

Guidelines for fundraising

For external organisations



This guide outlines your responsibilities and the processes for organising fundraising for CFA.

Under the Fundraising Act 1998, you are required to register any fundraiser with [Consumer Affairs Victoria](#) unless you are [exempt from the registration](#).

If you are under the age of 18 you must get parental or guardian consent to register to fundraise and have them fill in the attached application form on your behalf.

This information should only be used as a guide and you should contact Consumer Affairs Victoria or an independent solicitor to fully understand what is required of you when conducting a fundraiser to support CFA.

Remember: You must be approved to conduct a fundraising activity to support CFA

Who we are

CFA is one of the world's largest volunteer and community based fire and emergency services organisations, helping protect 3.3 million people and more than one million dwellings homes and properties across Victoria.

CFA responds to fire and other emergencies 24 hours a day, seven days a week and responds to a range of different incidents. The organisation is also involved in many other broader activities including community education and fire investigation.

[Learn more about our CFA.](#)

How we are funded

CFA reports into the Victorian Department of Justice and to the Minister for Emergency Services. CFA receives funding of annual estimated expenditure through the State Government via the Fire Services Property Levy. CFA also generates some revenue from a number of internal activities.

The ties between CFA, the Victorian Government, local government, industry and brigades are essential to the successful operation of CFA.

Please note, while CFA is happy to receive donations from fundraising activities, it should be noted that we are a fully funded government organisation.

If you are keen to help CFA, then we request in the first instance you consider making a donation to a CFA brigade of your choice. You can do this by donating directly to the CFA and Brigades Donations Fund bank account, nominating the brigade that you want the funds to go to. Or alternatively donate to CFA generally by directing funds to the CFA Public Fund.

Exclusions

Due to strong ethical standards under which CFA operates, there are some activities we cannot endorse including:

- Use of weapons, firearms or fireworks
- Events/activities that promote smoking, drugs or alcohol
- Events/activities that promote illicit behaviour
- Events activities that promote gambling
- Activities with Political Organisations

CFA cannot provide assistance with:

- Provision of any CFA related database for promotion or marketing purposes with your activity
- Applying for relevant Permits, Licenses related to Third party activities
- CFA staff to run your fundraising events
- Financial contribution to any event related promotional materials or equipment

Use of the CFA letters, logo and emblem

You need to be aware CFA has guidelines around how you can use our name in promoting your event/activity. These guidelines protect both of us.

Use of the letters CFA, emblem or logo is strictly controlled by Australian and international law. Fundraising organisations are not permitted to use these on any communications or materials produced for your fundraiser.

Our letters and logo cannot be used as part of your event's name as this would indicate incorrectly that the event is an official CFA event. Instead, you are able to say that funds raised are to be donated to the CFA brigade of your choice. The examples below clarify how you can do this.

Acceptable

- Proudly supporting CFA XX brigade
- Proudly supporting XX brigade
- Art Auction, with net proceeds to CFA XX brigade
- Net proceeds go to XX brigade
- 50 per cent of the proceeds from this event will go to CFA.

Not acceptable

- CFA Art Auction
- CFA Walkathon.

Your communications must also clearly state the percentage or amount of funds raised that will go to the CFA brigade.

Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing CFA's name, emblem or logo (or called unofficial merchandise).

Please ensure you do not use our name in any way that would reduce respect for our brand or to guarantee the quality of your fundraising activity. It is important the community is clear about both yours and CFA's involvement in your fundraiser.

Media and promotion of your fundraiser

CFA cannot endorse or be seen to endorse individuals, groups, organisations, events/activities, products or service.

This is one of the reasons CFA cannot promote your fundraiser in any way, including through the media, our social media channels, and providing our people for media opportunities.

Approvals process

As a large organisation and statutory authority, CFA requires a reasonable amount of time to conduct its own approvals process. Any materials promoting your fundraiser need to be reviewed by CFA. Please allow adequate time for this process.

Money Management

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event/activity and here are some guidelines to help you.

Collecting funds

You are only to collect funds in the form of cash, cheques or money/postal orders (made payable to CFA). Refer to Form B.

Your costs

Any expense incurred by you in fundraising for CFA will not be reimbursed by CFA.

GST

Any GST obligations arising from fundraising activities are your responsibility as a fundraiser, not CFA.

Records

It is important that you keep a record of all donations received, including the date a donation was received, what type of donation was made and the date any payments were made to CFA.

Donor receipts

If any donors request a receipt (only donations of \$2 or more are tax-deductible), complete Form C-Donor Receipt Form and send it back to the relevant CFA office at the end of your fundraiser. We will then organise and send receipts to each donor.

Please note the Australian Taxation Office has ruled donations are not tax-deductible if a person receives goods or services in return for money given (i.e. the purchase of any services or items, auction or competition tickets or event entry tickets etc.) For further information visit the [Australian Taxation Office](http://www.ato.gov.au) website.

Sending your funds to CFA

Once your activity is over, complete and return the Fundraiser Results Summary (Form B) in this guide along with the funds raised and a completed Donor Receipt (Form C) if any receipts are required).

CFA must receive these documents within 14 days of your fundraising event or activity taking place.

We would prefer you to send a cheque for the total amount raised, along with forms B and C as applicable to the relevant CFA office. For more information, view pages 10 and 11.

CFA takes no responsibility for and will not 'refund' any currency posted to CFA by mail.



Form A CFA Fundraising Activity Registration

Before you organise your fundraising activity, return this registration form to CFA Headquarters at cfapromotions@cfa.vic.gov.au.

If your activity is suitable, we will issue a letter of authority to show that your activity has been approved.

(Full) Name of Organiser:

Details of proposed fundraising activity/event

Title: Mr/Mrs/Ms

Name of community group represented (if any):

Proposed name of activity/event:

Relationship to community group represented:

Brief description of fundraising activity/event:

Organiser's street address:

Nominated brigade / area to receive funds

Suburb:

State:

Postcode:

Proposed date of activity or timeframe:

Contact no. (daytime):

Mobile:

Venue to be used:

Email:

ABN

Venue address:

Have you registered with Consumer Affairs Victoria? YES NO EXEMPT

How will funds be raised from this activity? (E.g. sausage sizzle, entry fee)

What words will you use to promote funds raised for CFA?

Total estimated income for CFA: \$

Form A (continued)

Consent required from CFA

I,
(organiser's full name) have read, fully understand and agree to comply with the terms and conditions of community fundraising for CFA as outlined in the fundraising guide.

I agree to act in a professional manner when conducting the fundraising activity and to uphold the integrity and community values of CFA. I understand that I am not acting on CFA's behalf when conducting the fundraising activity and I also accept my obligation to remit the funds raised to CFA within 14 days of the event or activity concluding.

Disclaimer: I acknowledge CFA reserves the right to withdraw its support for the fundraising activity or event at any time if it appears that there is a likelihood of me failing to adhere to any of CFA's requirements.

CFA acknowledges my privacy rights, and confirms that details in this application are confidential, will not be disclosed to any other organisation and will not be used for any purpose other than registering for fundraising.

Please note: If you are under 18 years of age please have a parent, guardian or teacher sign this form on your behalf.

Your signature:

Date:

If signed by a person other than the organiser, please provide your name:

Relationship to organiser:

Contact phone:

Other information not provided already that you would like to include:

INTERNAL USE ONLY

Date application received:

Received by:

Event or Activity Approved?

YES Date Letter of Authority sent:

NO

Form B (to be completed after event)

Fundraiser results summary:

Name of event:

Date held:

(Full) Name of organiser:

Title: Mr/Mrs/Ms

Street address:

Suburb:

State:

Postcode:

Contact phone no. (daytime):

Mobile:

Email:

The total (gross) income generated by the fundraiser was: \$

Nominated brigade or area to receive funds

Your donation to CFA \$

Your signature:

Please check that the following items are submitted together with this form:

- Funds collected (cheque or bank deposit only). Bank account details can be [found here](#).
- Completed Donor Receipt Form - see next page (if receipts are required)
- Please make cheques payable to CFA and send to CFA Headquarters or the relevant CFA Regional Office.

Please complete this form and return it to cfapromotions@cfa.vic.gov.au

