

FUNDRAISING GUIDELINES

for Third-Party Individuals, Groups or Organisations

GLOSSARY

- **Adventist Development and Relief Agency New Zealand Ltd. (referred to as “the Charity”)** – The parent organisation which holds the relevant Deductible Gift Recipient (DGR) status and fundraising licences.
- **Fundraiser/s** - the third-party individual/group/organisation running fundraising activities to raise funds for the Charity. The Fundraiser is a volunteer and does/will not receive payment for fundraising. The Fundraiser does not represent the Charity and does not speak or act on behalf of the Charity.

1. FUNDRAISER RESPONSIBILITY

- 1.1. The Charity bears no responsibility for any part of the implementation and/or organisation of the Fundraiser's activities.
- 1.2. All fundraising activities are the sole responsibility of the person registering with the Charity to fundraise.
- 1.3. The Fundraiser's activities must be in line with the Charity's values and goals.
 - 1.3.1. The Charity cannot be associated with activities that promote/draw donations from unacceptable links such as, but not limited to, alcohol, tobacco, drugs and gambling.
 - 1.3.2. The Charity has zero tolerance on the use of drugs.
- 1.4. Fundraisers must respect existing partnerships between the Charity and its corporate partners including, but not limited to, the following:
 - 1.4.1. Medical suppliers – fundraiser must not approach any medical suppliers without prior approval from the Charity.
 - 1.4.2. Sanitarium Health and Wellbeing - fundraiser must not approach Sanitarium for any donations without prior approval from the Charity's supporter engagement department.
- 1.5. The Charity will not endorse high-risk fundraising activities including, but not limited to, the following.
 - 1.5.1. extreme sports
 - 1.5.2. amusement rides
 - 1.5.3. use of firearms or fireworks
 - 1.5.4. aerial risks
 - 1.5.5. motor vehicle and motor bike racing
 - 1.5.6. water activities

Exception can be made if the Fundraiser provides evidence of having obtained additional public liability insurance to cover themselves and their participants.
- 1.6. It is the responsibility of the Fundraiser to comply with all relevant council, church laws/regulations pertaining to their activities, including obtaining appropriate permits/licences. See Other Resources section.
- 1.7. It is the responsibility of the Fundraiser to ensure that the involvement of all children in their activities complies with relevant council, church laws/regulations. See Other Resources section below.

- 1.8. The Charity reserves the right to refuse or cancel at any time the approval of any proposed fundraising activity deemed to be unacceptable, non-aligned or in the best interest of the Charity, individual or community.

2. CHARITY NAMES, LOGOS AND RESOURCES

- 2.1. Fundraising activities are not to be conducted in the name of the Charity to avoid confusion with activities that the Charity directly organises.
- 2.2. The names 'ADRA', 'ADRA New Zealand', 'Adventist Development and Relief Agency', and associated logos cannot be used without prior permission from the Charity.
- 2.3. When referring to the Charity, including the event or activity name, use wording such as "Funds raised will support the work of ADRA", "All proceeds raised will go towards ADRA" or "*Event Name* proudly supporting ADRA".
- 2.4. Any public communication created by the Fundraiser that uses the Charity's names or logos must be approved by the Charity prior to distribution. Drafts of these materials should be submitted at least 5 business days before approval is needed. When permission is granted, the Fundraiser must comply with all usage guidelines provided.
- 2.5. The Charity may provide promotional resources, for the Fundraiser to use in the promotion of the fundraising activities.
- 2.6. The Charity staff can assist the Fundraiser, but cannot coordinate, produce or implement any part of the Fundraiser's activities.

3. MEDIA RELATIONS, PROMOTIONS AND OTHER COMMUNICATION

- 3.1. All media relations, promotions and/or communication:
 - 3.1.1. Are the responsibility of the Fundraiser, and must be done in the name of the Fundraiser
 - 3.1.2. Must be approved by the Charity before being produced and disseminated
 - 3.1.3. Must use the following wording "Funds raised will support the work of ADRA" when referring to the Charity.
 - 3.1.4. Must respect the rights of the Charity and their partners and preserve their dignity and self-respect
 - 3.1.5. Must clearly state how much of the proceeds will be given to the Charity.

4. FINANCIAL ACCOUNTABILITY

- 4.1. All financial accountabilities including, but not limited to, record keeping, expenses and management, are the sole responsibility of the Fundraiser.
- 4.2. The Fundraiser is responsible for complying with all relevant business, council, state, church regulations.
- 4.3. Proceeds from fundraising activities must never be banked into a personal account.
- 4.4. The Fundraiser must remit to the Charity the proceeds received from their activities within 10 business days of the end of activities, along with,
 - 4.4.1. donor tally sheets (available from ADRA)
 - 4.4.2. address details (physical and/or email) of donors who have requested receipts
- 4.5. Proceeds can be deposited directly into the Charity's bank for processing or directed to the charity via an affiliated charity platforms such as Funraisin' or Go Fundraise.

5. RECEIPTS FOR DONATIONS MADE DIRECTLY TO THE FUNDRAISER

- 5.1.1. Tax-deductible receipts can be issued by the Charity for all cash donations of \$5 or more, where the donor does not receive a benefit for their donation (e.g. food, auction item, entry to an event, etc).
- 5.2. For donors to receive a tax-deductible receipt, the Fundraiser must provide the Charity, along with donations, the:
 - 5.2.1. Name of the donor
 - 5.2.2. Address and/or email address of the donor
 - 5.2.3. Amount given by the donor
 - 5.2.4. Name of the activity being fundraised for.
- 5.3. The Fundraiser must always keep the details of donors confidential, providing them only to the official representatives of the Charity.

6. OTHER RESOURCES

- 6.1. The Fundraiser may find additional information at:
 - 6.1.1. Public Fundraising Regulatory Association: www.pfra.org.nz/resources/code-of-conduct
 - 6.1.2. New Zealand Inland Revenue Department: www.ird.govt.nz/roles/charities

Thank you for choosing the Adventist Development and Relief Agency New Zealand as the beneficiary of your fundraising activities. For more information about running your fundraising activity contact:

ADRA New Zealand on 0800 499 911, email info@adra.org.nz or visit www.adra.org.nz

