

# Fundraiser Procedures and Guidelines



Generally, Starship Foundation accepts fundraising events by individuals, clubs and organizations whose intentions will promote the image of the Starship as well as generate funds for its work. Care is taken to avoid events that might be inappropriate.

## **Fundraising Application Form:**

An initial step in planning a fundraiser is the completion of the Fundraising Application Form detailing the particulars of the event. The Starship Foundation will decide which events may need further discussion. Once approval has been given, a confirmation email 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. An email of approval must be received from Starship Foundation to conduct an event whose net proceeds go the Foundation.
2. At the conclusion of the event, after event expenses have been resolved, the event organiser will deposit the funds raised to the Starship Foundation bank account, on behalf of the Fundraising event. It should be noted that New Zealand taxation laws stipulate that sponsorship cheques, ticket costs, auctions or raffle purchases do not qualify for taxation receipts.
3. While the Starship Foundation will assist in any way it can, it does not have the capacity to provide volunteers to help support events. The special event is the individual's/organisation's responsibility and is a great opportunity to involve its own membership in the fun and fellowship of helping children.
4. Starship Foundation will assist in selling of tickets for an event wherever possible but the responsibility for sales rests with the organisers.
5. Starship Foundation does not have readily available means to assist in individualised "thank you letters" to your event participants and supporters. Thank you letters should be sent by the event organisers.
6. Product Endorsement – Starship Foundation does not endorse products. Starship Foundation 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 the Starship Foundation for approval. Background information, may be required from a company desiring to do a promotion to benefit Starship Foundation.



## Sponsorship:



Starship Foundation is very fortunate to have a number of sponsors who make substantial contributions to its work. Listed below are the Starship Foundation's Five Star sponsors. We ask that these sponsors not be approached by Community Event organisers.

- **ASB**
- **Barfoot & Thompson**
- **Mercury Energy**
- **New World**

**To avoid duplication of approaches, a list of sponsors being proposed by you, your club or organisation must first be approved by the Starship Foundation.**

## Publicity:

If appropriate, a Starship Foundation employee can assist in coordinating any press and media releases for the event through the Media Manager.

1. As an independent organiser in a fundraising effort, and with the Starship Foundation's role being solely that of beneficiary, all telephone or personal solicitations, publicity, printed matter, including advertising posters and tickets, must identify your organisation as the sponsor or organiser.
2. If Starship Foundation's name or logo is used on printed material, we need to review that material before it goes to print. We have specific logo guidelines which can be downloaded or obtained by contacting the Community Giving Executive on 09 307 8949.
3. When referring to our relationship, please use the wording: "proceeds will benefit Starship Child Health".
4. Starship Foundation does not assume any responsibility for event expenses.
5. We ask, for our accounting purposes, and in accordance with charitable organisation guidelines, that funds collected on our behalf are turned over to the Starship Foundation within thirty days following the event.
6. Make cheques payable to: Starship Foundation and mail to: PO Box 9389, Newmarket, Auckland Please include the name and address details for receipt purposes.

**If you have any additional questions, please contact us on (09) 307 4957.**

