

# COMMUNITY FUNDRAISING GUIDELINES



If one man can make  
a difference, you can  
make a difference!

[wildlifewarriors.org.au](http://wildlifewarriors.org.au)



AUSTRALIA ZOO  
WILDLIFE  
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# FUNDRAISING GUIDELINES

## Responsibilities as a fundraiser

Please take a moment to read over our fundraising guidelines. These guidelines are to assist businesses, groups and individuals who are interested in fundraising for wildlife conservation on behalf of Australia Zoo Wildlife Warriors (AZWW) to raise funds the best way possible.

The following guidelines apply if you are requesting approval for:

- A fundraising event or activity on behalf of AZWW;
- The use of AZWW name or logo.

## Authority to fundraise

As with any not-for-profit organisation, AZWW is governed by specific regulations, so before you start fundraising it is important that you take the time to review these guidelines to ensure both our and your obligations to charity laws and legislation are met. Once these requirements are fulfilled, you will then be able to focus on having fun and becoming a successful fundraiser.

Once AZWW has received your signed Fundraising Application Form and your fundraising organiser has been approved, AZWW will then send you permission to fundraise in the form of an 'Authority to Fundraise' letter (or equivalent documentation relevant to your application).

## Upholding Australia Zoo Wildlife Warriors standards

Due to AZWW's strict ethical standards, authority to fundraise will only be granted to activities/events that align with our vision and mission. AZWW will not be associated with any fundraisers that could potentially include:

- The promotion of alcohol;
- The sale of wildlife products;
- The mistreatment of animals; and/or
- Dangerous or high-risk activities.

AZWW reserves the right to refuse authorisation of fundraising activities or withdraw approval for the fundraising activity/event at any time. AZWW also asks that you kindly do not fundraise through door-to-door knocking without further consultation with AZWW.

## Responsibility

The fundraising organiser, listed on the Authority to Fundraise letter, will be responsible for the fundraising activity in its entirety. Where possible, AZWW will provide support and guidance to the fundraising organiser. However, the fundraising organiser, not AZWW, will be responsible for the coordination, management and budgeting of the fundraiser.

The fundraising organiser is also responsible for carrying the signed Authority to Fundraise letter at all times, so that it may be produced upon request.

## Fundraising by children

There are strict laws pertaining to fundraising by children to ensure their health and wellbeing. Please note any child under the age of eight (8) is not allowed to partake in fundraising activities in some states in Australia. Any child 13 years old or under must be accompanied by a guardian at all times during participation. Please refer to your State/Territory fundraising regulations or contact us for more information.

## Hosting a donation box

If you are hosting a donation box, you are required to ensure proper supervision, security and control over the box at all times. AZWW can provide you with a flatpack donation box for your fundraising activity. Initially, one donation box can be provided to the fundraiser organiser. If you require additional boxes or a replacement box, you will be charged a fee.

If you are requesting a donation box for your workplace or business, please fill out a Donation Tin Application form, which can be found on our website, to apply for a lockable plastic donation tin.

When the box is over half full, you are required to call AZWW to arrange delivery of collected money. If applicable, please ensure the clearance of the donation box is followed by immediate transfer of monies to AZWW. More information will be provided upon application.

# FUNDRAISING GUIDELINES

## Media and promotion

It is important that in your correspondence and promotion that you make it clear that the activity is to raise funds for AZWW and is not hosted directly by AZWW. Here are a few suggestions:

'Proudly supporting Australia Zoo Wildlife Warriors'

'Funds raised will go towards Australia Zoo Wildlife Warriors'

'All proceeds from this event will go towards Australia Zoo Wildlife Warriors' global conservation projects'

AZWW is happy to provide to approved fundraisers, brochures, information about our conservation projects and potentially include information about your activity/event on our website. Any material mentioning AZWW must be approved before release – please contact us for approval purposes. AZWW will endeavour to help in whatever way possible to promote your approved fundraiser.

## Approaching organisations

Please do not contact any organisations, sporting teams, associations or celebrities without prior approval from AZWW. We are regularly in contact with organisations and celebrities for support. It would be detrimental to our efforts and unprofessional if they are approached more than once.

## Logo usage

The AZWW logo is a registered trademark. If you are hosting an event that is not hosted by AZWW, we will provide you with our 'local community fundraiser' logo unless otherwise officially approved.

## Auction item register

If you have been approved to approach organisations for auction items for your activity/event, you need to supply AZWW with the following information for each donated item:

- Item description;
- Who it was donated by;
- Donor contact name (if organisation);
- Donor contact email and phone number;
- Retail value of item;
- Price sold at auction;
- Payment method (if applicable);
- Name of auction winner;
- Postal address of winner;
- Contact email and phone number of winner; and
- A total of the funds raised through the auction.

Please request an Auction Item Registration Form from AZWW to submit this information.

## Irwin family involvement

Any requests for attendance at functions by Terri, Bindi and Robert will be passed onto the relevant department at Australia Zoo. Due to the large number of requests the Irwin family receive, we appreciate your patience and your understanding if family members are unable to attend your fundraising function.

# FUNDRAISING GUIDELINES

## Legal obligations

As the fundraising organiser, you are responsible for researching and complying with all Federal and State/Territory laws and regulations relating to your fundraising activity. You must also adhere to your state's Charitable Fundraising Act or equivalent legislation.

Your basic obligations are to:

- Keep an accurate financial record of income and expenses associated with the activity (including receipts and invoices).
- Provide AZWW with an accurate record of income and expenses including petty cash.
- Keep a register of all engaged participants (paid or voluntary) and provide to AZWW upon request.
- Return all money raised, details of your actual income and expenditure to AZWW within four weeks of the conclusion of your fundraiser.

## Banking funds raised

Direct deposit the funds into the appropriate bank account below.

For fundraising events/activities in Australia please use:

ANZ Bank Account: 'Wildlife Warriors Public Fund'

BSB: 014 507

Account number: 110 103 959

For fundraising events/activities in the United States please use:

Umpqua Bank Account: 'Wildlife Warriors USA Inc'

Routing Number: 123205054

Account Number: 4867549802

Please send your transaction receipt and contact details to [info@wildlifewarriors.org.au](mailto:info@wildlifewarriors.org.au).

## Permits and permissions

All fundraising activities must abide by relevant Federal, State/Territory and local government laws and regulations. It is the responsibility of the fundraising organiser to apply for any Government or Council permits that may be required.

## Issuing receipts

AZWW is a registered charity, and as such all donations made in Australia and the United States of America of \$2 and over are tax deductible. As the fundraising organiser, you are required to fill out the AZWW 'Donation/Sponsorship Form' (provided with the Authority to Fundraise Letter) for all donations. At the completion of your fundraiser, you must return it within a maximum of four weeks in order for us to process and receipt all donations.

## Public liability insurance

AZWW does not purchase liability insurance to cover fundraising event activities conducted by third parties. In order to cover your fundraising activities, there may be some circumstances where your own Public Liability Insurance is recommended. In these instances, your Public Liability Insurance should name AZWW as an interested party in respect of fundraising activities conducted on our behalf. A Certificate of Currency noting AZWW's interest should be forwarded to us prior to the event. Please discuss these types of events with our team who can advise accordingly.



## More information?

We are here to help!  
If you have any questions  
about the information  
provided, please do not  
hesitate to contact us.



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