](mailto:events@rspcaqld.org.au)

07 3258 5608