

ADRA New Zealand Fundraising Guidelines



ADRA New Zealand is grateful for the work of individuals, groups and organisations that raise funds for its work each year. To ensure that those who undertake fundraising activities are compliant to the regulations ADRA New Zealand is subject to, it is important that the attached Fundraising Guidelines for Third-Party Individuals, Groups or Organisations be followed. Once you have read and understood these guidelines, you are required to sign the accompanying declaration and return it to ADRA New Zealand.

A Summary...

Fundraising for ADRA New Zealand

- 1 The third-party Fundraiser is solely responsible for the activities they undertake to raise funds for ADRA New Zealand.

Authorisation and Registration

- 2 The third-party Fundraiser must register their activities and apply for authorisation to fundraise with ADRA New Zealand.

ADRA New Zealand name, logo and resources

- 3 Any use of ADRA's names or logos must be approved by ADRA New Zealand before being produced and disseminated.

Financial Accountability

- 4 The third-party Fundraiser is solely responsible for the financial management of their activities and must keep accurate financial records.

Receipts

- 5 Tax-deductible receipts can be issued directly by ADRA New Zealand.

Media Relations, Promotions and other Communication

- 6 All media relations, promotions and/or communication must be approved by ADRA New Zealand.

Other Resources

- 7 The third-party Fundraiser must comply with relevant state regulations pertaining to fundraising activities, which can be accessed through the listed website links.

ADRA New Zealand Fundraising Guidelines for Third-Party Individuals, Groups or Organisations



1. Fundraising for ADRA New Zealand

1.1. 'ADRA New Zealand' and 'ADRA' means the Adventist Development and Relief Agency New Zealand.

1.2. 'Fundraiser/s' means the third party individual(s)/group/organisation holding fundraising activities to raise donations for ADRA New Zealand. The 'Fundraiser' is a volunteer and does not receive payment for fundraising for ADRA New Zealand. The Fundraiser does not represent ADRA New Zealand and does not speak or act on ADRA New Zealand's behalf.

1.3. The Fundraiser's activities are external to ADRA New Zealand and therefore not official ADRA New Zealand activities. ADRA New Zealand bears no responsibility for any part of the implementation and/or organisation of the Fundraiser's activities.

1.4. The Fundraiser's activities must be in line with ADRA New Zealand's values and goals. ADRA New Zealand cannot be associated with activities that promote or draw donations from unacceptable links such as, but not limited to, alcohol, tobacco and illicit drugs.

1.5. ADRA New Zealand will not endorse high risk fundraising activities such as

- extreme sports
- amusement rides
- animals or animal rides
- use of firearms or fireworks
- aerial risks
- motor vehicle and motor bike racing
- water activities

Exception can be made if the Fundraiser provides evidence of public liability insurance to cover themselves and their participants. ADRA New Zealand is unable to provide public liability insurance cover to Fundraisers.

1.6. Fundraisers can only promote and raise donations for ADRA New Zealand approved projects. ADRA New Zealand can provide a list of approved projects from which the Fundraiser can choose.

2. Authorisation and Registration

2.1. The Fundraiser is required to apply for authorisation to fundraise for ADRA New Zealand.

2.1.1. Application for authorisation is done by submitting, to ADRA New Zealand, the Activity Registration Form found in ADRA New Zealand's 'Dare to Make a Difference' Activity and Fundraising Kit.

2.2. Once the Fundraiser's activities are approved, ADRA New Zealand will issue a confirmation letter and/or identification badges. The Fundraiser will use one or both of these to show authorisation to fundraise.

2.3. It is the responsibility of the Fundraiser to comply with all relevant church, council and/or state laws and regulations pertaining to their activities, including obtaining appropriate permits/licences if necessary. See Other Resources section below.

2.4. It is the responsibility of the Fundraiser to ensure that the involvement of all children in their activities complies with relevant church, council and/or state laws and regulations. See Other Resources section below.

3. ADRA New Zealand name, logo and resources

- 3.1. Fundraising activities are the sole responsibility of the Fundraiser and must be conducted in the name of the Fundraiser. Activities are not to be conducted in any of ADRA's names.
- 3.2. The names 'ADRA', 'ADRA New Zealand' or 'Adventist Development and Relief Agency' cannot be used without prior permission from ADRA New Zealand. When referring to ADRA New Zealand, use wording such as "...proudly supporting ADRA New Zealand ..." or "Funds raised will support the work of ADRA New Zealand".
- 3.3. The ADRA and ADRA New Zealand logos cannot be used without prior permission from ADRA New Zealand. When permission is granted for the use of ADRA's logos, the Fundraiser must comply with usage guidelines provided by ADRA New Zealand.
- 3.4. Any communication that uses ADRA's names or logos must be approved by ADRA New Zealand before being produced and disseminated. Drafts of these materials should be submitted to ADRA New Zealand at least 5 business days before approval is needed.
- 3.5. Where appropriate, ADRA New Zealand may be able to provide promotional resources for fundraising activities, such as posters, brochures, magazines and donation envelopes. Requests for ADRA resources should be made at least 14 days prior to the activities.
- 3.6. If the Fundraiser wishes to use collection buckets/tins, it is the responsibility of the Fundraiser to use the correct resources and comply with all relevant regulations (e.g. sealed buckets must be used for all public collections). ADRA New Zealand does not provide collection buckets/tins for general fundraising activities/events.
- 3.7. The Fundraiser may purchase ADRA New Zealand merchandise for use in their activities. Merchandise includes pens, t-shirts, hats etc.
- 3.8. ADRA New Zealand staff can provide limited assistance to the Fundraiser, but cannot coordinate, produce or implement any part of the Fundraiser's activities. All elements of fundraising activities are the sole responsibility of the Fundraiser.

4. Financial Accountability

- 4.1. All financial aspects of fundraising activities including, but not limited to, record keeping, expenses and management, are the sole responsibility of the Fundraiser. The Fundraiser is responsible for complying with all relevant church, council and/or state regulations.
- 4.2. The Fundraiser is required to provide details of their financial management to ADRA New Zealand:
 - 4.2.1. When applying for authorisation to fundraise, the Fundraiser must provide a detailed estimate of all expenses associated with their fundraising activities and the likely proceeds from those activities;
 - 4.2.2. The Fundraiser is required to keep accurate financial records, including itemised expenses and the reasons for them, and submit these to ADRA New Zealand along with the proceeds at the conclusion of their fundraising activities.
- 4.3. Expenses
 - 4.3.1. ADRA New Zealand will not pay expenses incurred by the Fundraiser for their activities.
 - 4.3.2. The Fundraiser can deduct expenses from the proceeds of their activities, provided they are accurately documented and the ratio between the amount of the expenses and the gross proceeds is fair and reasonable:
 - 4.3.2.1. For activities that collect donations only, expenses should not exceed 40% of the gross proceeds. The Fundraiser must provide to ADRA New Zealand a minimum net profit of 60% raised.
 - 4.3.2.2. For all other activities, such as fundraising by the sale of goods and services, expenses should not exceed a fair and reasonable proportion of the gross proceeds obtained.
- 4.4. The Fundraiser may set up a separate bank account that mentions ADRA New Zealand's name. All funds are to be banked into this separate bank account. The account must be closed after the Fundraiser's activities have ended. Proceeds from fundraising activities must never be banked into a personal account.
- 4.5. The Fundraiser must remit to ADRA New Zealand the proceeds received from their activities within 14 days of the end of activities, along with

- 4.5.1. accurate expense reports and receipts
- 4.5.2. cheques from donors
- 4.5.3. donor pledge/tally sheets
- 4.5.4. address details of donors who have requested receipts Proceeds can be deposited directly into ADRA New Zealand’s bank account. Contact ADRA New Zealand for details, or post to: ADRA New Zealand Private Bag 76900 Wiri, Auckland 2240

A table such as the one outlined below can be used by the Fundraiser to track expenses and income:

5. Receipts

- 5.1. Tax-deductible receipts can be issued directly by ADRA New Zealand for all cash donations of \$2 or more, where the donor does not receive any benefit and their details are known
 - 5.1.1. Receipts cannot be issued for donations where the donor receives something in return, such as when they make payment for food, at an auction, entry to a concert or event, or for merchandise
 - 5.1.2. Receipts cannot be issued for donations into collection buckets/tins or other general collection devices that are not attached to details of the donor

EXPENSES			
Date	Item	Cost	Reason/Paid By
7 March	Hall hire	\$100	Concert/John Sample
9 March	Catering fees	\$50	Concert dinner/ John Sample

INCOME			
Date	Item	Cost	From/Held By
8 March	Ticket sales	\$80	Mary Jones/John Sample

- 5.2. For donors to receive an ADRA New Zealand receipt, the Fundraiser must supply to ADRA New Zealand, along with donations to the same value, the:
 - 5.2.1. Name and address of the donor
 - 5.2.2. Amount given by the donor (The Fundraiser must keep the details of donors confidential at all times, providing them only to ADRA New Zealand.)

6. Media Relations, Promotions and other Communication

- 6.1. All media relations, promotions and/or communication are the sole responsibility of the Fundraiser, and must be done in the name of the Fundraiser. Media relations, promotions and/or communication are not to be conducted in any of ADRA’s names.
- 6.2. All media relations, promotions and/or communication that use ADRA’s names and/or logos must be approved by ADRA New Zealand before being produced and disseminated. When referring to ADRA New Zealand, use wording such as “...proudly supporting ADRA New Zealand ...” or “Funds raised will support the work of ADRA New Zealand”.
- 6.3. All media relations, promotions and/or communication must at all times respect the rights of ADRA’s community partners (those who benefit from ADRA’s work) and preserve their dignity and self-respect. All media relations, promotions and/or communication that provide details of ADRA projects must be approved by ADRA New Zealand before being produced and disseminated.
- 6.4. All media relations, promotions and/or communication must clearly state how much of the proceeds will be given to ADRA New Zealand.
- 6.5. The Fundraiser may submit to ADRA New Zealand an article about the completed activities for use at the discretion of ADRA New Zealand in its publications, such as *ADRAnews* and the ADRA

New Zealand website. For further information email admin@adra.org.nz

7. Other Resources

7.1. Fundraising activities are the sole responsibility of the Fundraiser, including, but not limited to, complying with all relevant church, council and/or state laws and regulations pertaining to their activities, including the involvement of children and obtaining appropriate permits/licences if necessary. The Fundraiser may find additional information at:

7.1.1. Finz: <http://www.finz.org.nz/>

Thank you for choosing ADRA New Zealand as the charity beneficiary of your fundraising activities. We wish you well in your plans to help those in need. Your efforts really can make a difference to improve the lives of others!

Donor Relations Officer

Marketing and Public Relations Department

ADRA New Zealand

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ADRA New Zealand Fundraising Guidelines for Third-Party Individuals, Groups or Organisations



Declaration

As an organiser of fundraising activities to raise money for ADRA New Zealand, I,
_____, declare that I have read ADRA New Zealand's
Fundraising Guidelines for Third-Party Individuals, Groups or Organisations and will adhere to them.

SIGNATURE DATE