

## **COMMUNITY FUNDRAISING INFORMATION**

### **Lentara UnitingCare ("Lentara")**

Thank you for your interest in supporting Lentara with a Community Fundraiser.

We rely on the kindness and generosity of the public, community groups, local business and other donors to support our work in the community. All money raised from your Community Fundraiser will go directly towards providing urgently needed assistance and care for a range of critical programs including Asylum Seekers, Vulnerable Families and Children and Emergency Relief Food Parcels for families in need.

Holding your own fundraiser can be a lot of fun and nothing is too big or small, we appreciate all your efforts in supporting us.

Whether you would like to hold a bake sale, private dinner party, dress-down day at work or school, organise a music concert, craft stall or art exhibition, this leaflet provides key information and tips on running a fundraiser and the resources available from Lentara to support you in your efforts.

Thank you for thinking of us.

LENTARA FUNDRAISING TEAM  
[events@lentarauc.org.au](mailto:events@lentarauc.org.au)

### **FUNDRAISING STEPS**

1. Read through this leaflet.
2. Decide on the type of fundraiser you would like to organise. Please read through to see what we can provide you in support of your fundraiser.
3. Complete the Community Fundraising Application Form and return it by post or email to Lentara.
4. We will be in touch to let you know that we have received your application and are happy for you to proceed.
5. Start organising your fundraiser.

Please note that due to our limited resources and capacity we are unable to collaborate or partner on fundraisers, provide any financial assistance, or organise the fundraiser for you.

Thank you for your understanding.

### **HOW WE CAN SUPPORT YOU**

Once you have decided on your fundraiser and returned your Community Fundraising Application Form, Lentara can offer the following assistance;

#### **Registration Letter**

We can provide you with a letter confirming that you have registered your function/event and that Lentara is your official fundraising charitable partner.

## **Material Support**

We have a range of promotional materials available to support your campaign. Please indicate which items you would like on the Community Fundraising Application Form.

## **Lentara Representative**

If requested or required, we will endeavour to arrange a Lentara representative to attend your event depending on availability and location.

## **Lentara Logo**

We may allow use of Lentara's logo depending on the proposed usage. Written approval is required.

## **Promotion**

We may depending on time and circumstance post your event across our digital and print media channels. We do not generally promote fundraisers undertaken by individuals.

## **Media**

If you wish to issue a media release in relation to a fundraiser that references Lentara, please email to [events@lentarauc.org.au](mailto:events@lentarauc.org.au) at least two weeks prior to the planned release. Lentara reserves the rights to control how its name and profile is represented in materials issued by individuals and other organisations.

## **Tax Receipts**

All donations to Lentara over \$2 are tax deductible. When you are ready to deposit your donation, we will provide you with our bank details and a reference number so that we can track your donation, raise a receipt and thank you for your wonderful contribution.

Please note: Lentara cannot provide individual receipts to people who supported your event. If supporters donate online via our events/appeal fundraising page on our website ([www.lentarauc.org.au](http://www.lentarauc.org.au)) they will receive a tax-deductible receipt (for donations of \$2 or more) automatically via email.

Payments for tickets or goods (auction items, t-shirts, albums etc.) are not classed as donations and are therefore not tax deductible.

## **MARKETING YOUR FUNDRAISER**

### **Approved Copy**

In order to ensure that you communicating about Lentara in the correct way, please use the following description:

*About the Lentara UnitingCare*

*Lentara UnitingCare is a not-for-profit agency of the Uniting Church in Australia, serving the people and communities in the North and West of Melbourne. We focus on emergency relief, children's services, community services, financial counselling, family violence, asylum seeker support and social enterprise programs.*

## **Images**

All photos and images that you use to communicate information about Lentara should first be approved by emailing [events@lentarauc.org.au](mailto:events@lentarauc.org.au)

## **FREQUENTLY ASKED QUESTIONS**

### **Does the Lentara need to know about all fundraising activities conducted on its behalf?**

Yes, Lentara UnitingCare is accountable for all fundraising activities conducted directly or on our behalf. In addition, making us aware of your planned fundraiser enables us to help you out the best we can.

### **What should I tell the people donating or participating in my fundraiser?**

Lentara should be named as the beneficiary - "proceeds of this fundraiser will go to Lentara UnitingCare". Where possible you should indicate the percentage or amount per ticket or item for sale that you intend to donate to Lentara. This should be visible to all potential donors and participants in your fundraiser.

### **I'd like to collect donations in my street or my local area – can you provide me with a receipt book and identification?**

There are a number of activities that Lentara cannot authorise and this includes general cash collections in public places or door-to-door approaches by individuals. Therefore Lentara does not issue identification badges, cards or collection tins. Donation tins may be provided at closed fundraisers at Lentara's discretion.

### **I want to do something simple – like to ask my family and friends to donate to Lentara instead of giving me a Birthday gift. How do I arrange this?**

We suggest that we set up an E-Gift Card on our website. Alternatively, we can provide a donation link which can be shared with your friends and family, if this method of giving is preferred. If you require assistance or have any questions please contact [events@lentarauc.org.au](mailto:events@lentarauc.org.au).

### **I'm booking a venue for my fundraiser – does Lentara cover the insurance?**

Lentara cannot allocate funds to cover insurance for this purpose nor does Lentara's public liability cover community fundraisers.

### **I want to invite as many people as possible to my fundraising event can Lentara help?**

Due to our privacy policy, Lentara cannot provide donors' details for fundraisers to contact them directly. We may when time and circumstance permit post your event on our digital media channels and/or in our newsletter to promote to a wider audience. Please provide us with the promotional details of your event as soon as they become available.

### **Can expenses be deducted from monies gathered in fundraising?**

'Proper' or 'reasonable' expenses may be deducted but we do not reimburse expenses incurred.

### **Does Lentara accept food donations?**

Yes, we welcome food donations. For an up to date list of the foods we accept please refer to our website page. Any food collected will need to be delivered to Lentara in Broadmeadows during business hours as we do not have the capacity and resources to pick up goods after fundraisers.

**CONTACT DETAILS**

Email: [events@lentarauc.org.au](mailto:events@lentarauc.org.au)

Tel: 03 9351 3600

Fax: 03 9309 9319

Address: 413 – 416 Camp Road, Broadmeadows VIC 3047

Website: [www.lentarauc.org.au](http://www.lentarauc.org.au)