



**BUSH HERITAGE**  
AUSTRALIA



## **Community Fundraising Guide**

# Fundraising for Bush Heritage

**Thank you for making the decision to fundraise on behalf of Bush Heritage Australia! We're honoured to have your support.**

Whether you plan to run a marathon, cycle around Australia, hold a morning tea or ask for donations to mark a special event or person in your life, we are hugely appreciative of your time and effort to help protect Australia's unique birds, animals and landscapes.

Every dollar you raise makes a difference

**\$25**

supports the revegetation of degraded habitats so native animals, like the tiny Honey Possum, can thrive.

**\$50**

helps fence out livestock, protecting the habitat of endangered animals such as the Mulgara.

**\$100**

helps control feral animals, protecting species such as the Yellow-footed Rock Wallaby.

**\$500**

can play a role in saving the critically endangered Night Parrot, found on Bush Heritage's Pullen Pullen Reserve.

## How to get started

- Step 1** Decide what type of fundraising event or activity you want to hold. Read on for some ideas and tips.
- Step 2** Read through this fundraising guide to make sure you understand what responsibilities you have as a Community Fundraiser. If you have any questions, please contact us on 1300 628 873 or email [info@bushheritage.org.au](mailto:info@bushheritage.org.au)
- Step 3** Set up a fundraising page at [www.gofundraise.com](http://www.gofundraise.com) – see next page for more details – or alternatively complete the enclosed Fundraising Application Form to make sure we're aware of your planned activity.
- Step 4** Wait for Bush Heritage to approve your event or activity, and issue you with a letter of authority to fundraise on our behalf.
- Step 5** Fundraise! Hold your event, making sure you keep track of all donations and expenses using the enclosed forms.
- Step 6** Fill in your Fundraising Summary form and return it to Bush Heritage along with the funds you have raised within 30 days of your event. We will send you a letter of acknowledgment and a certificate for your hard work. Thank you!





Volunteers planting at Scottsdale Reserve.  
Cover photo: Ecologist Angela Sanders  
with Red-tailed Phascogale.  
Photos Annette Ruzicka.

## Ideas for a fundraising event or activity

There are many kinds of events and activities that you can organise to raise funds for Bush Heritage.

Perhaps you love baking? Hold a cake sale! Are you a sporting superstar? Run a marathon! More of a couch potato? Perhaps a movie night would be more your style.

The main thing is to pick something that's fun to do, and fun to be involved in.

Then set a date, a time and a target for your fundraising.

Below are some other ideas.

### Fundraising ideas

#### Hold a ...

- Cake sale
- Movie night
- Morning tea
- BBQ or sausage sizzle
- Trivia night

#### Take part in a ...

- 5k, 10k run, or even longer
- Cycle race
- Bush walk
- Sponsored swim
- Skydive!

#### Or ...

- Give something up for a week, month or longer!
- Ask for donations in lieu of birthday gifts
- Ask for donations in lieu of a wedding registry

## Fundraising online

**The easiest way to fundraise for Bush Heritage is to set up a free, personalised fundraising page on the GoFundraise website – [www.gofundraise.com](http://www.gofundraise.com)**

To start fundraising at Go Fundraise simply go to [www.gofundraise.com](http://www.gofundraise.com), click the 'fundraise' button, then 'sign up now' and fill in your details. You can then create a fundraising page – either by choosing one of the suggested fundraising events, or by creating one of your own. Make sure Bush Heritage is your nominated charity!

Go Fundraise will provide you with an authority to fundraise from Bush Heritage which you can download once we've approved your page, and your donors will be

automatically receipted, with their donations immediately transferred to Bush Heritage.

If you would prefer to fundraise without using the Go Fundraise platform, please make sure you read all of the frequently asked questions on the next pages. If you have any questions that are not covered by the guidelines, please get in touch with us by calling 1300 628 873 or email [info@bushheritage.org.au](mailto:info@bushheritage.org.au)



# Guidelines and Frequently Asked Questions

## **Does Bush Heritage Australia need to know about all fundraising activities conducted on its behalf?**

Yes. Bush Heritage is legally accountable for fundraising activities conducted on its behalf, and we must issue a letter of authority to you stating our approval of your activity. In addition, in some states of Australia fundraisers must also apply for permission to fundraise from their state authority. That's why we require you to fill in the application form enclosed in this pack unless you are planning to raise funds through the Go Fundraise website as outlined.

## **How do I become authorised to fundraise on behalf of Bush Heritage?**

In all states of Australia you will require a letter of authority from Bush Heritage to fundraise on our behalf. In Victoria you may additionally have to apply for a fundraising licence, whether you are an individual or a business.

If you are using the Go Fundraise online fundraising platform (detailed on previous page), you will receive your letter of authority to fundraise for Bush Heritage 48 hours after you have successfully created a fundraising event page and it has been reviewed by us.

In all other cases, please fill in the fundraising application form enclosed in this pack and return it in the enclosed reply paid envelope, or addressed to Community Fundraising, Bush Heritage Australia, PO Box 329, Flinders Lane VIC 8009.

Once we have reviewed the details of your fundraising activity, we will issue you with your letter of authority.

## **Can I collect donations in my street or local area on your behalf and issue receipts for them?**

No. Bush Heritage cannot authorise a general cash collection in a public place or door-to-door approaches by individuals. We therefore cannot issue identification badges, cards or collection tins to this end. You are also unable to issue receipts on our behalf.

## **I want to ask my friends to donate to Bush Heritage instead of giving me birthday or wedding presents. Can I do this?**

Yes. Thank you! The easiest way to do this is to set up a Go Fundraise page (detailed above) and choose 'birthday' or 'wedding' as your fundraising occasion. Alternatively, ask your friends and family to buy you a Bush Heritage virtual WILDgift, from [www.wildgifts.org.au](http://www.wildgifts.org.au)

## **Can someone from Bush Heritage attend my fundraising event?**

Unfortunately, because of limited staff resources, this is often not possible. However, please feel free to request it by emailing our Community Engagement team at [community@bushheritage.org.au](mailto:community@bushheritage.org.au)

## **Can I promote my event to the media?**

If you would like to send out a press release or use Bush Heritage's logo, then this must be approved by Bush Heritage prior to use.



Photo by: Craig Allen

### **I am under eighteen years old – can I still fundraise for Bush Heritage?**

You must be eighteen years or older to apply as a community fundraiser, or you can have an adult apply on your behalf and then accompany you at your fundraising event or activity.

### **Should I tell the people donating to me where the money is going?**

Yes. Bush Heritage should be named as the beneficiary of your activity, for example 'proceeds from this event will go to Bush Heritage Australia.' The percentage or actual portion or gross proceeds to be donated to Bush Heritage should be disclosed on any tickets, flyers or in a notice visible to all participants if this is less than 100%.

### **Can I deduct expenses from the donations I receive?**

Any expenses deducted must be proper and reasonable in nature and can only include direct 'out of pocket' expenses such as venue hire, for example. You must not take a fee or personally profit from any community fundraising. Please note, by law, at least 50% of your gross income from a fundraising activity must be donated to Bush Heritage. Please track all legitimate expenses on the form provided.

### **Can you issue tax deductible receipts?**

Yes. Bush Heritage can issue tax deductible receipts for all donations over \$2. If you have collected donations from individuals who require a tax receipt, please ensure Bush Heritage has the necessary details by filling in the Donation Receipt Form overleaf.

Note that if supporters have received any product or service in return for their donation – for example a cake at your bake sale or entry to a trivia night – then it is not classified as a tax-deductible donation by the Australian Taxation Office and they are not entitled to receive a tax-deductible receipt.

### **How should I return the donations to Bush Heritage?**

Once your fundraising event or activity is completed, please fill in the Fundraising Summary form enclosed in this kit and return it to us with the money you have raised as well as the Donation Receipt Form if you need us to send receipts to donors. Please ensure you send this to us within 30 days of the event or activity taking place.

Please don't send cash by post as there is a chance it may not reach us – instead please send us a cheque or money order, make a credit card donation or bank transfer.

Cheques or money orders should be made payable to 'Bush Heritage Australia'

Credit card donations can be made by calling 1300 628 873, or made securely through our website at [www.bushheritage.org.au/donate](http://www.bushheritage.org.au/donate) - just make sure you leave a comment to tell us what the donation is in aid of.

Bank transfer - Bush Heritage Australia. BSB: 067 000  
Account number: 10060311. Please use your supporter ID or name as a reference.

All final paperwork (Fundraising Summary and Donation Receipt Form), should be returned to Bush Heritage in the enclosed reply paid envelope, or sent to Community Fundraising, Bush Heritage Australia, PO Box 329 Flinders Lane, VIC 8009 or emailed to [info@bushheritage.org.au](mailto:info@bushheritage.org.au)

# Fundraising Summary

Please fill in this form once your fundraising event or activity is completed and return to Bush Heritage Australia, along with any funds raised, within 30 days.

Name of event: \_\_\_\_\_ Date held: \_\_\_\_\_ Name of organiser: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Total (gross ) income raised: \$ \_\_\_\_\_ Total expenses (itemised below): \$ \_\_\_\_\_ Therefore total (net) income of: \$ \_\_\_\_\_

I am returning the donations by:

Cheque /Money Order (enclosed)       Credit Card Donation (by phone or online)       Bank Transfer (Reference \_\_\_\_\_)

*Please do not send cash by mail. Please make payments to Bush Heritage Australia.*

## Expenses (if applicable)

Date	Supplier	Description of Expense	Amount (\$)

Please return form to Bush Heritage in the enclosed reply paid envelope, send to Community Fundraising, Bush Heritage Australia, PO Box 329 Flinders Lane, VIC 8009, or email to [info@bushheritage.org.au](mailto:info@bushheritage.org.au)





# Donation Receipt Form

Please use this form to record the details of any individual donors who require a tax-deductible receipt issued by Bush Heritage Australia.

Please note that if someone has received any product or service in return for their donation – for example a cake at your bake sale or entry to a trivia night – then this is not classified as a tax-deductible donation by the Australian Taxation Office and they are not entitled to receive a tax-deductible receipt. Only donations of \$2 or more are tax-deductible.

Name of event \_\_\_\_\_ Name of event organiser \_\_\_\_\_

Title	First Name	Last Name	Street Address	Suburb	State	Postcode	Phone Number	Email	Donation Date	Donation Amount (\$)	Opt-out?*

Please return form to Bush Heritage in the enclosed reply paid envelope, send to Community Fundraising, Bush Heritage Australia, PO Box 329 Flinders Lane, VIC 8009, or email to [info@bushheritage.org.au](mailto:info@bushheritage.org.au)

\*Tick this box if you would like to opt-out of receiving future communications from Bush Heritage, other than your receipt. To view our Privacy Policy, please go to [www.bushheritage.org.au/privacy](http://www.bushheritage.org.au/privacy)



**Bush Heritage Australia**

ABN 78 053 639 115 | PO Box 329 Flinders Lane, Melbourne, VIC 8009

**T:** 1300 628 873 | **W:** [www.bushheritage.org.au](http://www.bushheritage.org.au) | **E:** [info@bushheritage.org.au](mailto:info@bushheritage.org.au)

Bush Heritage Australia is a national not-for-profit organisation committed to protecting Australia's biodiversity and the capacity of ecosystems to deliver the 'services' on which all living things depend. Bush Heritage has a proven and practical method for achieving these goals: we carefully select, purchase and manage land with outstanding conservation values and work in partnership with others to protect ecosystems and species.

Bush Heritage Australia has Deductible Gift Recipient status.