

# RFA

# Fundraising Kit



- How to successfully raise funds towards Red Frogs



[au.redfrogs.com](http://au.redfrogs.com)

**REDFROGS**  
AUSTRALIA

# *Thank you*

for considering raising funds, awareness and support towards the work of Red Frogs Australia (RFA).

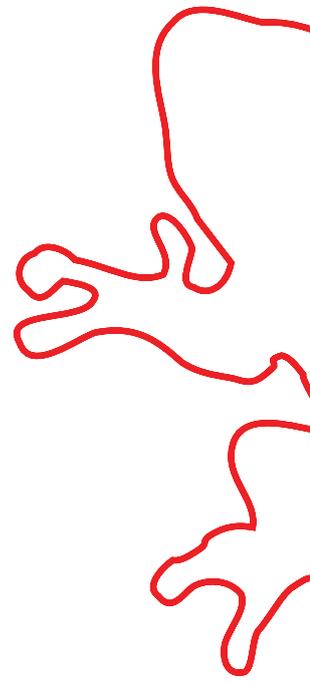
By doing so, you increase our commitment and ability in safeguarding a generation through direct relief.

A non-for profit organisation facilitated through a dedicated and passionate volunteer base, the vital work of RFA relies on the donations and support of individuals and businesses such as you.

In this document, you will find everything you need to know regarding fundraising for RFA.

## **The following information will include:**

- About Red Frogs Australia
- 4 Steps to Fundraising
- Fundraising Ideas
- Compliant Fundraising Practices



# About Red Frogs

Whether it be at High School, Schoolies celebrations, University campuses or music festivals, today's young people are confronted with an array of important issues that can shape their future in a positive or negative way.

Issues such as alcohol and drug abuse, mental health, sexual abuse and assault are themes that are sadly occurring all too often and are responsible for sidelining young lives that were once filled with potential for the future.

Therefore,  
the vision of Red Frogs Australia is:

**“To reduce suffering and safeguard a generation of young people. To empower them to make changes and positive life choices and to become a voice of change within their culture.”**

## **This vision is achieved by:**

- 1. Education** (Key safety and awareness messages delivered from a peer level rather than authority level)
- 2. Presence** (Positive role modeling and practical support by sober people in potentially high risk environments)
- 3. Alternatives** (Support and provision of alcohol free alternative events and programming. Providing another option to alcohol fuelled events)

## **Each year in Australia, the Red Frog Crew can be found:**

- In 15 Schoolies locations: Safeguarding 75,000 School leavers
- In every major University and 143 residential colleges
- Educating over 40 000 Year 11 and 12 students
- Supporting over 500,000 Music Festival goers

On an international scale, the RFA program has also been adopted by locations such as the United Kingdom, New Zealand, South Africa, Canada, Papua New Guinea and Poland. Our reputable brand is now well known and has gained a high level of trust and respect amongst young people around the globe.

Armed with 20 tonne of Allen's 'Frogs Alive' Red Frogs, each year an army of 2000 volunteers unite for the common cause of 'Safeguarding a Generation of Young People'.



Within Australia, the Red Frog program has drawn incredible support from a network of over 500 groups from both the general community and Church.

These supporting groups allow this vital work to continue as they provide resources and volunteers across the many different RFA programs.

Relying solidly on sponsorship and in-kind support from individuals, companies and organisations, Red Frogs would not be able to make the impact it does today without this incredible network of supporters.

**We invite you to partner with us  
on the Red Frog journey.**



# 5 Steps To Successful Fundraising



## **Step 1**

### **Choose Your Fundraising Option.**

There are many different types of events and activities that you can use as a way to raise money and/or resources towards RFA. If you have already identified an event or activity and you're just looking to donate proceeds towards a charity, then most of your hard work is done.

However, if you need ideas on various different opportunities to support Red Frogs, see Page 11-12

For any further queries on how to provide support towards RFA and be involved, please contact us directly on **1300 557 123** or **[fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au)**.

## Step 2

### Check That Your Activity Is Legal and Suitable

To protect and maintain the integrity of our brand, RFA are not in a position to accept all donations.

Each fundraising avenue requires individual consideration to ensure the event, company involved and the funds/resources raised do not conflict with the ethics, values and vision of RFA in any manner).

Therefore, it is highly important that the fundraising application processes are understood and followed correctly.

In addition, please check with your local authorities to ensure that your event or fundraising choice also complies with your local laws. (A comprehensive list of local authorities can be found on page 13.

**Please Note:** the following activities are NOT endorsed by or permitted to be conducted on behalf of RFA:

- Telemarketing
- Door-to-door Fundraising
- Alignment with any alcohol or gambling organisations
- Events where proceeds are donated as a result of alcohol sales
- Personal fundraising

(In this situation, independent legal advice needs to be sought and processes followed accordingly.

However, this is independent from and not related to the RFA fundraising application in any way).

Once you have confirmed that your event is legal, please fill out the online fundraising application form: [www.redfrogs.com.au/fundraisingapplication](http://www.redfrogs.com.au/fundraisingapplication)

## Step 3

### Authority to Fundraise Statement

Upon receiving your application submission, RFA will review the application in accordance with the RFA guidelines.

After review, you will receive written notification of the status of your application whether successful or otherwise. For successful applications, RFA will provide you with an 'Authority to Fundraise' statement letter.

Presenting on official RFA letterhead, statement letter can be used to validate your fundraising project when required.

If your fundraising vent or activity requires RFA resources such as artwork, signage, RFA brochures etc., please contact RFA.

Wherever possible and to the best of our ability, RFA will equip and help you in your fundraising endeavors.

Please read the "Compliant Fundraising Practices" information found below in this document. Being familiar with these practices will ensure that your event abides by local laws and also provide a brief style guide as to how to reference your association with RFA.

### Everyday Hero

RFA have established a partnership with online company, Everyday Hero.

Offering a website where you can register your individual fundraising activity/event, Everyday Hero allows you to direct guests to give online and print out a tax deductible receipt for their donation.

If this may be an effective way to fundraise for your event, please contact RFA for more information.



## Step 4

### Deposit the Funds Raised

On completion of your event, please fill out the Fundraising Evaluation form found at [redfrogs.com.au/evaluationform](http://redfrogs.com.au/evaluationform)

It is also recommended that you keep a trail of all donations from your event for future reference.

After submitting your evaluation form to RFA, please transfer funds and/or resources to RFA within 28 days of completion of your fundraising activities.

Funds can be transferred to RFA in the following ways:

#### 1. Cheque Or Money Order

Please make all cheques/money orders to:  
Red Frogs Australia

Send to:

Red Frogs Australia PO Box 2111,  
Mansfield, Old, 4122

#### 2. Bank Transfer

Transfer money directly to RFA:

BSB: 034 093

Bank: Westpac

Name: Red Frogs Australia

Account #: 510338

Description: RFA Fundraising Your event  
number as outlined in your application  
approval email (If unsure, please contact RFA)

### Tax Deductibility

Tax deductible receipts MAY be able to be provided/issued to individuals/companies for donations. If you are requiring tax deductible receipts, please contact RFA prior to the commencement of your fundraising campaign to:

- a) See if your request is possible
- b) Learn the process involved in issuing of receipts

### Deposit the funds raised

In order to be able to give out tax deductible receipts as well as transparent record keeping, money raised needs to be deposited to the national Red Frogs account, along with the information on where the money has come from and the people needing receipts. A template is available to enter this information.

## Step 5

### Recouping the funds

In order for you to be able to access the money for your local Red Frog programs, you will be able to invoice 'Red Frogs Australia' on from your local church for that amount, less 5%.

This 5% levy exists to be able to reinvest into national Red Frog programs and infrastructure as well as being able to continue to support local churches around the country.



### Wrap Up

RFA appreciate the invaluable funds and resources raised by each of our supporters. We would love to promote your organisation/ business/cause and thank you publicly for your tireless efforts in raising funds, resources and awareness towards RFA.

Please capture photographs/reviews/ newspapers reports that relate to your event and send to RFA.

These may be included in social media updates as well as annual publications such as the Annual RF Report.



# Fundraising Ideas



## Network Charity Plans

Our friends at Network Communications (Retail outlet of OPTUS) have developed the Red Frogs Mobile Charity Plan. When signing to this mobile offer, 5% of the monthly bill goes directly to work of RFA.

You can play a great role through spreading awareness of this offer and inviting friends, family and colleagues to sign up to the RFA Mobile Charity Plan. For more details, visit [www.redfrogs.com.au/phoneplan](http://www.redfrogs.com.au/phoneplan)

## Sponsorship of Volunteers

Each year, RFA empowers over 1500 volunteers to help safeguard and provide relief to young people in potentially high risk environments. Unfortunately, not all volunteers can afford to a week off work and pay volunteer registration costs to be involved.

Your donation can see more volunteers on the ground and further increases the reach and impact of the RFA program.

## Private/General Donations

(Direct to RFA)

## Resources

Annually, RFA cooks over 100 000 pancakes throughout our programs at Schoolies, Universities and High Schools.

You can play an integral part in providing relief to young people by fundraising pancake shakers through your personal networks and donating them to RFA.

## Fundraising Dinners

Every year, RFA has annual fundraising dinners across the nation, raising much needed funds towards our programs. By attending, sponsoring a table and/or providing awareness through your networks to come and support these events, you can directly contribute to the work of RFA.

For a list of dates, locations or more information, please visit: [www.redfrogs.com.au/dinners](http://www.redfrogs.com.au/dinners)

## Donations of Memorabilia

Various RFA events offer the opportunity to auction donated items/services with funds raised going to the RFA programs.

If you have an item (i.e. sporting memorabilia, artwork, commercial service etc.) that you would like to donate, please contact RFA.

## In Kind Support

The networks found amongst individuals and businesses can often be highly beneficial in offering 'in kind' support and services to non for profit organisations such as RFA.

If you have suggested connections of this kind or have associations that may prove of benefit towards the work of RFA, please contact us.

## Personal Events/Challenges

Fundraising is at its best when there is fun involved! For example, successful events can often involve a personal challenge with fundraising possibilities such as a fun run, bike ride or physical challenge etc.

RFA have partnered with Everyday Hero, which assists these kinds of events in their fundraising potential. Everyday Hero is an online website where you can register your activity/event.

Guests can be directed here to give online to your event and print out their own tax deductible receipt for their donation and support.

*Please note:* You must complete the RFA application process in this document PRIOR to registering with programs such as Everyday Hero.



# Compliant Fundraising Practices



## Media, Social Media and Publications

You are responsible for generating publicity about your fundraising activity.

RFA reserves the right to approve any media release, artwork, activity descriptions and/or wording about RFA before publication or distribution. If in doubt about how to promote/describe RFA, please contact us at [fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au).

In the event that media contacts you directly for any particular information on your event's connection with RFA, please refer them to the RFA media representative by calling the our hotline on 1300 557 123. Please note: You are not authorised to speak on behalf of RFA. Authorisation is limited to discussion on your actual event itself.

When targeting publicity for your fundraising event through the various forms of media available, please contact RFA prior to commencement for possible assistance in the writing an effective media release and offer of connections/networks to gain maximum coverage for your event.

## Branding Your Events.

The RFA "Proudly Supporting Red Frogs Australia" logo can be provided for use on promotional materials, websites and social media on request. All printed materials featuring this logo must be approved by RFA in the design stage (prior to print and distribution). Please send your draft/proposal to [design@redfrogs.com.au](mailto:design@redfrogs.com.au).



For naming your event and referencing your support towards RFA, here are a couple of guidelines:

### Acceptable

- Proudly Supporting Red Frogs Australia
- Event name \_\_\_ with net proceeds going towards Red Frogs Australia
- 50% of the proceeds from this event will go towards the work of Red Frogs Australia

### Not Acceptable

- ✗ Red Frogs Australia Fashion Parade
- ✗ Red Frogs Australia Walkathon
- ✗ Red Frogs Australia Benefit Concert
- ✗ Red Frog Australia Business Breakfast

## **National, State and Territory Laws**

All fundraising activities must comply with the relevant National, State and Territory laws and regulations.

In each State and Territory, there is a Charitable Fundraising Act or equivalent to which RFA and people fundraising on behalf of RFA must adhere. In addition, please be aware of regulations relating to liquor licensing and preparation of food.

To find out more about funding legislation in your State or Territory, please contact the relevant authority listed below.

### **Australian Capital Territory**

ACT Business Names, Incorporated Associations and Charitable Collections, Department of Justice and Community Safety  
PO Box 255, Civic Square ACT 2608  
Phone: 02 6207 0473, Fax: 02 6207 0487  
[www.ors.act.gov.au](http://www.ors.act.gov.au)

### **New South Wales**

Office of Charities, Department of Gaming and Racing  
GPO Box 7060, Sydney NSW 2001  
Phone: 02 9995 0666, Fax: 02 9995 0611  
[www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

### **Northern Territory**

Racing, Gaming and Licensing Division of NT Treasury  
PO Box 1154, Darwin NT 0801  
Phone: 08 8999 1800, Fax: 08 8999 1888  
[www.nt.gov.au/justice/licenreg](http://www.nt.gov.au/justice/licenreg)

### **Queensland**

Registration Services Fair Trading Operations Department of Employment, Economic Development and Innovation  
GPO Box 3111, Brisbane QLD 4001  
Phone: 13 13 04, Fax: 07 3405 0731  
[www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)

### **South Australia**

Office of the Liquor and Gaming Commissioner Lottery Licensing  
GPO Box 771, Adelaide SA 5001  
Phone: 08 8226 8500, Fax: 08 8226 8588  
[www.olgc.sa.gov.au](http://www.olgc.sa.gov.au)

### **Tasmania**

The Office of Consumer Affairs and Fair Trading  
GPO Box 1244, Hobart TAS 7001  
Phone: 1300 654 499, Fax: 03 6233 4882  
[www.consumer.tas.gov.au/business\\_affairs/charities](http://www.consumer.tas.gov.au/business_affairs/charities)

### **Victoria**

Consumer Affairs Victoria  
GPO Box 123, Melbourne VIC 3001  
Consumer Affairs Helpline: 1300 558 181,  
Fax: 03 8684 6199  
[www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

### **Western Australia**

The Administrative Officer, Charity Collections Advisory Committee, Department of Commerce  
Locked Bag 14, Cloisters Square WA 6850  
Phone: 08 9282 0832, Fax: 08 9282 0948  
[www.docep.wa.gov.au/charities](http://www.docep.wa.gov.au/charities)

### **'Third Party' Permits**

Third party permits and permissions may also be required for your activity.

- Inform the local Police and Ambulance service of your fundraising activity (Especially if your event is on a large scale). Your State and Territory Police service may have additional guidelines to be aware of.
- Please contact your local Council to find out if your activity requires a local Government permit.

### **Money Matters**

As the community fundraiser and activity organiser of your event, you are responsible for all financial aspects of the planned campaign/activity. These aspects including record keeping, management of funds and transferring of raised funds to RFA.

#### **Basic obligations are:**

- You keep, and provide, RFA with accurate financial records of your activity
- All funds raised are transferred to RFA within 28 days of completion of fundraising activity (See page 3).

RFA cannot pay or reimburse any expenses incurred as a result of you're your fundraising activity. However, you can deduct your event expenses from the proceeds of the activity. These deductions must be recorded and supported by documentation.

(As a guide, we suggest that the total expenses deducted should not exceed 30 per cent of the event's total proceeds).

### **Issuing Tax Deductible Receipts.**

RFA may be able to provide a tax-deductible receipt for donations of \$2 or more. See page 9 for more information.



For any queries relating to this document or the RFA fundraising process, please contacting us.

Thank you for your invaluable support and for safeguarding the next generation!

**Fundraising & Sponsorship Team**

Phone: 1300 557 123

Email: [fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au)

