



POLICY

FUNDRAISING POLICY

Change begins with Education

TABLE OF CONTENTS

Contents

1	DOCUMENT PURPOSE.....	1
2	BACKGROUND.....	1
3	PHILOSOPHY.....	1
4	SCOPE AND SOURCE	1
5	FUNDRAISING INSTITUTE OF AUSTRALIA (FIA).....	2
6	ETHICAL PRINCIPLES.....	2
6.1	General principles	2
6.2	For an individual	3
7	FUNDRAISING PRACTICE	3
7.1	Truthfulness	4
7.2	Accuracy of Information Provided	4
7.3	Responsibility when working with third parties	4
7.4	Legal Requirements	4
7.5	Disclosure of fundraising and administration costs	5
8	FUNDRAISING PROCESS	6
8.1	From development strategy to fundraising activity	6
8.2	Fundraising for Projects	6
8.3	Classification of funds raised	7
8.4	Register of restricted funds	7
9	COMMUNICATIONS WITH DONORS	7
9.1	Varying forms of solicitations	8
9.2	Protection for donors	9
9.3	Acceptance of donations	10
9.4	Application of donated funds	10

9.5	Interest on donated funds	10
9.6	Currency of donated funds	10
10	Policy Management	11

FUNDRAISING POLICY

1 DOCUMENT PURPOSE

This document sets out SeeBeyondBorders Fundraising policy. It applies to all personnel: staff, volunteers, program participants, Board/Committee members and staff of partner organisations in so far as they are working with SeeBeyondBorders (collectively “SeeBeyondBorders Personnel”).

The purpose of this Policy document is to provide a framework upon which SeeBeyondBorders’ fundraising activities are planned and managed. This includes activities undertaken by or on behalf of SeeBeyondBorders with the aim of seeking or receiving donations of money, property or assets.

2 BACKGROUND

Fundraising is core business for SeeBeyondBorders. It provides the funding base from which sustainable programs and projects can be confidently launched and maintained.

3 PHILOSOPHY

SeeBeyondBorders is committed to operating ethically, lawfully and diligently. We are intent upon ensuring that fundraising is principled, efficient and effective. And, while profile-raising is an expected and desirable bi-product of fundraising, positive revenue generation will be the primary purpose of fundraising.

Fundraising will be strategically planned, co-ordinated and implemented in accordance with business plans and targeted initiatives. All SeeBeyondBorders Personnel will conduct themselves as ambassadors for SeeBeyondBorders such that relationships with donors and prospective donors/sponsors will be sensitively managed, with a view to mutually beneficial, long-term relationships, based on the needs and interests of both parties.

While SeeBeyondBorders does not wish to place inherent limitations on individuals or organisations willing to donate funds, we remain committed to assessing offered funds against our core vision, values and objectives. As such, SeeBeyondBorders may decline funds/fundraising activities which are inconsistent with our vision and values.

4 SCOPE AND SOURCE

Fundraising will be achieved through conventional methods including: appeals, bequests, campaigns, donations, endowments, events, gifts, grants, payroll giving, pledges and sponsorships.

Fundraising sources and targets will cross most sectors of society including: businesses, corporations, foundations, individuals, institutions, governments, schools, service organizations and trusts.

5 FUNDRAISING INSTITUTE OF AUSTRALIA (FIA)

The FIA's Principles & Standards of Fundraising Practice are the professional fundraiser's guide to ethical, accountable and transparent fundraising.

The Principles are the overarching ethical codes that apply to all fundraisers and the Standards focus on specific disciplines of fundraising practice.

The Principles of Fundraising Practice are as follows:

- [Code of Ethics and Professional Conduct](#)
- [Fundraiser's Promise to Donors](#)
- [Code of Acceptance and Refusal of Donations](#)
- [FIA Complaints Process](#)

The Standards of Fundraising Practice are as follows

- [Standard of Bequest Fundraising Practice](#)
- [Standard of Charitable Gaming Fundraising Practice](#)
- [Standard of Charitable Telemarketing Fundraising Practice](#)
- [Standard of Direct Mail Fundraising Practice](#)
- [Standard of Electronic Fundraising Practice](#)
- [Standard of Events Fundraising Practice](#)
- [Standard of Face to Face Fundraising Practice](#)
- [Standard of Grants Fundraising Practice](#)
- [Standard of Overseas Aid Fundraising Practice](#)
- [Standard of School Fundraising Practice](#)
- [Standard of Workplace Giving Fundraising Practice](#)

While SeeBeyondBorders is not a member of the FIA and at the time of writing this policy does not require those working with SeeBeyondBorders in a Fundraising capacity to be members, the intention is for SeeBeyondBorders Personnel to comply with the principals and practices and to review the FIA's documentation wherever more detail is required on the appropriate approach in each fundraising situation.

6 ETHICAL PRINCIPLES

SeeBeyondBorders will abide by Ethical Principles incorporated in the Fundraising Institute of Australia's Code of Ethics and Professional Conduct.

6.1 **General principles**

The Ethical Principles are:

Honesty - SeeBeyondBorders Personnel should act honestly and truthfully so that public trust is protected and donors and beneficiaries are not misled.

Respect - SeeBeyondBorders Personnel should act with respect for the dignity of their profession and the organisation, and with respect for the dignity of donors and beneficiaries.

Integrity - SeeBeyondBorders Personnel should act openly and with regard to their responsibility for public trust. They shall disclose all actual or potential conflicts of interest and avoid any appearance of ethical, personal or professional misconduct.

Empathy - SeeBeyondBorders Personnel should work in a way that promotes their purpose and encourages others to use the same level of professional standards and engagement. They shall value individual privacy, freedom of choice, and diversity in all its forms.

Transparency - SeeBeyondBorders Personnel should provide clear and accurate reports, about the work they do, the way donations are managed and disbursed, and cost and expenses.

6.2 For an individual

For an individual member of SeeBeyondBorders Personnel engaged in fundraising activities (here a Fundraiser) the following general principles apply:

- a. A Fundraiser must not engage in activities that may harm SeeBeyondBorders, a Donor, a Beneficiary or members of the public.
- b. A Fundraiser must not engage in activities that bring the profession of fundraising into disrepute. If a Fundraiser becomes aware of any such activity by any member of SeeBeyondBorders Personnel, they should make a complaint in writing to SeeBeyondBorders' CEO so that it can be dealt with under the SeeBeyondBorders Complaints Handling Process.
- c. A Fundraiser must recognise their individual boundaries of competence and be truthful about their professional experience and qualifications.
- d. A Fundraiser must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to SeeBeyondBorders.
- e. No fundraising personnel, whether directly or indirectly employed or volunteering, will accept commissions, bonuses or inducements for fundraising on behalf of SeeBeyondBorders.
- f. Nothing at point e. above prevents a Fundraiser from using a method of remuneration for their services that is calculated as a performance-based remuneration referring to the amount of Donations obtained, providing that it is not calculated as a percentage of the total amount raised.

7 FUNDRAISING PRACTICE

SeeBeyondBorders' fundraising approach is simple. Only approaches which we would be happy to receive ourselves will be applied to others and then in compliance with ACFID's Code of Conduct and the FIA's Principles and Practices.

In doing so, SeeBeyondBorders fundraising will be conducted specifically in accordance with the following practices:

7.1 Truthfulness

All fundraising solicitations will be truthful, will accurately describe SeeBeyondBorders identity, purpose, programs, and needs and will only address activities which we actually conduct. All SeeBeyondBorders Personnel are required to be truthful according to the Code of Conduct and fundraising solicitations must be conducted on the same basis.

7.2 Accuracy of Information Provided

Fundraising materials and solicitations will:

- Accurately identify the organisation as SeeBeyondBorders and include address, Australian Business Number and purposes.
- Clearly state if there is a specific purpose for the donations.
- Avoid material omissions, exaggerations of fact, misleading visual portrayals and overstating either the need, or what a donor's response may achieve.
- Accurately portray intended recipients, their situations and the potential solutions.

7.3 Responsibility when working with third parties

Should any fundraising activities be outsourced at SeeBeyondBorders' instigation to a third party, SeeBeyondBorders will be accountable for all fundraising activities outsourced and will put all such contracts and agreements in writing.

All contracts for fundraising must meet applicable legislative and regulatory requirements and specify the expectations, responsibilities and obligations of each party. In all such cases where any form of fundraising is undertaken by a third party, the contract will clearly identify SeeBeyondBorders as the beneficiary of the funds unless, in the unusual event of a partner beneficiary, where the partner and details of their operations are also to be fully disclosed.

Where contracts are complex, legal advice should be sought, but this will be at the discretion of the SeeBeyondBorders CEO.

7.4 Legal Requirements

Specific laws govern fundraising, including those administered by the ATO and individual States/Territories. These laws differ from State to State. SeeBeyondBorders will comply with all applicable laws including those in the State in which fundraising is conducted. These may include: obtaining permits/licenses, providing accurate information to the public/target audience, and ensuring donated funds are promptly and properly remitted through official channels.

If fundraising is conducted in more than one State or Territory, it must comply with the legal requirements of each State/Territory. For example: there are individual State/Territory gaming laws which apply to the conduct of raffles, lotteries, competitions; most State/Territory fundraising laws require a general receipt to be issued to cash donors at the time the cash is received; internet fundraising must take into account the laws of all Australian states and territories; and community-based/local fundraising must comply with local/municipal council requirements.

Fundraising materials should make it clear whether the appeal/campaign is 'generic', or 'specific'. Funds solicited or received through 'generic' fundraising may be allocated to general projects/program activities. Funds raised or donated for 'specific' projects, programs or regions are to be quarantined within those areas. In the case of a 'specific' appeal, campaign materials should

include information on the use of any excess funds (i.e. donations beyond the projected budget), and, where possible, advise the specific project/program to which surplus funds will be redirected.

Visual images used in promoting fundraising activities must be legally obtained. Where possible the permission of subjects should be secured, and sources acknowledged. If the source is a third party, this should be clearly stated e.g. 'Photograph supplied by (name photographer)', or 'Image sourced from (e.g. Reuters) website'.

SeeBeyondBorders Communications and Code of Conduct Policies should be read in conjunction with this Policy document.

7.5 Disclosure of fundraising and administration costs

Costs incurred in raising funds are to be identified according to the fundraising program being undertaken, noting whether the programs are either 'Generic' or 'Specific'. Those costs that are more general in nature, such as the costs of individuals working on fundraising, are to be identified as general fundraising costs that cannot be segregated by campaign. In all cases fundraising costs are to be distinguished from other administrative costs of running the organisation. This information is to be made available to management and the Board for fundraising program evaluations and review.

Where SeeBeyondBorders publishes expenditure ratios, they will be in compliance with the Financial Reporting Implementation Guidance at C.2.2 in the ACFID Code of Conduct and the Financial Definitions at Section G of the ACFID Code of Conduct - Implementation Guidance. Where information is published relating to administrative and fundraising expenditure, it will be accompanied by a note explaining how it has been determined.

Public fundraising campaigns will generally include, but not be limited to:

- Creating and maintaining prospective donor databases.
- Designing and creating appeal/campaign concepts.
- Producing and distributing campaign materials.
- Promoting and marketing the appeal/campaign.
- On occasions, engaging a third party to provide fundraising materials/services.
- Establishing structures/processes/accounts to manage and report on expenses and funds raised.
- Training/briefing personnel in devising, implementing and reporting on activities associated with fundraising (e.g. marketing, profiling).

At no time will SeeBeyondBorders give the impression that fundraising has no costs or that aid and development programs have no administrative component. Where administrative and fundraising costs are supported by a particular donor or group of donors, it may be possible to make assertions such as "All funds received in conjunction with this fundraising initiative can be passed directly to Cambodia". However, even this assertion must recognise that there will be bank fees associated with that transfer at the very minimum. All fundraising activities incur a cost.

8 FUNDRAISING PROCESS

The fundraising process underpins SeeBeyondBorders' ability to deliver projects and programs. It both allows programs to continue and triggers the delivery of projects where a fundraising initiative is successful in raising the requisite funds. There are always more things that can be done than available funds allow. Without successful fundraising, there would be no programs or projects. So development objectives and fundraising are inextricably linked and form the "chicken and egg" conundrum for SeeBeyondBorders. The key to success is an ability to be innovative, flexible and relevant while developing a track record of delivering quality outcomes. Fundraising is an ongoing process of fundamental importance.

8.1 From development strategy to fundraising activity

The process begins with the establishment of the development strategy and objectives, followed by the assembly of programs that are designed to achieve these objectives. These programs have a core element which relate to their associated ongoing servicing costs, and secondly there are the more discretionary costs that relate to further projects that may get delivered under the program if funding is available.

The business plan describes how SeeBeyondBorders development strategy translates to programs and represents these in financial terms via the annual budget. This document together with the budget is approved by the Board. The business plan also identifies the range of fundraising activities that will be undertaken recognising that "Fundraising" needs to link with other elements of the business plan such as Marketing, Awareness Raising, Profiling, and Communications. The Business Plan also establishes priorities for fundraising initiatives and use of internal resources in this regards.

8.2 Fundraising for Projects

Priorities are geared towards supporting core expenditure in programs. However the budget includes an expectation as to what will be spent on additional projects. This expenditure is entirely dependent on the success of fundraising initiatives and may be exceeded or not achieved because of fundraising performance. Projects that fall outside core program costs require the development of project proposals. These Project Proposals require Board approval whether or not they are outside the budget, before the expenditure can be incurred.

This policy acknowledges the difficulties that arise when balancing project costs with associated fundraising. It is not always practical to fully specify a project before funding becomes available. On the other hand it is not appropriate to fundraise for a project when there is no information available about potential costs. See Section 9 for policies associated with communication to potential donors.

The CEO has the authority to determine which projects will be considered for funding bearing in mind the provisions of the Development Policy. The CEO also has the authority to determine a suitable approach to fundraising for each project bearing in mind both the requirements of this Fundraising Policy and the contents of the business plan. Once funding is raised and a Project Proposal is approved by the Board, expenditure may commence. In the event that funds are raised for a particular project and subsequently the Board determines not to approve the Project Proposal, the Board will offer to return those funds to the donor unless it was made clear, based on the communications sent and received by the relevant donor, that the donor consented to the funds being used in other projects

8.3 Classification of Funds Raised

SeeBeyondBorders receives two main types of funds: restricted funds and unrestricted funds. For reasons of clarity, we have detailed our definitions of these two types of funding below:

Restricted Funds – all funds donated under contract with a restriction on use. Illustrations of potential use of funds in funding applications are not guaranteed, unless specified in signed documentation. Restricted Funds may also relate to funding received as a result of a specific promotional campaign.

Unrestricted Funds – funds that can be directed to any area that SeeBeyondBorders chooses, including and not limited to operating expenses and overheads.

SeeBeyondBorders is very grateful to receive all funds, and the majority of our funds raised are currently unrestricted. In campaigns or grant applications, examples of projects or activities may be used for illustrative purposes, but this does not guarantee a specific use unless the donor makes a specific request and SeeBeyondBorders subsequently signs an agreement acknowledging our responsibilities in this regard.

8.4 Register of Restricted Funds

With respect to funds received after 1st July 2016, a register will be set up of all restricted funds received by all SeeBeyondBorders legal entities. On signing of an agreement, Fundraising staff will update a centralised Restricted Funds Register (accessible by Fundraising, Ops, Finance and CEO) to enter donor, amount, restriction details (including if donor has agreed that a proportion of funds can be spent on overheads), reporting responsibility and dates of reporting, and acquittal, on the Restricted Funds Register maintained on the shared drive /google drive. This register will be reviewed monthly by Fundraising Manager to ensure reporting and acquittal requirements are being fulfilled. A file will be maintained in each location of all restricted fund agreements.

This Restricted Funds Register will be used to maintain a schedule of restricted funds received by project and program that will it will then be the responsibility of the Finance Manager to identify actual expenditure against. See Section 3.4 of Finance Policy for more details.

Restrictions can only be accepted to the extent that it is possible for the financial systems to identify the associated expenditure. It will be the responsibility of the Fundraising Staff to confirm with the Finance Manager that expenditure can be identified before a restriction is agreed to.

9 COMMUNICATIONS WITH DONORS

Communications with donors or potential donors must clearly articulate how their funds will be used, highlighting as relevant that specific examples may represent a broader potential use in similar activity, and accord with the principals set out elsewhere in this Policy document including in Sections 6 and 7. This policy permits fundraising on several levels where the messages to donors or prospective donors may be different. It is not necessary to fundraise for one particular item, it is simply required that where funds may be used for a variety of purposes at the discretion of SeeBeyondBorders (i.e. unrestricted funds), no assertions are made that the funds will be used for a specific activity or activities. Rather the language used should make it clear that the charity will direct funds to the areas/activities in most need in order to ensure that operations are maintained

and can grow as a result of donations. A link to the website will be provided where details of all activities can be obtained.

Varying forms of solicitations

The table below sets out a broad framework of how communications should be framed with donors given the different purposes to which funding will be applied.

Funding requests	Use of funds	Communications
<ul style="list-style-type: none"> ▪ General Funds (Generic campaigns) 	<ul style="list-style-type: none"> ➡ SeeBeyondBorders has complete discretion on how funds will be spent (unrestricted funds) 	<ul style="list-style-type: none"> ➡ Information on the website and through quarterly newsletters provides detailed information about activities that are being funded ➡ Donors may be asked to support a variety of generic fundraising initiatives all of which will be supported by general information on the activities of SeeBeyondBorders as required by this Policy. ➡ Annual Reports are to be available on the website. ➡ Financial Reports are to be available upon request through the website.
<ul style="list-style-type: none"> ▪ Program Specific 	<ul style="list-style-type: none"> ➡ The primary purpose for funds in this category is to support the Teach the Teacher program although the Getting to School program may also be supported in this way (restricted funds if a specific agreement is in place) 	<ul style="list-style-type: none"> ➡ Program participants are asked to support the programs they participate in and will have hands on experiences as to where the money is being spent. ➡ Follow up reports must describe for participants the costs of the program that they have participated in. ➡ Financial Reports will show funds raised and expended by Program or Project as relevant.
<ul style="list-style-type: none"> ▪ Project specific. 	<ul style="list-style-type: none"> ➡ Fundraising for specific projects will generally relate to a construction project in a particular community, most likely a school. ➡ Funding will be sought for such projects between one or a very limited number of connected donors (restricted funds if a specific agreement is in place) 	<ul style="list-style-type: none"> ➡ In instances where donors are specific about what project they wish to fund, they will receive detailed communications about project proposals and completion reports. ➡ Particular attention will be provided in such instances to agreeing with donors what will happen to their donated funds if a target level of funding is not reached. ➡ Every reasonable effort will be made to secure donors agreement to any surplus funds being utilised on an alternative project or program.
<ul style="list-style-type: none"> ▪ Activity specific. 	<ul style="list-style-type: none"> ➡ In some instances funding will be raised for a particular activity such as resource packs, the sponsorship of teachers or the provision of health 	<ul style="list-style-type: none"> ➡ Where money is collected for a specific activity, specific information about how the money has been spent will be provided to donors on request. These amounts are generally small and although segregated from a financing perspective do not

Funding requests	Use of funds	Communications
	packs. (restricted funds if a specific agreement is in place)	warrant individual communications. ➡

Donor communications are to be managed with a high level of sensitivity. Creating tailored reports for donors is a costly activity and fundraising communications must be couched in a way that does not unduly commit SeeBeyondBorders to maintaining a flow of information by comparison with the amount donated. An example of this issue is the sponsorship of children, families or teachers. SeeBeyondBorders will not track the progress of individuals for a particular donor. Stories about individuals may be used as illustrations of a general position where they are representative of the community, in fundraising communications; however no differentiation will be made for individual donors or donations.

Where amounts solicited are requested in relation to one specific activity or project, communications with donors or prospective donors must indicate that in the event that excess funds are raised they will be spent in other areas depending on need. This could include, but is not limited to, other program activities, fundraising costs, or overheads. In the event that lower funds are donated than originally requested, discussions will be held with the donor to determine what aspects of the original proposal will be covered. Sections 6 and 7 provide the overriding requirements, which are to be truthful and not knowingly oversubscribe a project or activity as a means to raise additional funds.

In accordance with the Communications Policy, the wording to be used in all fundraising campaigns is to be approved by the CEO or his or her designated representative.

9.1 Protection for donors

In all fundraising activities conducted by or authorised by SeeBeyondBorders, the rights of donors will be protected. These rights, as they relate to the privacy of donors or potential donors and being consistent with the Privacy Act 1988, including the right to:

Rights	Procedures
<ul style="list-style-type: none"> ▪ Have their names deleted or suppressed from mailing lists, including those that SeeBeyondBorders intends to share; 	<ul style="list-style-type: none"> ➡ All mail-outs to existing or prospective donors are to include “unsubscribe” options which will then permanently remove an individual from that list, should that be their wish.
<ul style="list-style-type: none"> ▪ Identify collectors, see documentation confirming their bona fides and know whether they are volunteers, paid staff or agents of the organisation 	<ul style="list-style-type: none"> ➡ All collectors will receive a copy of the SeeBeyondBorders Fundraising Guidelines (refer Appendix 1) and must carry a SeeBeyondBorders registration card including their photograph, their status with SeeBeyondBorders; and the SeeBeyondBorders name together with address, Australian Business Number and purposes.
<ul style="list-style-type: none"> ▪ Be informed about the purposes for which funds are being raised and be able to access information on programs supported by their donation. 	<ul style="list-style-type: none"> ➡ All fundraising initiatives will include information about the purpose for which funds are being raised. Donors will be provided with quarterly newsletters and have access to the website which is updated with information on the

Rights	Procedures
	development of activities that are conducted with donated funds. (Details are as provided in section 9.1) ➔ Donors will be able to access the Annual Report from the website.

Personal information collected by SeeBeyondBorders, in the course of fundraising activities, will remain confidential, and will not be sold, given away or disclosed to any third party without consent. (See Policy on Official & Personal Information)

9.2 Acceptance of donations

The Development Policy states that SeeBeyondBorders is a non-religious and non-political organisation. As a matter of policy, donor funds will not be used to promote a particular religious adherence or to support a political party or to promote a candidate or organisation affiliated to a particular party, and donations will not be accepted where such a purpose is expressed or implied.

In addition, it is recognised that communication with donors comes at a major cost and where the balance between what the funding may be used for and the reporting obligation required by the donor is out of balance, the funds are not to be accepted. Assessing this balance is part of the responsibility of the CEO to whom all requests for information from donors in conjunction with a particular donation must be referred.

Donations likely to compromise SBB’s integrity, independence, public image, or ability to speak out against unethical, unfair, or unsafe practices, are not accepted.

The discretion to decline or return a potentially conflicting donation, remains with the CEO, in consultation with the Board.

9.3 Application of donated funds

In all fundraising appeals it is recognised that the amount received is highly unlikely to match exactly the amount to be spent however good the budgeting process might be, such that a shortfall or excess is likely. Appeals for funding should be clear that excess funds will be spent in other areas depending on need. This could include, but is not limited to, other program activities, fundraising costs, or overheads.

There may be instances where a project or an activity does not proceed as a result of obtaining full and detailed costings and benefits, beyond the initial proposed costs. In such an instance, where requisite Board approvals for the project to proceed are not forthcoming, but some funds have already been donated for the project, the Board will offer to either repay donors in accordance with the original representations made to them, or redirect funds to a similar project or activity.

An alternative scenario is that insufficient funds are raised to allow a project to proceed. Generally this will not occur because a single donor will fund a single project. In exceptional circumstances, special arrangements may be agreed to in principal by the CEO who must subsequently seek approval from the Board to have several unconnected donors fund a specific project. If the project does not proceed because insufficient funds have been received in total, the Board must decide what action will be taken with the donations that have been received. Generally prior agreement is

POLICY

to be reached with donors such that their funds can be applied elsewhere before such a scenario develops.

9.4 Interest on donated funds

SeeBeyondBorders does not allocate interest to restricted funding balances

9.5 Currency of donated funds

Where possible funds will be sought in USD. In other cases an exchange contingency will be considered in budgets provided to potential donors.

10 POLICY MANAGEMENT

This policy takes effect from the date of approval by the Board as noted below.

Amendments and or developments will be recommended to the Board from time to time as deemed appropriate by the CEO together with the Administration Manager and the Advisory Committee. Formal reviews will take place before the expiry of three years from the anniversary date of approval by the Board. Recommendations for change will require Board consideration and if necessary Board approval.

Approved by the Board

Date: _____

By (Board representative): _____
(Director)

Formal review required on or before: _____ (Date)

APPENDIX 1: SEEBEYONDBORDERS FUNRAISING GUIDELINES

FUNDRAISING GUIDELINES

1. Introduction

Thank you for your interest in fundraising for SeeBeyondBorders. SeeBeyondBorders is a small Australian not-for-profit organisation that provides Cambodian children with access to quality teaching and learning at school. We run integrated programs to train Cambodian teachers, develop school infrastructure and support local families in educating their children. The fundraising efforts of our supporters provide an invaluable contribution to the running of these development programs.

Please ensure you read these Fundraising Guidelines in full before completing an application to fundraise for SeeBeyondBorders. The Guidelines describe the terms and conditions under which SeeBeyondBorders will provide an authorisation to fundraise, and also provides guidelines to assist fundraisers in managing their fundraising activities.

These Guidelines contain reference to the SeeBeyondBorders Fundraising Policy and the SeeBeyondBorders Child Protection Policy, both of which are available online from the SeeBeyondBorders website via the following web page:

http://www.seebeyondborders.org/index.php/about_us/annual_reports_and_policies/

These Guidelines are written in compliance with relevant state and national fundraising legislation, and are also written in compliance with the Australian Council for International Development (ACFID) Code of Conduct, to which SeeBeyondBorders is a signatory.

2. Fundraising Regulation and Requirements

Fundraising is currently regulated at a state-level by each individual Australian state, resulting in some variation between the requirements of different states. In order to comply with common state requirements and company policy while ensuring consistency, SeeBeyondBorders takes a uniform approach in our fundraising authorisation procedure. The key requirements are listed below (please see the SeeBeyondBorders Fundraising Policy for further information)

i. Identification Documents

Before commencing fundraising, fundraisers are required to have the following identification documents, which will be issued by SeeBeyondBorders:

- A Letter of Authority of Fundraise, authorising a particular individual to fundraise on behalf of SeeBeyondBorders to benefit a particular appeal
- An Identification Badge, with issue and expiry date

ii. Insurance

SeeBeyondBorders does not cover any fundraising individual/group for third party insurance, including travel, public liability or group personal accident. In organizing and participating in an event or activity, the fundraiser takes responsibility for all insurances and their associated costs and must agree to indemnify SeeBeyondBorders against any claims resulting from activity undertaken.

iii. Other Legal Obligations

- The Fundraiser is expected to abide by all relevant laws and legislation in conducting their fundraising activities, including the relevant Charitable Fundraising Act and Regulations in your state.
- A Fundraiser must not engage in activities that may harm SeeBeyondBorders, a Donor, a Beneficiary or members of the public.
- A Fundraiser must be truthful about their professional experience and qualifications.
- A Fundraiser must not engage in any activities which conflict with their fiduciary, ethical and legal obligations to SeeBeyondBorders

iv. Use of the SeeBeyondBorders Logo/Branding

- All promotional or marketing materials containing reference to SeeBeyondBorders must be approved by the SeeBeyondBorders office prior to publication/distribution
- Any use of the SeeBeyondBorders logo must be approved before publication/distribution
- Fundraisers should provide a brief explanation (supplied by SeeBeyondBorders) for the benefit of donors, which states how the funds will be used by SeeBeyondBorders.
- Any material promoting an event/activity must clearly state that the event/activity is “raising funds for SeeBeyondBorders” rather than that is “a SeeBeyondBorders event/activity”

v. Use of SeeBeyondBorders Office Resources

It is the sole responsibility of the fundraiser to plan, fund, implement, manage and deliver all facets of their fundraising activities. SeeBeyondBorders cannot provide funding, print promotional materials, help solicit prizes for an event or contribute personnel to assist with an event/activity. Exceptions to this rule may apply under special circumstances, however this will need to be agreed upon and discussed prior to commencing the activity.

3. Acceptance and Solicitation of Donations

i. Acceptance of Donations

Donations likely to compromise SeeBeyondBorders’ integrity, independence, public image or capacity to speak out against unethical, unfair, or unsafe practices cannot be accepted. SeeBeyondBorders is a non-religious and non-political organisation and does not engage in activities to promote a particular religious adherence or to support a political party or to promote a candidate or organisation affiliated to a particular party. Donations cannot be accepted where such a purpose is expressed or implied.

ii. Door-to-Door Public Collections

If you wish to collect from the public through activities such as door-to-door knocking please note that special approval from the office is required, along with additional recording and identification materials. Please ensure that you contact the SeeBeyondBorders’ office before commencing this type of collection.

iii. Approaching Businesses and Corporations for support

If you would like to approach a business or corporation for support, please check with the SeeBeyondBorders’ office first to ensure the proposed support is not in breach of SeeBeyondBorders’ corporate sponsorships. This generally does not apply to approaching small local businesses, but if unclear please contact the SeeBeyondBorders’ office.

iv. Unaccepted Forms of Fundraising

There are some fundraising activities/events that cannot be approved by SeeBeyondBorders. These include any activity/event that involves the sale or promotion of illegal drugs or tobacco products or the sale or promotion of unhealthy food products, or any activity/event that fails to promote responsible service of alcohol.

4. Ethical Conduct

i. Truthful and Accurate Solicitations

Fundraisers should act honestly and truthfully so that public trust in SeeBeyondBorders is protected and donors and beneficiaries are not misled. In compliance with the ACFID Code of Conduct (C.3), fundraising materials and solicitations must be truthful and accurately describe SeeBeyondBorders' identity, purpose, programs and needs. Fundraising materials and solicitations must:

- Accurately identify the organisation as SeeBeyondBorders and include address, Australian Business Number (ABN: 72 693 413 797) and purposes.
- Clearly state if there is a specific purpose for the donations.
- Avoid material omissions, exaggerations of fact, misleading visual portrayals and overstating either the need, or what a donor's response may achieve.
- Accurately portray intended recipients, their situations and the potential solutions.

ii. Child Protection

In agreeing to fundraise on behalf of SeeBeyondBorders, fundraisers agree to abide by the following:

- Fundraisers must adhere to the statutory laws in Australia and in foreign countries regarding child exploitation, child sex tourism, child pornography and the abuse of children.
- Fundraisers are expected to have read and be willing to abide by the SeeBeyondBorders Child Protection Policy, which can be accessed online:
www.seebeyondborders.org/index.php/about_us/annual_reports_and_policies/

5. Handling Donations, Personal and Financial Information

i. Tax-Deductible Donations and Receipts

- SeeBeyondBorders Foundation Australia (ABN: 72 693 413 797) is endorsed as a Deductible Gift Recipient (Item 2) by the Australian Tax Office. SeeBeyondBorders can provide tax deductible receipts for approved fundraising activities where correct process has been followed.
- Fundraisers themselves cannot issue tax deductible receipts to donors. In order to secure tax deductible receipts for donors, fundraisers must collect and pass on relevant information to SeeBeyondBorders. SeeBeyondBorders will process the donation and forward a tax deductible receipt to the donor.
- Where there is a benefit for the buyer – e.g. tickets to attend a fundraising events, or raffle tickets - the amounts paid are not donations and therefore not eligible to receive a tax deductible receipt.

ii. Donations by Credit Card

Fundraisers are generally able to accept donations via credit card by collecting relevant financial information and passing the information on to SeeBeyondBorders for processing and receipting. Fundraisers will be provided with a template to aid in collecting information for credit card donations.

iii. Donations by Cheque

Fundraisers are able to accept donations via cheque. Cheques must be payable to "SeeBeyondBorders Foundation".

iv. Direct Deposits

Funds can be directly deposited into the SeeBeyondBorders Foundation Australia bank account. You can also direct individuals to pay into this account as well if it makes it easier (particularly if you are expecting any large donations).

PLEASE NOTE: It is essential that you and any other individuals paying into this account contact our office to notify us with the amount, date and remitter name so that we can track the funds you have raised.

Account Name	Account #	BSB#
SeeBeyondBorders Foundation Australia	9009-54977	012-141

v. Online Fundraising Services (e.g. Everyday Hero)

- SeeBeyondBorders maintains a page on Everyday Hero which can be found via the following link: <http://www.everydayhero.com.au/charity/view?charity=1299>. Fundraisers can create individual Everyday Hero supporter pages to support SeeBeyondBorders.
- SeeBeyondBorders can provide sample text to aid in creating the summary for a Supporter Page
- Please be aware that Fundraising Agents such as Everyday Hero extract a percentage of donations made due to fees, so larger donations may be best made through a direct deposit to the SeeBeyondBorders Foundation Australia account (see 'Direct Deposits' above).
- Where a Fundraiser wishes to make use of an online giving agent such as Everyday Hero to facilitate their fundraising, they are also required to agree to terms and conditions set by that agent.
- In compliance with fundraising regulation which also applies to online agents, SeeBeyondBorders complies with the Everyday Hero requirement that SeeBeyondBorders hold Fundraising Registrations/Authorities for each individual state in which we wish to conduct fundraising activity.

vi. Responsible Handling of Personal and Financial Information

- When collecting personal and financial information from donors, fundraisers are expected to maintain the privacy, confidentiality and security of the information.
- Fundraisers must forward all personal and financial information collected to the SeeBeyondBorders office and must not keep any copies.

vii. Record Keeping

- Fundraisers must keep accurate financial records including a record of costs and income from an event/activity, and retain all receipts and invoices
- Please submit your records to the SeeBeyondBorders within 4 weeks of the conclusion of a Fundraising event/activity
- Fundraisers will be provided with a template to assist them in recording the relevant information regarding donations

viii. Reimbursement

SeeBeyondBorders cannot reimburse fundraisers for any expenses incurred by their fundraising activity. If fundraisers wish to deduct expenses from proceeds, they must submit to SeeBeyondBorders the gross amount fundraised, along with a detailed record of costs and expenses.

6. Further Information

If you have any questions about fundraising or the information in this document, please contact the SeeBeyondBorders office on **Ph: (02) 9960 7077** or email: **info@seebeyondborders.org**.

Further information on fundraising, including fundraising ideas and resources, can be found in the **SeeBeyondBorders Fundraising Toolkit**.