

## Community Fundraising Guidelines

Join Mirabel and help change the life of a child today

### About Mirabel

The Mirabel Foundation (Mirabel) was established in Victoria in 1998 to assist children aged 0-17 who have been orphaned or abandoned due to parental illicit drug use and are now in the care of extended family (kinship care).

Mirabel provides a diverse range of support services throughout Victoria and New South Wales which aim to minimise the negative effects of parental drug use on children and strengthen the capacity of kinship carers to provide a stable and nurturing environment for children. Mirabel provides advocacy, referral, research, practical and emotional assistance to the children and their kinship carers.

It leads the way in providing a community response to these families and reducing the stigma and isolation they experience. Mirabel's activities are all inspired by a vision based upon the belief that every child deserves a childhood and its mission is to break the negative cycle of drug addiction.

### Community fundraising for Mirabel

Community fundraising helps Mirabel to raise awareness and interest in the needs of children orphaned or abandoned due to parental illicit drug abuse. They are the most profoundly overlooked casualties of substance abuse in our society and Mirabel believes that supporting these children is a shared responsibility of the Government, business and the community. By working together, we can make a positive difference.

Thank you for supporting Mirabel to meet the needs of these children. Contact us on (03) 9527 9422 or visit [mirabel@mirabelfoundation.org.au](mailto:mirabel@mirabelfoundation.org.au) to discuss your fundraising plans and we will send you a Fundraising Application Form. We would love to hear from you however big or small your activity!

### Before you start fundraising

Helpful hints for successful fundraising:

**Please read the Community Fundraising Guidelines and submit the Fundraising Application Form prior to commencing any fundraising activities.**

- Teamwork! Fundraising requires the support of a great network of friends or colleagues so get together to set out your goals and action plans. Assign roles according to people's strengths and abilities so everyone gets the most out of the journey.
- You are welcome to contact Mirabel to discuss your plans before you complete the Fundraising Application Form. We would love to chat with you however big or small your activity!
- Dot your I's and cross your T's! Review your local calendar for events being held at the same time. Pick the clearest date possible so you can get the most people involved.

## Your responsibilities

### Letter of Authority

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Once your Fundraising Application Form has been received and approved, Mirabel will provide you with a Letter of Authority. The Letter of Authority will explain that you are authorised to fundraise for Mirabel. The Letter of Authority will also explain that Mirabel reserves the right to withdraw its permission for you to fundraise for Mirabel at any time.

### Online Fundraising

If you only intend to fundraise using an online fundraising provider, such as Everyday Hero, you are not required to apply to Mirabel for a Letter of Authority. The authorisation process is handled directly by the online fundraising providers.

### Legal compliance

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#### State and territory legislation

You are responsible for ensuring that your fundraising complies with the requirements of the fundraising legislation in your state or territory.

In Victoria, you may be required to register for fundraising with Consumer Affairs Victoria if you anticipate raising \$10,000 or more. Please refer to the Consumer Affairs Victoria website ([www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)) or call 1300 55 81 81 for further information.

For further information about the rules that apply to fundraising in each state and territory, please refer to the following websites:

ACT: Office of Regulatory Services - [www.ors.act.gov.au](http://www.ors.act.gov.au)

New South Wales: Office of Liquor, Gaming & Racing - [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

Queensland: Department of Justice and Attorney-General - [www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)

Victoria: Consumer Affairs Victoria, Department of Justice - [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

If you are holding a fundraising event, you should also consider whether other rules and regulations apply. For example, you may need to obtain a permit from your local council if you are holding the event in a public area. You may need specific legal advice about your event plans and potential liabilities.

### Insurance

Remember, Mirabel’s insurance does not cover your community fundraising events or activities.

### Raffles and gaming activities

Please note that each Australian state and territory has its own rules in relation to raffles and gaming activities. It is your responsibility to ensure that any raffles or gaming activities you conduct comply with the relevant requirements. Further information can be obtained from the relevant state or territory government department.

ACT: Gambling and Racing Commission - <http://www.gamblingandracing.act.gov.au/>

New South Wales: Office of Liquor, Gaming & Racing - [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

Queensland: Queensland Office of Gaming Regulation - [www.qogr.qld.gov.au](http://www.qogr.qld.gov.au)

Victoria: Victorian Commission for Gambling Regulation, Minor Gaming Unit - [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

## **Money and financial records**

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### **Event costs**

It is best if all the money raised can be provided to Mirabel but you may take reasonable costs of the fundraising activities (venue hire, catering, etc) out of the profit generated. Your statements about the proportion of money going to Mirabel should be true. You must not incur any expenses in Mirabel's name. All expenses must be paid prior to submission of statement of income and expenditure. Mirabel is not obliged to cover expenses after proceeds have been forwarded to Mirabel.

### **After the event**

You are required to send Mirabel the following within **14 days** of the conclusion of your event:

- proceeds of the event (alternatively, please contact us if you wish to bank your funds directly into Mirabel's bank account. Please send Mirabel copies of all deposit slips to Mirabel's bank account.)
- a statement of income and expenditure, and
- copies of all receipts of expenditure.

### **Donor receipts**

Please advise us using the Fundraising Application Form if you wish us to provide tax deductible receipts to donors. Mirabel can provide receipts for gifts of \$2 or more upon request. Please ask donors to write their contact details on the donation form and return it to Mirabel at the conclusion of your event. Please note that tax deductible receipts cannot be issued if goods or services are received in return for a donation, including payment to attend the event, the purchase of auction items, food or raffle tickets.

For cash or cheque donations, the cash or cheque should be accompanied by individual donation forms or slips which Mirabel will provide.

Please contact us to discuss if you would like Mirabel to process donations made by credit card payments.

### **Donation Tins**

Mirabel can provide donation tins for use at your fundraising event. Donation tins must be sealed and secure for the duration of your fundraising event.

After the event, please open the tin with at least 2 people present and count the proceeds. Please note the proceeds on the income and expenditure statement and deposit the proceeds into Mirabel's bank account. Please contact us for the bank details.

## Promotional materials and merchandise

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### Use of Mirabel's name and logo

When referring to the organisation, the correct name to use is '**The Mirabel Foundation**'. It can be abbreviated after the initial reference to '**Mirabel**'. Do not use the name of Mirabel in any way that would reduce respect for the Mirabel brand. The Mirabel logo may not be used without the written permission of Mirabel. Please send a copy of any proposed promotional material for your event which contains Mirabel's logo to [mirabel@mirabelfoundation.org.au](mailto:mirabel@mirabelfoundation.org.au) for approval before it is released.

### Information about use of funds

Your promotional material must not be misleading about the amount or percentage of funds raised that will go to Mirabel. Promotional material should also state that you (or your organisation) are fundraising '**for the Mirabel Foundation**'.

### Media, Sponsorship and Public Relations

Mirabel encourages you to promote your fundraiser however please note that Community fundraisers are not authorised to speak on behalf of Mirabel and must not approach the media without prior approval. All media materials and press releases must be approved by Mirabel prior to circulation.

Mirabel values its relationships with corporate organisations and public personalities. Contact Mirabel for approval prior to approaching any corporate organisations or public personalities for sponsorship or endorsement purposes. Mirabel does not permit door-knocking, telemarketing or soliciting donations in public places and is unable to promote your fundraiser to its database. Due to limited resources, Mirabel is generally unable to provide a representative to attend fundraisers.

### Mirabel website

The Mirabel website features our latest news and events that are open to the public to attend. Mirabel welcomes supporters to submit the details of their event which, subject to availability and approval, may be published on the Mirabel website. If you want your event advertised on the Mirabel website, after your fundraising event has been approved, please email promotional material such as flyers and booking forms to [mirabel@mirabelfoundation.org.au](mailto:mirabel@mirabelfoundation.org.au)

### Merchandise

Community fundraisers are not permitted to manufacture, sell or licence any goods bearing the name or logo of Mirabel. Mirabel official merchandise such as t-shirts and tea towels are available for on-sale by community fundraisers. Please advise Mirabel in the Fundraising Application Form if you wish to sell Mirabel merchandise and note the proceeds on the income and expenditure statement.

### Cause-Related Marketing

Please contact Mirabel if you would like to donate a percentage / fixed amount from the sale of a product or service as part of the regular course of your business.

### Brochures

We are happy to provide Mirabel brochures and newsletters for your event.