

# Community Fundraising Kit



Formerly known as the  
Cerebral Palsy League



Thank you for taking the first step to support CPL - Choice, Passion, Life (formerly the Cerebral Palsy League).

Every dollar helps us to achieve our vision to create an inclusive society for all. Your generosity will provide valuable support to Queensland families who live with disability.

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## Third Party Event Fundraising Guidelines - Keeping it legal!

Community fundraising provides a great opportunity to get your mates together to raise funds for a good cause. If you have never done this before don't be daunted, call us on **1800 275 753** and we can discuss some options that may work for you.

If you need some ideas, refer to the A to Z Fundraising ideas found on the website, [cpl.org.au/join-challenge-event](http://cpl.org.au/join-challenge-event)

Before you can proceed with your activity/event you'll need to complete an Authority to Fundraise. This is easily done by completing the associated form at the end of this document. CPL will then be in touch to confirm acceptance of the fundraiser in writing.

These guidelines are to assist groups and individuals who are planning a fundraising event to benefit CPL and its programs. The guidelines explain some aspects of the law relating to fundraising appeals as well as CPL's own requirements. They are not a substitute for your own legal advice.

### When Planning Your Fundraiser

- Management of the event is your sole responsibility. Unless specifically requested and approved, CPL staff and volunteers are not in a position to solicit prizes, organise media or provide goods or services to run the event.
- An event or activity organised by a Third Party (individual or group external to CPL) is not an official CPL event or activity.
- All Third Party events or activities where proceeds are to go to CPL must follow CPL policy and procedures and obtain prior written approval from CPL before proceeding.
- There may be a few legal issues to consider in relation to your fundraising event/appeal and it is your responsibility to make sure your event complies with the law.
- The Third Party must ensure that its officers, employees, agents, partners, volunteers, contractors and associates do not represent as having any authority to act on behalf of CPL.
- All events and/or activities must be held for the stated purpose and within the timeline outlined in their Third Party Event Application form.





## Promoting Your Event/Activity

- You are permitted to use the CPL name and logo to promote your event or appeal as long as you comply with the brand style guidelines issued to you.
- Any advertising material related to fundraising events or appeals must:
  - i. Clearly state your name
  - ii. Not be likely to cause offence to any person, and
  - iii. Not be misleading
- CPL reserves the right to approve any media release, artwork, description of an event or activity and wording before it is published/distributed.
- Any communication by the Third Party to the public made in the course of carrying out the activity shall be truthful and non-deceptive and thus state the percentage amount or net proceeds of funds raised that will go to CPL.
- Any intellectual property, including CPL name, trademarks, logo, and other branded materials must not be used in any way for awareness or fundraising without the prior written consent of CPL.
- Where referenced it should be stated that proceeds will be directed to CPL - Choice, Passion, Life supporting Queenslanders living with disabilities.
- The CPL name or logo must not be used on any commercial merchandise unless explicitly negotiated and written approval is granted.

### Examples of authorised reference to CPL for approved events.

- **Authorised usage:** Naming the event or activity with reference to CPL e.g. “Ladies Who Lunch supporting CPL”, or “Proudly supporting CPL’s Camp Have a Chat”
- **Unauthorised usage:** Naming it as a CPL event or activity.

**If you have any doubts, please contact the Fundraising team on 1800 275 753.**

## Fundraising and Issuing Receipts

You will be provided with written approval to fundraise in response to completing the “Authority to Fundraise Form”, which is required by law for any person wanting to fundraise.

CPL will issue donation receipts for all funds directed to CPL as the beneficiary of the third party fundraising activity.

### Accounting and payment of funds

CPL recommends that Third Party Organisers encourage members of the public, who wish to make a donation, to do so directly to CPL.

A total income and expenditure sheet for the event or activity should be submitted along with a cheque/money order/bank transfer within 14 days of the end of the event or activity.

CPL requires funds to be presented to CPL no later than two weeks from the date of the activity. Funds can be deposited into CPL’s bank account:

CPL - Choice, Passion, Life  
Bank: Westpac Bank Limited  
BSB: 034-065  
Account: 165127

Please reference the name of your activity when depositing the funds and email [fundraising@cpl.org.au](mailto:fundraising@cpl.org.au) to notify us of the deposit.

### Almost there! All you need to do now is send CPL:

- i. Any receipt books supplied by CPL
- ii. Emailed copy of the funds transferred/remittance advice to allow us to issue you the donation receipt to [fundraising@cpl.org.au](mailto:fundraising@cpl.org.au)
- iii. Your budget sheet

**Last but not least...don't forget to thank those who supported your activity and let them know how much you raised.**

### Helpful link

[Fundraising through an existing charity.](#)

## Authority to Fundraise Form

- Please print, complete and sign this form.
- Mail to:  
CPL - Choice, Passion, Life  
PO Box 386  
Fortitude Valley QLD 4006  
  
or email it to: [fundraising@cpl.org.au](mailto:fundraising@cpl.org.au)
- Keep a copy for your records. CPL will issue acceptance of this form in writing.

### Conditions of Fundraising

1. Individuals must obtain approval prior to the commencement of any fundraising activities. Money must be raised in a legal and ethical way and in a manner that does not risk or injure yourself, volunteers, the general public, or anyone connected to the activity.
2. Fundraising activities will be organised by the individual and/or his/her committee. Outside organisations/businesses may also be approached to assist. Any approaches to businesses must be approved by CPL to avoid conflict with existing CPL partners/sponsors.
3. All fundraising activities must be self-funded. CPL will not be held responsible for costs incurred that are related to the activity/event.
4. Insurance: Insurance is the responsibility of the fundraising applicant.
5. Individuals are to conduct themselves in a professional and courteous manner in line with CPL's values. Proper attire is required when representing CPL.
6. Where individuals raise funds for specific equipment or client, they are ineligible for incentive prizes.
7. Where individuals commit to raise a specific amount of money to qualify for an entry into a challenge based event and the minimum goal is not reached, CPL reserves the right to withdraw registration in the event.
8. Money raised must be directed to CPL but definitely within 14 days of the completion of any fundraising activities.
9. CPL reserves the right to refuse or withdraw the Authority to Fundraise at its sole discretion.

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of the activity/event: \_\_\_\_\_

Type of activity/event: \_\_\_\_\_

Activity/event overview: \_\_\_\_\_

Proposed date and time of the activity/event: \_\_\_\_\_

Location of the event/activity: \_\_\_\_\_

Number of expected guests/attendees: \_\_\_\_\_

I accept the above referenced conditions

Signed: \_\_\_\_\_

Date: \_\_\_\_\_