

# Community Fundraising Guidelines



Updated: **June 2020**

Thank you for your interest in raising funds to assist **Pegasus Riding for the Disabled of ACT Incorporated** (“Pegasus”). Pegasus is a not-for-profit organisation which relies heavily on fundraising initiatives and we greatly appreciate the support we receive from our community.

In order to protect all participating parties, we have put together some **Community Fundraising Guidelines**. These guidelines provide the basis for conducting a fundraising activity on behalf of Pegasus and, once accepted and signed, will form the basis of any dealings between Pegasus and the “**Event Coordinator**” (the individual or organisation holding the fundraising activity on behalf of Pegasus).

**Please read these guidelines carefully before submitting your proposal.**

Pegasus reserves the right to withdraw approval to fundraise should it be necessary to do so. In this circumstance, all fundraising and promotion must cease immediately, and all monies raised must be remitted to Pegasus or returned to the donor(s).

## Authorisation

- Prior to the proposed fundraising activity commencing, Event Coordinators must complete and submit a proposal to Pegasus (form available on the Pegasus website). The proposal must provide a clear description of the proposed activity, its duration, the individuals/groups organising it, how the funds are to be distributed (e.g. 100% to Pegasus, 50% to Pegasus and 50% to charity x), volunteer requirements and promotional support requirements.
- If the fundraising proposal has been successful, notification will be sent by email.
- The Event Coordinator is not authorised to use Pegasus as its beneficiary charity until permission is granted.

## Event planning

- The fundraising activity will be conducted in the Event Coordinator’s name who will be solely responsible for execution of the event.
- Pegasus is not able to take a coordination role in the fundraising activity and cannot assist in soliciting prizes, sponsors or providing goods or services.
- Pegasus may be able to assist with:
  - Event volunteers (if available from Pegasus’ own cohort of volunteers). This requires prior planning and should be discussed early in the planning process to allow time for rostering.
  - Promotion of the event (see “Promotion of the event” section below).

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## Promotion of the event

- All promotional material must be approved by Pegasus' Fundraising Manager before publication.
- It should be clearly stated on all promotional material that the fundraising activity is being organised by the Event Coordinator and that Pegasus is the beneficiary of the fundraising activity, not the organiser. Wording such as "Proudly supporting Pegasus" or "All proceeds to Pegasus" should be used.
- The Event Coordinator must ensure the use of all Pegasus logos are within the requirements of our style guide. This can be provided separately or downloaded from our website.
- All promotional material must refer to Pegasus as "Pegasus" or "Pegasus Riding for the Disabled".
- Pegasus has lists of approved hashtags that can be used in addition to your own. This list can be provided separately or downloaded from our website.
- Pegasus has its own Website, Facebook and Instagram accounts which can be used to help promote your event.
- The level of support for Pegasus must be explicitly stated on all materials and correspondence relating to the fundraising activity. For example, if a percentage of proceeds from the event is to be donated to Pegasus and the remainder to another charity, this percentage should be printed on all promotional materials.
- On request and at the discretion of Pegasus, Pegasus may be able to undertake media relations for the fundraising activity.

## Fundraising and the law

- The Event Coordinator must abide by all relevant State and Federal charities legislation, including raffles or games of chance.
- It is the Event Coordinator's responsibility to ensure that all appropriate licences and permits are obtained for the fundraising activity.

## Upholding Pegasus Standards

Pegasus operates under very high ethical standards and values. When planning a fundraising activity, it is important to recognise any possible conflicts of interest or activities that may be portrayed as inappropriate.

Things to consider (note this list is not exhaustive):

- We are a charity who provide services to those living with a disability, both children and adults
- Animal welfare
- Gambling
- Alcohol and tobacco

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## Liability Coverage

- The Event Coordinator is liable for the fundraising activity and must ensure they hold appropriate insurance cover, including Workers Compensation and Public Liability. The Event Coordinator is responsible for seeking independent advice to ensure the event is appropriately covered.
- Pegasus volunteers are covered under Pegasus' insurance policy, except in the case of negligence from the Event Coordinator who will then be liable under their Public Liability Insurance.

## Tax Deductibility

- All donations over \$2 are tax deductible. A donation is a gift where there is no expectation for anything in return.
- Where an eligible donation has been made, Pegasus can provide receipts for tax purposes. The Event Coordinator will be required to keep details of each donor who requests a receipt and provide this to Pegasus (Pegasus can provide a form for this purpose, if requested).
- The Event Coordinator can only claim tax deductions for donations that are truly their own. They cannot pool donations from multiple sources and claim them as their own.
- Transactions relating to the following items are not tax deductible: ticket purchases, entry to a raffle and purchase of auction items. This list is not exhaustive; the Event Coordinator and event participants are responsible for seeking independent advice on the eligibility of their support for tax deductibility purposes.

## During the event

- Pegasus can provide pull up banners, teardrop banners, flyers and other material to help promote who we are.
- The Event Coordinator should allocate the handling of money to a small number of chosen people or a Pegasus volunteer.
- Pegasus expects a reasonable level of regular liaison and information about the fundraising activity throughout planning and execution.
- The fundraising activity must not incur any expenses in the name of Pegasus. Expenses can be deducted from the proceeds of the fundraising activity, provided they are properly documented.
- All fundraising must be done within the expectations of the event and as per the promotion of the event.

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## Post event

The Event Coordinator must advise Pegasus of the fundraising activity outcome within 5 working days of the event conclusion (unless agreed otherwise), including a brief summary of how it went, and the funds raised.

Pegasus will:

- promote the fundraising activity outcomes through our community communications
- provide tax deductible receipts for those who have requested them

Any funds raised at the fundraising activity must be remitted to Pegasus within 10 working days of the event (unless agreed otherwise). No receipts or acknowledgment will be made until funds are received in full. In the case of funds not being remitted, Pegasus will report this to the ATO and may take legal action.

If you have any questions regarding your fundraising activity or Pegasus, please do not hesitate to contact Pegasus' Fundraising Manager at [anna.collins@pegasusact.com.au](mailto:anna.collins@pegasusact.com.au) or call 02 6254 9190.

**Thank you for supporting Pegasus.**