

COMMUNITY FUNDRAISING & EVENTS

FREQUENTLY ASKED QUESTIONS



Q. Who are WWF Fundraisers?

People just like you! People who care enough to get up & do something. People who want to do their bit to leave this world a better place than they found it. A community of smart, motivated and passionate folks.

Whether it's an endangered species such as the Orangutan that you want to see survive or a precious place like the Great Barrier Reef that you want to help protect – we want to empower you to take a stand. And for you to feel proud to say, 'The Panda Made Me Do It.'

Q. How do I apply to fundraise for WWF?

Read WWF's **Fundraising T&Cs** and complete and sign the **Application to Fundraise** form. If your activity is approved, we will send you an **Authorisation to Fundraise letter** and the **WWF Fundraising Toolbox**. Our Supporter Relations team are available for advice and support during business hours on 1800 032 551 or enquiries@wwf.org.au

Q. What is included in the WWF Fundraising Toolbox?

The **WWF Fundraising Toolbox** includes everything you need to make your fundraising activity a success. It comprises a fundraising manual, event poster templates, certificates for your donors, email signatures, Facebook photos, a receipt registry form and much more.

Q. Does WWF-Australia need to know about all fundraising activities organised on its behalf?

WWF is legally required to authorise all fundraising activities. Please contact us to obtain an **Authorisation to Fundraise**.

Q. Can I begin my fundraising activity before it has been approved by WWF-Australia?

WWF-Australia must approve all fundraising applications prior to commencement. This is to ensure that all fundraising activities represent WWF appropriately, upholding our values and brand.

Q. Can I collect donations in my street and door to door?

WWF-Australia does not endorse any fundraising activity organised by a third party which involves telemarketing, door knocking, open bucket collections, violent or dangerous activities, or any activities that do not fit with WWF's missions and goals.

Q. Can WWF-Australia help organise and/or promote my fundraising event?

WWF is unable to take a coordination role in the fundraising activity. This includes financial management, human resources, marketing, promotion, operations, sponsorship, procurement and soliciting of prizes and auction items. Where possible, advice and support will be offered.

Q. I want to run a fundraising event at my school. Can you send me some items to sell or hand out on the day?

As a charity, with limited resources, we work towards ensuring our supporter donations are directed to our conservation projects. To register your event, please fill in our **Application to Fundraise** form, which can be obtained by emailing enquiries@wwf.org.au. Once your event is approved, we can send the WWF Fundraising Toolbox and other supporting material about our work to help with your event.

Q. Can I use the WWF-Australia name and logo for my fundraising event?

WWF must always be identified as the 'beneficiary' of the fundraising activity. As the Fundraising Coordinator, you have no right to the names 'WWF-Australia' and 'WWF' or the use of the WWF logo. The fundraising activity may be promoted as 'proudly supporting WWF-Australia'. Approved branded templates will be supplied. No variations of these will be approved.

Q. How do I create an online fundraising page?

Visit www.everydayhero.com.au and search for WWF-Australia under charities. All donations will be recorded on your page, and each of your supporters will automatically receive a personal 'thank you' and a receipt for tax purposes.

For assistance with setting up your page, contact Supporter Relations team on 1800 032 551 or enquiries@wwf.org.au

Q. How can I get my hands on a 'The Panda Made Me Do It' t-shirt?

To get your hands on one, you need show your support for WWF by either registering to fundraise at any of our registered sporting events or at any other WWF event and raise a minimum of \$500, or volunteering at one of our external community events. **The Panda Made Me Do It** t-shirt is not available for sale.

Q. I am having problems with my fundraising. Can you help?

The Supporter Relations team is available to provide tips and support if needed on 1800 032 551 or enquiries@wwf.org.au.

Q. Can I deduct expenses from monies collected in fundraising?

Expenses can be deducted from the proceeds of the fundraising activity, provided they are properly documented. As the Fundraising Coordinator, you must ensure expenses do not exceed more than 40% of the total funds raised.

Q. Can WWF-Australia issue tax-deductible receipts to my donors?

Individual receipts for taxation purposes can be issued by WWF if a supporter makes a donation of \$2 or more and proceeds from the fundraising activity have been received. Please complete the **Receipt Registry** (provided upon approval of your Application). When a supporter has received goods or services in return for money given (e.g. purchased raffle tickets, event entry), a tax-deductible receipt cannot be issued.

Q. Am I covered by WWF-Australia's Public Liability Insurance?

WWF is unable to provide public liability insurance to cover community fundraising activities, the Fundraising Coordinator, or their supporters.

Q. Can WWF-Australia provide a representative to attend my event?

A representative from WWF may be available to attend your fundraising activity however the request must be made well in advance of the event.

Q. Do I need insurance or permits for my event?

The Fundraising Coordinator is required to obtain and maintain any necessary insurance, permits, licenses, consents and authorisations required for the activity. For example, permits are required by councils and shopping centres for events on their grounds; and state / territory government permits may be required to conduct raffles or prize draws. There are also regulations relating to liquor licensing and preparation of food. State / territory guidelines vary. Please check with the relevant governing body for details. Please contact WWF for advice and support if required.

Q. Can I promote my event to the media?

WWF cannot undertake media relations for the Fundraising Coordinator. All media materials and media releases must be approved by WWF prior to distribution.

Q. Can WWF-Australia promote my event on their social media channels?

WWF-Australia is unable to promote your event on our social media channels. We do however encourage you to post and tweet using our officially approved and aligned hashtags - #teampandaAU and @wwf_australia. Share your fantastic efforts via your social media pages so we can see how it went!

Q. I've raised some money for WWF. Where shall I send the cheque?

Thank you so much for your generosity; we really appreciate your support!

Please send a cheque, made payable to WWF-Australia, with your **Remittance Form** to:

**WWF-Australia
GPO Box 528
Sydney NSW 2001**

If you haven't received a **Remittance Form**, please contact the Supporter Relations team on 1800 032 551 or enquiries@wwf.org.au and we'll send one out to you.

Q. I have more questions. Who should I contact?

You can contact the Supporter Relations team on 1300 032 551 or enquiries@wwf.org.au