

# Guide Dogs.

Community Fundraising  
Guidelines



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# You're about to make a PAWsitve difference for Guide Dogs Victoria

Thank you for your interest in fundraising on behalf of Guide Dogs Victoria. As a charity that relies on the community for the majority of its funding, you will be playing a vital role in transforming the lives of people with low vision or blindness.

Helping Guide Dogs Victoria through your fundraising initiative is one of the most rewarding things you can do, so we've made it as simple as possible to do just that. Simply choose a fundraising idea and register your event with us, and we'll support you every step of the way.

Our work extends far beyond our beautiful dogs, so we can help you make the most of your fundraising activities, while you support the services you care about the most.



Guide Dogs Client Abigail outside being lifted up by her mum.

# About Guide Dogs Victoria

Guide Dogs Victoria offers a range of life-changing and personalised support to help people with low vision or blindness to achieve their goals.

With minimal Government funding, we rely on the generosity of individuals, puppy sponsors, corporate supporters and people who leave a gift in their Will to fund our vital work.

Our services include:

- Orientation and Mobility Training.
- Guide Dog Mobility Training.
- Occupational Therapy.
- Counselling.
- Low Vision Orthoptics.
- Programs for children and young people.
- Assistive Technology including training in the latest technological innovations, such as electronic travel aids.

None of this would be possible without supporters just like you. Thank you for helping us make a real difference to people with low vision or blindness across Victoria.



Guide Dogs Client Ingrid sitting on the grass in an outdoor setting with yellow Guide Dog on harness sitting next to her.

Black Therapy dog Eva sitting in grass looking to camera.



# We're here to help!

Planning your fundraising event should be enjoyable. Whether it's fundraising for your school, a local club or sporting event, we want to work with you to help you reach your goal!

We can provide:

- this guide with great tips and information;
- resources and materials, such as posters and photos for you to use at your event;
- use of our community logo on authorised promotional material;
- a letter of Authority to Fundraise to show that your event has our approval and is genuine – this can assist with the collection of donated items from the community; and
- a certificate of appreciation once your fundraiser has finished.

Please note that resources and support will vary depending on the size and location of your event.

Unfortunately, we cannot provide:

- guaranteed marketing of your event through our social media channels;
- staff to run the event or activity;
- contact lists for you to use in promoting your event (due to privacy legislation);
- applications for permits, licenses, or insurances – these are the responsibility of the organiser; or
- prizes.

## Quick fundraising tip #1

Make your event personal. We believe everyone has a story – let your supporters know what this event means to you so they are even more inspired to help! Let them know where their donations will go and the impact they will have by supporting Guide Dogs Victoria.

## Registration

The first step to fundraising for Guide Dogs Victoria is to register as a fundraiser at [fundraising@guidedogsvictoria.com.au](mailto:fundraising@guidedogsvictoria.com.au) or visit [fundraising.guidedogsvictoria.com.au](http://fundraising.guidedogsvictoria.com.au) to create your own fundraising page. Once you are registered, you will be provided with an "Authority to Fundraise" letter, which is required by law for any person wanting to conduct a fundraising event in Victoria. We may withdraw this authorisation at any time if the activity or event does not comply with relevant fundraising legislation or if it conflicts with our mission and our values.

A great way to take your fundraising event to the next level is through

online fundraising. Building your own personal fundraising page gives you an interactive destination to share your event with the community, upload photos, write posts and keep track of your donation total.

Setting up an online fundraising page also means that donations are collected online, meaning all proceeds will come directly to Guide Dogs Victoria and you don't have to worry about handling money and issuing receipts!

For more information please visit [fundraising.guidedogsvictoria.com.au](http://fundraising.guidedogsvictoria.com.au) or for assistance setting up an online page, or to get in touch with the team, email [fundraising@guidedogsvictoria.com.au](mailto:fundraising@guidedogsvictoria.com.au)

Guide Dogs staff member sitting on the grass offering a Guide Dog in training a KONG toy.



## Promotion

If you want your event to reach a wider audience, there are various platforms and formats you can use to promote your event. Some of these include posters, flyers, email, websites, blogs, social media, and word of mouth.

All events must be conducted in the organiser's name and you must clearly state that the event is in support of Guide Dogs Victoria – not a joint venture or hosted by us. Suggested phrases include: "This event proudly supports Guide Dogs Victoria or "Funds raised will go towards training Guide Dogs in Victoria".

When promoting your event, it is vital that you clearly state the amount or percentage of funds raised that will be donated to Guide Dogs Victoria.

Please also note that organisers are not permitted to manufacture, sell or licence any goods bearing the name or logo of Guide Dogs Victoria.

Please refer to the organisation as Guide Dogs Victoria and not any variation of this.

## Using our name and logo

We may provide you with an official supporter logo upon request.

However, if you choose to use this logo on any promotional material, you will need to adhere to our usage guidelines and obtain our approval prior to uploading or printing it.

### Logo usage guidelines:

- Only a registered fundraiser can use our official supporter logo; please don't share it with others.
- The fundraising event or activity must be family-friendly and in line with our organisational values, which can be viewed at [vic.guidedogs.com.au/about-gdv/about-us/our-values-and-behaviours](http://vic.guidedogs.com.au/about-gdv/about-us/our-values-and-behaviours).
- Don't make changes or alterations to the logo, its colour, proportions, clear space or design.
- The logo must not be animated or otherwise altered in perspective and appearance.
- Only use the logo supplied to you, don't copy a version from another source.

### Quick fundraising tip #2

Don't be afraid to send friendly reminders.

Everyone has a packed schedule these days and it can be easy to forget to donate or mark an event in your calendar. Don't hesitate to keep people up to date on how the fundraiser is going and how they can help.



Close up of a yellow Guide Dog in harness next to a Handler.

# The A to Z of fundraising tips



People gathering around Guide Dogs Fundraising tents.

**Ask:** If you want to raise money, you need to ask! Don't be shy, reach out to your networks – you might just be surprised by people's generosity!

**Begin:** Just start! The earlier you get started the more likely you are to reach your fundraising target.

**Communicate:** Keep your supporters up to date and let them know how their donations will help.

**Donate:** Give a donation to your own fundraiser to show your commitment to the cause.

**Explain:** Why are you raising money for Guide Dogs Victoria? What will someone's donations help to achieve?

**Friends and family:** Ask your friends and family to contribute first – they are likely to give generously, and others tend to match the first donations!

**Goal:** Set an ambitious (but achievable) fundraising goal and explain what this will do for people with low vision or blindness in Victoria.

**Host:** To raise some extra money while also having fun, host a movie night or morning tea. Keep reading for more ideas just like these!

**Inspire:** Inspire others by sharing your story and allowing them to come on the journey with you.

**Jazz up:** Personalise your fundraising page with photos, videos and personal messages.

**Kick-off:** Launch your fundraising with a catchy email to your whole contact list.

**Link:** Put the link to your fundraising page on your email signature to remind people and to provide a quick and easy way to donate.

**Money matters:** You are required to keep records of your income and expenditure relating to your fundraising event.

**Nothing's too small:** Every little bit counts so think of creative ways to collect money.

**Online:** To make it easier for people to donate, create your own fundraising page for Guide Dogs Victoria at [fundraising.guidedogsvictoria.com.au](https://fundraising.guidedogsvictoria.com.au)

**Plan:** Plan for your fundraising event including donation milestones, and review your progress against these plans each week.

**Questions:** If you need more advice, have questions about fundraising or about Guide Dogs Victoria, please do not hesitate to get in touch with our fundraising team on 1800 988 626 or [fundraising@guidedogsvictoria.com.au](mailto:fundraising@guidedogsvictoria.com.au)

**Remind:** Send a follow-up email to remind people that they still have time to donate!

**Social media:** Share your fundraising page and ask for donations through Facebook, Twitter, LinkedIn or Instagram.

**Thank:** Come up with creative ways to say thank you and remember to thank everyone who supports you!

**Update:** Keep updating your online fundraising page with progress reports.

**Vision:** Keep what you are trying to achieve through your fundraising at the front of your mind – this vision will help you stay enthusiastic even when things don't go to plan.

**Work:** Find out whether your employer could 'dollar match' what you raise, and put an ad up on your work intranet about your fundraising.

**Xerox:** Give your photocopier a workout by creating posters about your fundraiser to put up at work, in the library and on local noticeboards.

**Your brand:** Build a 'brand' for your fundraiser by coming up with a catchy title or logo that helps spread your message.

**Zest:** Enthusiasm is contagious, so familiarise yourself with our work, our pups and our Clients, and get truly excited and passionate about why you are fundraising for Guide Dogs Victoria.

# The A to Z of fundraising ideas

There are so many ways that you can raise funds in your community to help make a difference in the lives of people living with low vision or blindness. Here are some ideas to lead you in the right direction:

- A**
- Auction
  - Art exhibition
  - Afternoon tea
  - Arm wrestling
  - Aerobics marathon
- B**
- BBQ
  - Bake-off
  - Bingo
  - Bike ride
  - Bad tie / shirt day
  - Book fair
- C**
- Cook something and share
  - Craft activity
  - Cookbook
  - Concert
  - Clothes swap
  - Car wash
  - Circus day
  - Comedy night
- D**
- Dog wash
  - Dining in the dark
  - Dress-up day
  - Dance / disco
  - Dinner party
- E**
- Exercise challenge
  - Eighties night
  - Easter egg hunt
  - Equipment hire
  - Environmental fundraiser
- F**
- Fun run
  - Fete
  - Fashion show
  - Food festival
  - Five cent collections
  - Father's Day stall
  - Face painting
- G**
- Gala party
  - Games night
  - Garden party
  - Great race
  - Golf or putt putt (mini golf)
  - Gift wrapping
- H**
- Halloween party
  - Hair day - crazy, coloured, bad, themed
  - How many in the jar?
  - Hero day
  - Haunted house
  - Hula hoop competition
- I**
- International Guide Dog Day and / or International White Cane Day event
  - International art, food and culture evening
  - 'It's a knock-out' event
  - Indoor games night
  - Inflatable fun day
  - Inter-department, school or class challenge

- J**
- Jumble sale
  - Jazz event
- K**
- Karaoke night
  - Keep fit-a-thon
  - Kite flying
- L**
- LEGO® night
  - Lucky dips
  - Lunchtime movie screening
  - Limbo competition
  - Line-dancing
  - Luncheon
- M**
- Movie night
  - Matched giving
  - Music event
  - Marathon
  - Masked singer
  - Masquerade party
  - Mufti day
  - Magic show
  - Mother's Day stall
  - Murder mystery night
- N**
- Nineties night
  - Novelty races
  - New Years Eve party
- O**
- Outdoor movie screening
  - Olympics challenge
  - Obstacle course
  - Odd jobs
- P**
- Picnic
  - Pyjamas day
  - Plant sale
  - Pancake breakfast
  - Photo day competition (Pets, babies)
- Q**
- Quiz night
  - Quit it for Guide Dogs Victoria
  - Quick questions round
  - Queen and King day
- R**
- Race day
  - Recycle books and toys
- S**
- Sausage sizzle
  - Sports day
  - Sixties night
  - Seventies night
  - Sponsored silence
  - Swim competition
  - Spelling bee
  - Silly sock day
  - Salsa dancing evening
  - Swear jar
- T**
- Trivia night
  - Treasure hunt
  - Themed party
  - Talent show
  - Tug-of-war
  - Teach a trick
- U**
- Under the stars movie or picnic
  - Uniform day
  - Up-cycling sale
- V**
- Video game tournament
  - Variety show
  - Vintage day
  - Valentine's Day event
- W**
- Walkathon
  - 'Who's who' photo challenge
  - Wine tasting
  - Window cleaning
- X**
- Xbox tournament
  - Xmas stall
  - Xmas craft
- Y**
- Yoga
  - Yo-yo competition
- Z**
- Zumba dance challenge
  - Zero tolerance
  - Zoo animal quiz
  - Zombie party

# Money matters

You are required to keep records of your income and expenditure relating to your fundraising event.

You are entitled to deduct necessary expenses from the proceeds of your event, provided they are properly documented. It is essential that you take all reasonable steps to ensure that your expenses do not exceed a fair and reasonable proportion of the money obtained from the event. Expenses should not exceed 50 percent of the expected profit.

Please send the proceeds of the event to us within seven (7) days of the conclusion of the event. You can also bank proceeds from your fundraising event at any NAB branch. Please include your supporter reference number on your deposit slip when you bank money for Guide Dogs Victoria. It is recommended that you bank money as soon as possible after you raise it.

## Please use these account details:

Bank: National Australia Bank  
Branch address: Ground Level, 330 Collins St Melbourne VIC 3000  
Account name: Guide Dogs Victoria  
BSB: 083 004  
Account number: 4610 61543  
Reference: Your supporter number\*

\*It is important to include this reference number so these funds are allocated to your fundraising event.

## Quick fundraising tip #3

People love to support a great cause, especially if a friend or colleague is organising the event.

We encourage you to be realistic with your target but ambitious too; communities love to come together and get involved!



An older male sitting outdoors with one arm around his yellow Guide Dog that is sitting at his feet.

given, a tax deductible receipt cannot be issued.

## Donor receipts

Any donations of \$2 or more are tax deductible. The easiest way to deposit donations that you collect for your fundraiser is to have your supporters donate via your online fundraising page, where receipts will be automatically generated and sent to your supporters. Please note that we cannot issue receipts for cash donations that you collect, only for donations that Guide Dogs Victoria receives directly.

When the supporter has received goods or services in return for money

## Donated goods and services

The value of any goods and services donated to the event must be stated by the company or individual donating the goods or services. An accurate record of the donors' details assists us with financial reporting and thank you letters.





# Where does your money go?

Your fundraising efforts help provide life-changing independence to people in Victoria living with low vision or blindness. Here are just some examples of what your support could look like.



## Puppy Play Kit – \$39

Vital for providing our puppies with enrichment and learning.



## Orange Training Jacket – \$50

Important for making the public aware that our puppies are in training and should not be distracted.



## Harness – \$124

Essential for working one-on-one with an Instructor during the later stages of training.



## Dog Crate – \$250

Essential for transporting pups safely.

## Veterinary Care – \$528

Imperative for providing vaccinations and health checks to our puppies.

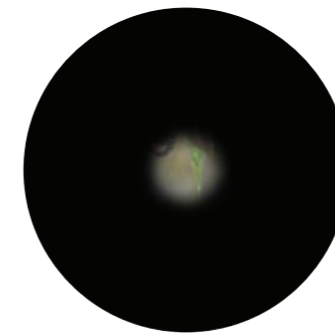


## Puppy Training Program – \$780

Crucial for laying the foundations for further training.

## Through someone else's eyes

Every person's vision is different, but these images help give an idea of what a person may see if they have one of these conditions.



Retinitis Pigmentosa



Age-related Macular Degeneration



Cataract



Neurological Vision Impairment (Acquired Brain Injury)



Glaucoma



Diabetic Retinopathy



Do you know someone experiencing any of these conditions? Support and services are available from Guide Dogs Victoria. Phone 1800 804 805 or visit [vic.guidedogs.com.au](http://vic.guidedogs.com.au)



Karlee sitting with her yellow Guide Dog Olympia, wearing a graduation hat.

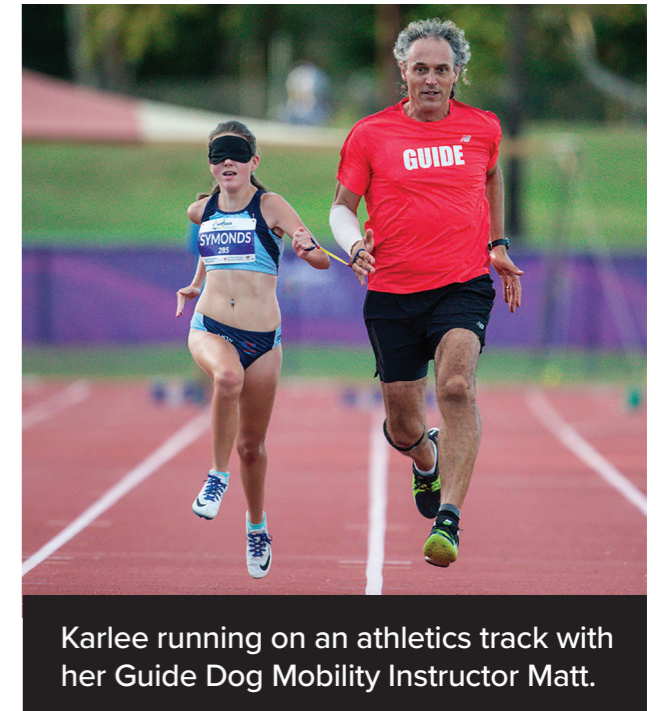
## Karlee's story

Born with Leber Congenital Amaurosis, a rare genetic eye disorder that causes severe low vision, 18 year-old Karlee has risen against the odds to achieve exceptional results at school, begin a medical science degree, and carve out a stellar career in competitive athletics!

Karlee first came to Guide Dogs Victoria when she was nine years old and had just started to use a white cane. At the age of 11, while at primary school, Karlee began participating in cross-country running and athletics, and started to progress through the ranks, qualifying to compete in national meets.

Karlee's ultimate goal was to get a Guide Dog and, in February 2021, Karlee received the call she had been waiting for – she had been matched with a beautiful Labrador called Olympia. Karlee spent the next few weeks getting to know Olympia and working intensively with Guide Dog Mobility Instructor Matt, with a large part of this training at her university campus.

Olympia has already had such a significant impact on Karlee's life. "Before I had Olympia I struggled with independence. I had no confidence and struggled emotionally as I felt trapped and isolated," said Karlee.



Karlee running on an athletics track with her Guide Dog Mobility Instructor Matt.

**"With Olympia, I am able to walk much faster and travel independently which is the best feeling. Olympia is a huge support to me. Not only is Olympia my eyes, she is my confidence, best friend and baby girl. I am so immensely grateful for Olympia's Puppy Raisers, Trainers and my Guide Dog Instructors for giving me this beautiful, clever girl."**

– Karlee



## Application for Authority to Fundraise

To enable Guide Dogs Victoria to keep in touch with our supporters and to comply with our legal obligations, we are required to keep a register of fundraising events. The following document, together with any supplementary information, must be completed and returned to the Community Fundraising Team at Guide Dogs Victoria via email or post, before an Authority to Fundraise can be issued.

**Att:** Shannon Manley  
Guide Dogs Victoria  
Private Bag 13, Kew Vic 3101  
**P:** 1800 988 626  
**E:** fundraising@guidedogsvictoria.com.au

Title: \_\_\_\_\_ First name: \_\_\_\_\_ Last name: \_\_\_\_\_

Company / organisation name (if applicable): \_\_\_\_\_

Position within company (if applicable): \_\_\_\_\_

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

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Home phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Name of proposed event or activity: \_\_\_\_\_

Description of fundraising event or activity: \_\_\_\_\_

Event location / address: \_\_\_\_\_

Start date: \_\_\_\_\_ End date: \_\_\_\_\_

Have you ever been convicted of a crime in Australia?

No Yes, please explain: \_\_\_\_\_

I confirm that I do not have any health or medical conditions that would affect my ability to carry out the tasks required by the role of event organiser / host.

I confirm I am aged 18 years or older.

I consent to my child \_\_\_\_\_ (aged 8 -17 years) participating in this fundraising event.

I agree this event will result in a donation of \_\_\_\_\_ % of net profits (please state percentage).

Please state other beneficiaries from this event (if applicable): \_\_\_\_\_

Amount estimated to be donated to Guide Dogs Victoria: \$ \_\_\_\_\_

I have read the Terms and Conditions and agree to comply with any legal requirements of fundraising. I understand my obligations to send the proceeds raised to Guide Dogs Victoria within seven (7) days of the conclusion of my event or activity.

I consent to Guide Dogs Victoria collecting my personal information for fundraising purposes and to keep me up to date with news and events.

Signature \_\_\_\_\_

For more information on how Guide Dogs Victoria handles your personal information, please read our [Privacy Policy](#).

Guide Dogs Victoria reserves the right to refuse or withdraw permission to fundraise on its behalf.

# Guide Dogs.

## Your responsibilities as a fundraiser

### Terms and Conditions

On behalf of Guide Dogs Victoria (us, we, or our), we would like to thank you for your interest in raising funds to help us to continue our goal of providing life-changing independence to people with low vision or blindness. Guide Dogs Victoria appreciates all the support it receives from individuals, corporations and the greater community.

These Terms and Conditions apply to organisations, groups and individuals that are planning to raise funds on behalf of Guide Dogs Victoria. By submitting your Application for Authority to Fundraise with Guide Dogs Victoria, you agree to comply with, and to be bound by, these Terms and Conditions.

If you have any questions, please call the Community Fundraising Team on 1800 988 626 who will be more than happy to assist you.

1. If your application is approved, Guide Dogs Victoria will:
  - a. issue you with a Letter of Authority to Fundraise specific to your approved event or activity (Letter of Authority); and
  - b. allocate an Authority to Fundraise number to you. To assist Guide Dogs Victoria in processing all queries quickly, please quote the event number in all correspondence with us.
2. You must be registered with us and have received our Letter of Authority before you start any fundraising. You may fundraise during the approved dates only, and only for the approved event or activity indicated in your Letter of Authority.
3. If you wish to extend or change any aspect of your fundraising event or activity you will need to seek additional approval from us. Guide Dogs Victoria may issue a new Letter of Authority or revoke approval of the fundraising event or activity.
4. You must ensure that the event or activity is run in accordance with relevant not-for-profit or charity legislation and / or regulations for the State or Territory in which the fundraising event or activity is being held, and you must obtain any permits, authorities, licences and insurances needed. For example, permits are required by Councils and shopping centres for events on their premises, and State Government permits may also be required for the conduct of raffles or prize draws. Different States have their own legislation, which should be checked beforehand. If you require guidance in this area, please phone Guide Dogs Victoria. Copies of any permits must be sent to Guide Dogs Victoria.
5. You are responsible for ensuring the safety of the event or activity, volunteers and personnel, including organising appropriate public liability insurance and providing first aid services if required. Guide Dogs Victoria's insurance policy does not cover events or activities conducted by external organisations or individuals.
6. Any use of our logo, text, images, name or any other branding must first be approved by us.
7. All publicity in reference to the fundraising event or activity should clearly state that the event or activity is being organised by you. All promotional material must be worded in such a way as to make it clear that Guide Dogs Victoria is either the only beneficiary, or is one of a number of charities benefiting from the event or activity.
8. You must make it clear in any dealings with the public, donors, sponsors and supporters that you are not our agent or representative but are acting on your own behalf to raise money for Guide Dogs Victoria.
9. You hold all funds raised from the public on behalf of Guide Dogs Victoria until the fundraising event or activity is completed. It is your responsibility to ensure that the funds are kept in a secure place.
10. You are required by law to retain records of all income and expenditure relating to your fundraising event or activity. Please use the Income and Expenditure Form provided, retain evidence in support of all expenses, and send copies to Guide Dogs Victoria within seven (7) days of the fundraising event or activity taking place.
11. All costs and debts associated with your fundraising event or activity are your responsibility and we will not be liable for any financial loss suffered by you or those involved.
12. You acknowledge that only Guide Dogs Victoria is authorised to allocate donated funds within Guide Dogs Victoria.
13. You must not approach the general public with door-to-door, street or telephone collections as part of the fundraising event or activity.
14. If you are planning to involve children in your fundraising event or activity, they must be at least eight (8) years of age and have the consent of their parent or guardian.
15. You are required to keep a record of all persons involved in your fundraising event or activity, including details about what activities they were involved in.
16. You must disclose any prior or current criminal convictions. Although these will not necessarily stop you from being able to support Guide Dogs Victoria, they will be taken into account in agreeing to your suitability as an organiser.
17. The organiser agrees to release Guide Dogs Victoria to the fullest extent permissible under law for all claims and demands of any kind associated with the fundraising event or activity, and to indemnify Guide Dogs Victoria for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the fundraising event or activity.
18. We may at any time without the need to give any reasons, withdraw your approval to fundraise by notification in writing.

# Guide Dogs.

## Income and Expenditure Form

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Your name:

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Name of fundraising event or activity:

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Financial year:

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### Income

Donations: \$

Auctions: \$

Other: \$

**Total income: \$**

### Expenditure

Postage: \$

Printing: \$

Stationary: \$

Other: \$

**Total income: \$**

**Net income (total income less total expenditure): \$**

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Att: Shannon Manley  
Guide Dogs Victoria  
Private Bag 13, Kew Vic 3101  
P 1800 988 626  
E [fundraising@guidedogsvictoria.com.au](mailto:fundraising@guidedogsvictoria.com.au)

**Guide  
Dogs.**

[vic.guidedogs.com.au](http://vic.guidedogs.com.au)