



# RED FROGS AUSTRALIA FUNDRAISING KIT

How to successfully raise funds towards Red Frogs



**REDFROGS**  
AUSTRALIA

1300 557 123 | [www.redfrogs.com.au](http://www.redfrogs.com.au) | [info@redfrogs.com.au](mailto:info@redfrogs.com.au)

# THANK YOU

FOR INVESTING IN THE NEXT GENERATION



## FUNDRAISING FOR RED FROGS

We are so grateful that you are considering raising funds, awareness and support towards the work of Red Frogs Australia (RFA).

By doing so, you increase our commitment and ability in safeguarding a generation through direct relief.

A non-for profit organisation facilitated through a dedicated and passionate volunteer base, the vital work of RFA relies on the donations and support of individuals and businesses such as you.

In this document, you will find everything you need to know regarding fundraising for RFA.

The following information will include:

- About Red Frogs Australia
- 4 Steps to Fundraising
- Compliant Fundraising Practices



## WHO WE ARE

**Red Frogs Australia is a support program for young people from the ages of 13 – 30.**

At the core of Red Frogs is the heart to provide direct relief from alcohol-and drug-related issues that are known to cause anxiety, suffering, distress and helplessness amongst the youth of our nation. They are the next generation of leaders, business entrepreneurs, teachers, engineers, environmentalists and parents. They are our future!

## OUR MISSION

To reduce suffering and safeguard a generation of young people, empowering them to make positive life choices and to become a voice of change within their culture.

## WHERE THE MONEY GOES

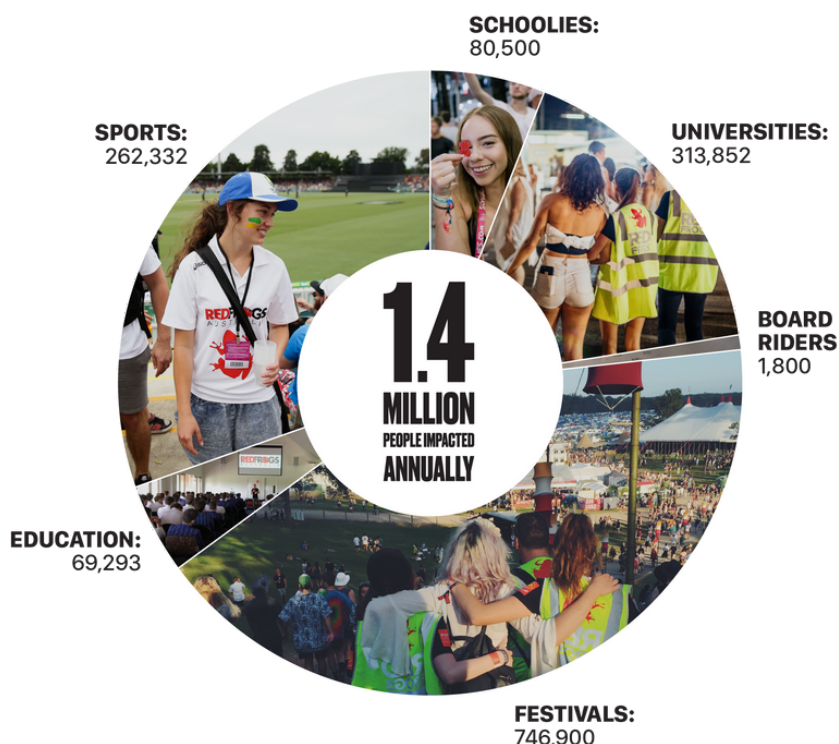
Red Frogs is a volunteer based organisation that provides harm minimisation programs and services to safeguard the lives of young people all over Australia, aligned to our key strategic pillars of education, peer support, diversionary activities, referral and pastoral care.

We're proud of the work of our amazing volunteers, impacting over 1.4 million people annually, and are committed to delivering high impact, evidence-based programs and direct relief services to the next generation across Australia.

By supporting us, you help us to provide:

- hydration to thousands of intoxicated youth at O-Week events
- support and community to a young schoolie in the midst of depression and anxiety;
- prevention against sexual assault for the female student walking home alone at night;
- a positive peer presence for a teen who might otherwise get caught up in alcohol abuse;
- drug & alcohol education to tens of thousands of high school students
- hope to a generation that they matter and we believe in them.

## OUR IMPACT/REACH:



FOR MORE INFO ON OUR PROGRAMS,  
GO TO [REDFROGS.COM.AU/PROGRAMS](https://www.redfrogs.com.au/programs)

**REDFROGS**  
AUSTRALIA

# 4 STEPS TO SUCCESSFUL FUNDRAISING

## #1 CHOOSE YOUR FUNDRAISER

**The world is your oyster! If you need ideas on various different opportunities to support Red Frogs, go to <https://bit.ly/3hSAdGI>.**

If you'd like to talk to someone about your fundraising ideas, please contact us directly on 1300 557 123 or [fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au).



## ONLINE FUNDRAISING VIA RAISELY



RFA have established a partnership with online company, Raisely. If you are looking to raise money for Red Frogs by participating in a fun run event, a birthday celebration or a challenge - you can fundraise online.

Offering a website where you can register your individual fundraising activity/event, Raisely allows you to direct guests to give online and provide a tax deductible receipt for their donation.

To get started with a fundraiser via Raisely, please go to [redfrogs.com.au/support/fundraise](https://redfrogs.com.au/support/fundraise)

**IF YOUR FUNDRAISING CANNOT BE CONDUCTED ONLINE, PLEASE READ ON.**

## #2 CHECK YOUR ACTIVITY IS LEGAL

**To protect the integrity of our brand, RFA are not in a position to accept all donations.**

Each fundraising avenue requires individual consideration to ensure the event, company involved and the funds/resources raised do not conflict with the ethics, values and vision of RFA in any manner).

Therefore, it is highly important that the fundraising application processes are understood and followed correctly. In addition, please check with your local authorities to ensure that your event or fundraising choice also complies with your local laws. (A comprehensive list of local authorities can be found on page 8.)

### PLEASE NOTE

The following activities are NOT endorsed by or permitted to be conducted on behalf of RFA:

- Telemarketing
- Door-to-door Fundraising
- Alignment with any alcohol or gambling organisations
- Events where proceeds are donated as a result of alcohol sales

• Personal fundraising  
(In this situation, independent legal advice needs to be sought and processes followed accordingly. However, this is independent from and not related to the RFA fundraising application in any way).

**Once you have confirmed that your event is legal, please fill out the fundraising application form: [redfrogs.com.au/fundraisingapplication](http://redfrogs.com.au/fundraisingapplication)**

## #3 GAIN AUTHORITY TO FUNDRAISE

Once you have submitted your application, and RFA has reviewed, you will receive written notification of the status of your application (whether successful or otherwise).

If successful, RFA will provide you with an 'Authority to Fundraise' statement letter. If your fundraising event or activity requires RFA resources such as artwork, signage, RFA brochures etc. please contact RFA.

Wherever possible RFA will equip and help you in your fundraising endeavours. Please read the "Compliant Fundraising Practices" information found below in this document to ensure that your event abides by local laws and correctly references your association with RFA.



# #4 DEPOSIT THE FUNDS RAISED

On completion of your event, please fill out the Fundraising Evaluation form found on page x. It is also recommended that you keep a trail of all donations from your event for future reference. A donor receipt form can be found on page x.

After submitting your evaluation form to RFA, please transfer funds and/or resources to RFA within 28 days of completion of your fundraising activities.

Funds can be transferred to RFA In the following ways:

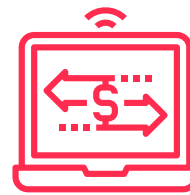


## **Cheque Or Money Order**

Please make all cheques/money orders  
to: Red Frogs Australia

Send to:

Red Frogs Australia PO Box 2111,  
Mansfield, Old, 4122



## **Direct Bank Transfer**

Name: Red Frogs Australia

BSB: 034 093

Bank: Westpac

Account #: 510338

Description: RFA Fundraising + your event number.

(As outlined in your application approval email.

If unsure, please contact RFA)



## **TAX DEDUCTIBILITY**

Tax deductible receipts may be able to be provided/issued to individuals/companies for donations. If you are requiring tax deductible receipts, please contact RFA prior to the commencement of your fundraising campaign to:

- a) See if your request is possible
- b) Learn the process involved in issuing of receipts

# YOU'VE DONE IT!

Red Frogs appreciate the invaluable funds and resources raised by each of our supporters. We would love to promote your organisation/business/cause and thank you publicly for your tireless efforts in raising funds, resources and awareness towards RFA.

Please capture photographs/reviews/newspapers reports that relate to your event and send to RFA at [media@redfrogs.com.au](mailto:media@redfrogs.com.au).

These may be included in social media updates as well as annual publications such as the Annual RF Report.

Thank you again so much and If you have any further questions please don't hesitate to reach out at 1300 557 123 or email [fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au)

## USEFUL LINKS

Fundraising Ideas: <https://redfrogs.com.au/support/fundraise/fundraising-ideas>

Fundraiser rego form: <https://redfrogs.com.au/support/fundraise/register-your-fundraiser>

# COMPLIANT FUNDRAISING PRACTICES

### Media, Social Media and Publications

You are responsible for generating publicity about your fundraising activity.

RFA reserves the right to approve any media release, artwork, activity descriptions and/or wording about RFA before publication or distribution. If in doubt about how to promote/describe RFA, please contact us at [fundraising@redfrogs.com.au](mailto:fundraising@redfrogs.com.au).

In the event that media contacts you directly for any particular information on your event's connection with RFA, please refer them to the RFA media representative by calling the our hotline on 1300 557 123.

Please note: You are not authorised to speak on behalf of RFA. Authorisation is limited to discussion on your actual event itself.

When targeting publicity for your fundraising event through the various forms of media available, please contact RFA prior to commencement for possible assistance in the writing an effective media release and offer of connections/networks to gain maximum coverage for your event.

### Branding Your Events

You can find a folder of RFA assets at [www.redfrogs.com.au/mediakit](http://www.redfrogs.com.au/mediakit)

The RFA "Proudly Supporting Red Frogs Australia" logo can be used on promotional materials, websites and social media. All printed materials featuring this logo must be approved by RFA in the design stage (prior to print and distribution). Please send your draft/proposal to [design@redfrogs.com.au](mailto:design@redfrogs.com.au).

### Naming your Event

For naming your event and referencing your support towards RFA, here are a couple of guidelines:

#### Acceptable

- Proudly Supporting Red Frogs Australia
- Event name \_\_\_ with net proceeds going towards Red Frogs Australia
- 50% of the proceeds from this event will go towards the work of Red Frogs Australia

#### Not Acceptable

- x Red Frogs Australia Fashion Parade
- x Red Frogs Australia Walkathon
- x Red Frogs Australia Benefit Concert
- x Red Frog Australia Business Breakfast



## **National, State and Territory Laws**

All fundraising activities must comply with the relevant National, State and Territory laws and regulations.

In each State and Territory, there is a Charitable Fundraising Act or equivalent to which RFA and people fundraising on behalf of RFA must adhere. In addition, please be aware of regulations relating to liquor licensing and preparation of food.

To find out more about funding legislation in your State or Territory, please contact the relevant authority listed below.

### **ACT**

ACT Business Names, Incorporated Associations and Charitable Collections, Department of Justice and Community Safety  
[www.ors.act.gov.au](http://www.ors.act.gov.au)

### **New South Wales**

Office of Charities, Department of Gaming and Racing  
[www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

### **Northern Territory**

Racing, Gaming and Licensing Division of NT Treasury  
[www.nt.gov.au/justice/licenreg](http://www.nt.gov.au/justice/licenreg)

### **Queensland**

Registration Services Fair Trading Operations Department of Employment, Economic Development and Innovation  
[www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)

### **South Australia**

Office of the Liquor and Gaming Commissioner Lottery Licensing  
[www.olgc.sa.gov.au](http://www.olgc.sa.gov.au)

### **Tasmania**

The Office of Consumer Affairs and Fair Trading  
[www.consumer.tas.gov.au/business\\_affairs/charities](http://www.consumer.tas.gov.au/business_affairs/charities)

### **Victoria**

Consumer Affairs Victoria  
[www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

### **Western Australia**

The Administrative Officer, Charity Collections Advisory Committee, Department of Commerce  
[www.docep.wa.gov.au/charities](http://www.docep.wa.gov.au/charities)