

# Hunter New England Local Health District

## Fundraising, Sponsorship and Donation Guidelines

*Thank you for choosing to raise funds for Hunter New England Local Health District. Your support is appreciated and helps us provide treatment to thousands of people every year.*

*We hope that you enjoy raising funds for our organisation and thank you again for your efforts.*

The purpose of this document is to give guidance to individuals, community groups and corporate bodies wishing to give funds or other benefits to Hunter New England Health (HNE Health) or a HNE Health service through fundraising, donation or sponsorship. The document outlines HNE Health's approach to delivering on NSW Health's Fundraising, Sponsorship and Donations Policies.

## FUNDRAISING

---

### What is fundraising?

Fundraising means the soliciting or receiving of any money, property or other benefit on a charitable basis on behalf of any part of HNE Health.

To fundraise on behalf of HNE Health you must have been authorised to do so by the organisation.

### What you need to do before fundraising

Any individual, community group or corporate body wishing to undertake fundraising for HNE Health or a HNE Health service needs an Authority to Fundraise. Any HNE Health staff member wishing to fundraise for HNE Health must do so as an individual and apply for an Authority to Fundraise.

If the fundraising activity is over \$10,000 a Fundraising Agreement may also be required, in addition to an Authority to Fundraise.

We also recommend that you read these guidelines thoroughly before applying to fundraise and organising your fundraising activity. For detailed information please read the [NSW Health Fundraising Policy](#).

- **Authority to Fundraise**

NSW legislation requires approval and authorisation for all fundraising activities conducted for any HNE Health service. The Charitable Fundraising Act NSW 1991 protects donors by ensuring that all fundraising activities are undertaken appropriately. Further information on this legislation can be found at the [Office of Liquor, Gaming and Racing website](#).

Please ensure you have read the HNE Health Fundraising Guidelines and returned to us a completed Request for Authority to Fundraise form.

An application for an Authority to Fundraise can be found on the HNE Health [website](#) and [intranet](#).

- **Fundraising Agreement**

For fundraising activities which will raise over \$10,000 HNE Health may require a Fundraising Agreement be entered into.

A Fundraising Agreement is a contract between the authorised fundraiser and HNE Health which outlines each parties' roles and responsibilities in relation to the fundraising activity. The Fundraising Agreement will be drafted by HNE Health, and both HNE Health and the fundraiser must sign the document for it be valid.

### **Roles and responsibilities**

- HNE Health will not be able to coordinate any fundraising activity. HNE Health can offer expert advice to assist the authorised fundraiser.
- Authority to fundraise applications and fundraising agreements will be assessed by designated HNE Health senior staff members. These may include HNE Health Strategic Relations and Communication Unit staff, Health Service Managers and the HNE Health Chief Executive.

### **HNE Health staff fundraising for the organisation**

Staff are not permitted to fundraise for HNE Health during their work time, unless fundraising is a designated part of their role or they have written permission to do so from their line manager. The written approval must outline a timeframe that the staff member/s has permission to use work time to fundraise.

Staff are also not allowed to use work resources to fundraise for HNE Health or wear work uniform during fundraising activities unless given written permission from their line manager to do so.

Staff should complete an application for authority to fundraise (in order to provide information of fundraising activity) and forward it, along with the written permission from their line manager, to the Strategic Relations and Communication Unit.

Staff wishing to fundraise for HNE Health as a community member must do so outside of work time, not wearing their work uniform and cannot use any work resources. As a community member they must follow all regular fundraising guidelines as outlined in this document.

### **Purpose of fundraising activity**

Money can be raised for HNE Health generally or for a nominated facility or service. This specification is made when applying for an Authority to Fundraise.

Funds can also be designated for the purchase of a particular item or to go towards the purchase of a particular item.

Funds raised for a specific purpose must and will be used for that purpose.

The fundraising letter of authority will outline if there is a specific purpose that the funds raised will be used for, it will also outline if there are any funds remaining after the purchase of a particular item and what the remaining funds will be used for.

If a fundraising campaign is being conducted for the purchase of a specific item, fundraising signage/tickets sold etc should inform the public what any superfluous funds will go towards. The same should be made clear for funds remaining from campaigns if the campaign does not raise enough funds for its initial purpose.

If funds are raised to purchase a specific item and the amount of money required for that item is not raised, it will be decided (before the fundraising activity begins) what the raised funds will be used for instead. This will be outlined in the Authority to Fundraise letter and needs to be made clear when the fundraising activity is promoted. In this situation funds can be raised over a number of activities in the hope of achieving the total fundraising required for a particular item.

If funds are raised for the purchase of a particular item and due to unforeseen circumstances it is later not appropriate for the item to be purchased for that hospital or service, the funds will be redirected to the area of greatest need for the designated facility or service (see scenario three below for an example). HNE Health will liaise with the donor to determine where the funds raised would be redirected to.

**See examples below:**

**Scenario 1**

*A local community group wanted to raise funds for a new community bus for XYZ Hospital. The bus would cost \$40,000. It was decided that if the fund raising efforts didn't raise enough money to purchase a bus that the funds raised would go to purchase items from the hospital's wish list.*

*The community group raised \$25,000. So XYZ Hospital referred to their wish list of items and bought two items for \$12,500.*

*The community group held a ball to raise funds for the bus. When promoting the ball the group ensured supporters knew that if not enough money was raised to buy the bus that other items would be purchased to benefit the hospital.*

**Scenario 2**

*A local community group wanted to raise funds for a new community bus for XYZ Hospital. The bus would cost \$40,000. The group decided to hold a ball to raise money to purchase the bus. It was decided that if holding a ball didn't raise enough money to purchase the bus that the group would continue to hold other activities until the \$40,000 was raised.*

*The community group raised \$25,000 by holding the ball and then continued to hold a number of other fundraising activities during the year until they reached \$40,000.*

**Scenario 3**

*A local community group wanted to raise funds for a new community bus for XYZ Hospital. The bus would cost \$40,000. The group decided to hold a ball to raise money to purchase the bus. It was decided that if holding a ball didn't raise enough money to purchase the bus that the group would continue to hold other activities until the \$40,000 was raised.*

*The community group raised \$25,000 by holding the ball and then continued to hold a number of other fundraising activities during across several years until they reached \$40,000. Unfortunately, by the time the \$40,000 was raised, the services offered by XYZ Hospital had been transferred to a new facility which meant XYZ Hospital no longer needed a community bus. XYZ Hospital liaised with the community group to agree that the \$40,000 would go to purchase two \$20,000 pieces of medical equipment to be used at XYZ Hospital.*

Funds received in the form of a donation may only be used in accordance with the conditions of the donation. For example, a donation may specify the funds must be spent on specific equipment or for a particular location. These funds may not be used for another purpose without obtaining the express consent of the donor.

## Authority to fundraise criteria

- An authority to fundraise will only be issued or a fundraising agreement approved once:
  - ♦ The authority to fundraise form has been completed, signed and returned to HNE Health.
  - ♦ The activity has been confirmed as fitting with the aims and values of HNE Health.
  - ♦ The fundraising activity will produce a reasonable financial return against time and expenses.

HNE Health will not endorse fundraising activities which involve;

- ♦ Telemarketing
- ♦ Face-to-face solicitation, for example door knocking
- ♦ Open bucket collections where the buckets are not completely sealed and locked
- ♦ Fundraising centred on gambling, the consumption or purchase of alcohol and/or tobacco
- ♦ Any activity deemed to be dangerous or violent
- ♦ Use of any HNE Health database of supporters or staff

## Authority to fundraise approval process

Authority to fundraise applications and fundraising agreements will be assessed by designated HNE Health senior staff members. These may include the Strategic Relations and Communication Unit, Health Service Managers and the HNE Health Chief Executive.

Following approval of your fundraising activity you will be sent an Authority to Fundraise, which is your legal authority to undertake fundraising for your desired service or facility within HNE Health. You will also be contacted if your application has been denied.

The authority to fundraise document will state the date which the fundraising authority will begin and when it will cease to be active.

Please allow up to four weeks for HNE Health to review your Authority to Fundraise application.

If you fundraise on behalf of any service that is a part of HNE Health without an Authority to Fundraise you will be operating outside the law.

## Your responsibilities as an Authorised Fundraiser

- The fundraising activity will be conducted in the name of the Authorised Fundraiser (individual, group or organisation), who is solely responsible for managing the fundraiser in an appropriate and responsible way.
- The Authorised Fundraiser must comply with any obligations imposed by fundraising legislation or regulations such as those associated with running a raffle (see information below on raffles and games). Any necessary permits, authorities to fundraise, insurance or licences must be secured by the Authorised Fundraiser of the event.
- The Authorised Fundraiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services, if required.
- As an Authorised Fundraiser you are acting on behalf of a HNE Health service to raise funds that will be forwarded to that service following the fundraiser. As an Authorised Fundraiser you are not representing any HNE Health service or services.
- All aspects of financial liability are the responsibility of the Authorised Fundraiser. HNE Health is not the event organiser and is unable to cover any liability.
- The Authorised Fundraiser agrees to release HNE Health to the fullest extent permissible under law for all claims and demands of any kind associated with the event.

## Raffles and Games

The HNE Health service which is the beneficiary of the raffle should receive at least 40% of the gross profits of the raffle. Expenses (including prizes) need to be capped at 60% of the gross proceeds.

- It is the Authorised Fundraiser's responsibility to print raffle tickets.
- The fundraiser must actively promote and visibly display the information listed below at point of sale for all raffles:
  - the price of the ticket
  - the name of HNE Health Service which the funds are being raised for
  - details of the prizes and their value
  - the place, time and date of the draw
  - details of how the prize winners will be notified
  - details of the way in which results of the draw will be publicised
  - Authorised Fundraiser or other contact person's name to receive telephone calls regarding results and prizes
- The total retail value of raffle prizes must not exceed \$25,000
- Prizes may include:
  - goods, merchandise, services
  - cash up to \$5,000
  - vouchers for goods or services not redeemable for spending money e.g. beautician voucher
  - tickets for admission to entertainment
  - tickets for tours and journeys
- Liquor prizes of less than a total quantity of 20 litres are permitted. A prize cannot consist of tobacco, firearms or cosmetic surgery in any form.
- For details about holding a raffle with prizes that exceed a total retail value of \$25,000 please contact the Department of Liquor, Gaming and Racing at their [website](#), phone (02) 9995 0666 or refer to the Department's [Raffle Fact Sheet](#).
- HNE Health may endorse a fundraising 'game' such as housie (bingo), a lucky envelope game, a chocolate wheel game etc. These games may collectively be called 'Games of Chance'. Applications must be lodged with the Department of Gaming and Racing for a permit to conduct these types of games. Where these are conducted on a regular basis, one permit may be granted to cover all games of that type for a period of up to five years.

## Other ways to contribute – Traders and donations

- If you have your own business you may wish to donate a percentage of sales over a period of time to HNE Health. In this case you will need to contact the HNE Health Strategic Relations and Communication Unit to organise a contract that satisfies HNE Health and the Department of Gaming and Racing guidelines for working with a 'trader'.

- Donations of funds and goods can be made to HNE Health services without an authority to fundraise. However, the donor of the goods or funds cannot promote or advertise that they are collecting goods or raising funds for HNE Health while acquiring the goods or funds. Please see section below on Donations for more information.

## Financials

- All monies collected must be accurately recorded as a statement of income and expenditure. This must be sent to HNE Health's Centralised Revenue Unit (see address below) together with the net funds from the fundraiser within twenty-eight (28) days of the fundraiser. HNE Health will then issue a receipt in the name of the fundraiser/event.
- All fundraising events must be self-funding. HNE Health will not be held liable for any losses or expenses incurred in any circumstances.
- Individual tax deductible receipts can be issued for supporters of the event by HNE Health if the supporter makes a donation of \$2.00 or more. A name, address, phone number and donation amount is required for a receipt to be issued.
- When the supporter has received goods or services in return for money (e.g. purchased raffle tickets or prizes at auction), a tax deductible receipt cannot be issued.
- The financial aspects, record keeping and management of the fundraiser are entirely the responsibility of the Authorised Fundraiser who must comply with the obligations imposed by the Charitable Fundraising Act 1991 and Regulations.
- Please be aware that the Department of Gaming and Racing and HNE Health can request and are entitled to audit your records, so it is necessary to keep all files for the seven year statutory period.

Following an event all fundraised money and a statement of income and expenditure need to be forwarded to the HNE Health service or facility benefiting from the fundraising or to:

### Centralised Revenue Unit

Hunter New England Local Health District  
 Locked Bag 1  
 Hunter Region Mail Centre, NSW, 2310

State of income and expenditure can emailed to  
<mailto:HNELHD-centralisedbilling@hnehealth.nsw.gov.au>

## Advertising and use of name and logo

- Use of a hospital, service or HNE Health logo is strictly controlled. Authorised Fundraisers must receive written approval for the use of any name or logo prior to use on any communication or material for a fundraiser.
- Events must not be advertised as for example 'a John Hunter Hospital Event'. However, it can be referred to as 'an event supporting John Hunter Hospital'. You can also use the tag line 'proudly supporting John Hunter Hospital'. *John Hunter Hospital has been used as an example; you can use the name of the facility or service you are raising money for.*
- All advertisements, media materials and press releases to be used in relation to a fundraiser need to be submitted to HNE Health Strategic Relations and Communication for review before public distribution or circulation.

# SPONSORSHIP

## What is sponsorship?

The NSW Ministry of Health defines sponsorship as a contribution in money or kind, generally by the corporate sector or private individuals, in support of a public sector activity. It does not include the selling of advertising space, joint ventures, consultancies and gifts or donations when the reciprocal benefit provided by the government agency does not extend beyond some modest acknowledgment.

Please note that if the contribution that is made is only acknowledged in a modest way the contribution is not classed as a sponsorship but a donation. Examples of modest acknowledgement include a letter of thanks, discreet signage, a small wall plaque or mention in a newsletter.

If you are unsure if a contribution will be sponsorship or a donation please refer to the [NSW Health Sponsorship Policy](#) or contact the HNE Health Strategic Relations and Communication Unit on 4985 5522 or email <mailto:HNELHD-Communication@hnehealth.nsw.gov.au>

## What you need to do before gaining sponsorship

Every sponsorship arrangement requires a written sponsorship agreement that outlines the terms and conditions of the sponsorship relationship between HNE Health and the sponsor.

The terms and conditions should include the nature, quantity and time frame of the contribution and sponsorship acknowledgement.

A Sponsorship Agreement needs to be completed and signed by the sponsor and HNE Health before sponsorship begins. Please contact the HNE Health Strategic Relations and Communication Unit for more information or please read the information provided in the [NSW Health Sponsorship Policy](#).

## DONATIONS

---

Monetary donations can be made to benefit HNE Health or any of its services or facilities.

Every donation to HNE Health that is specified to a particular medical discipline or service is directed accordingly and held in trust for that specific purpose. General donations to HNE Health are directed to the area of greatest need.

### **Ways to donate**

#### ***In person***

Monetary donations can be accepted at any HNE Health facility cashier.

#### ***By Mail, Email or Fax***

People can also fill out the HNE Health donation form and return it to HNE Health together with the donor's cheque or credit card details. A donation form can be downloaded from the HNE Health website.

#### ***Electronic Funds Transfer***

Donations can also be made by electronic funds transfer. Instructions for electronic funds transfers and bank account details are found on the donation form. Please fill out the donation form for electronic funds transfer donations send it to the address on the donation form to ensure a receipt can be returned. A donation form can be downloaded from the HNE Health [website](#) or [intranet](#).

#### ***Gifts in kind***

HNE Health can accept donations of items, however, due to NSW Health regulations the organisation is unable to accept used items such toys or books.

Donors should contact the HNE Health facility or service they wish to donate items to for more information.

---

For more information about fundraising, donations and sponsorship please contact:  
Strategic Relations and Communication Unit.

Phone: (02) 4985 5522

Email: <mailto:HNELHD-communication@hnehealth.nsw.gov.au>