

CPAG Fundraising Guidelines



Thank you for considering fundraising on Child Poverty Action Group's behalf!

Generally, we approve fundraising events by individuals, clubs and organisations to promote CPAG and generate funds for our work. We take care to avoid events that might be deemed inappropriate.

Fundraising Events and Activities Proposal Form

The first step in planning a fundraiser is to complete the Fundraising Proposal Form or speak with the Executive Officer, or a member of CPAG's Fundraising Committee. Some events may need further discussion.

Once approval has been given, a letter/or email of endorsement is sent to the organisers.

Guidelines

To comply with legal regulations and best practice policies, community event organisers are asked to comply with the following guidelines:

1. A letter/or email of endorsement must be received from CPAG to conduct an event whose net proceeds go the charity.
2. At the conclusion of the event, after event expenses have been resolved, the event organiser will deposit the funds in the Child Poverty Action Group bank account.¹
3. While CPAG will assist in any way it can, it does not have the capacity to provide volunteers to help support events. The event is the individual/organisation's responsibility and a great opportunity to involve new people in the fun of helping children.
4. CPAG may be able to assist in selling tickets but the responsibility for sales rests with the organisers.
5. Product endorsement – CPAG does not endorse products. Child Poverty Action Group may choose to accept proceeds from discount promotions by reputable firms which sell products wholesale and/or retail. In each case, the product promotion will be reviewed by CPAG for approval. Background information may be required from a company desiring to do a promotion to benefit CPAG.



Concert Fundraiser for CPAG in 2016

¹ New Zealand taxation laws stipulate sponsorship cheques, ticket costs, auctions or raffle purchases do not qualify for taxation receipts.

To avoid duplication of approaches, a list of sponsors being proposed by you, your club or organisation must first be approved by Child Poverty Action Group.

Publicity

CPAG staff can help coordinate press and media releases for some events. Please ask at the time of submitting your proposal.

1. As an independent organiser in a fundraising effort, and with CPAG's role being solely that of beneficiary, all telephone or personal solicitations, publicity, printed matter, including advertising posters and tickets, must identify you or your organisation as the sponsor or organiser.
2. If CPAG's name or logo is used on printed material, that material needs to be reviewed by CPAG before it goes to print. The logo will be sent to you if you intend to use it.
3. When referring to our relationship, please use the wording: "proceeds will benefit Child Poverty Action Group" or "proceeds will support the work of Child Poverty Action Group".

Responsibility of Fundraisers

Fundraisers engaging in fundraising activities on behalf of CPAG must be respectful, honest, transparent and comply with all applicable legal requirements.

All fundraisers should:

1. Be trustworthy and conduct themselves with integrity and honesty, and ensure donors are not misled;
2. Ensure their actions enhance the charitable purpose and reputation of CPAG;
3. Disclose if they are employees of the charity or third-party agents;
4. Be able to state the purpose for which funds will be used;
5. Have a general knowledge about the aims and objectives of CPAG and be able to inform donors of where they can find supplementary information;
6. Not knowingly or recklessly disseminate false or misleading information in the course of their professional duties, nor permit others to do so;
7. Not unreasonably intrude on the privacy of donors or potential donors;
8. Not make unreasonably persistent approaches or exert undue pressure on people;
9. Not act in a manner inconsistent with these Guidelines, or cause or permit others to do so;
10. Not exploit any relationship with a donor, volunteer or employee for personal benefit or misuse their position for personal gain; and



Round the Bays Fundraiser for CPAG in 2017

11. Comply with all legal requirements which relate to their activities and advocate adherence to these within the organisation which for which they volunteer.

Fundraising Income

1. CPAG does not assume any responsibility for event expenses.
2. We ask, for our accounting purposes, and in accordance with charitable organisation guidelines, that funds collected on our behalf are turned over to CPAG within ninety days following the event.
3. Deposit funds to: Child Poverty Action Group (Inc) 38-9003-0066858-00
4. Please include the name and address details for receipt purposes.

If you have any additional questions, please call Georgie on (09) 302 5260. Alternately, you can email at admin@cpag.org.nz