



AFP Legacy
remembrance in service



A GUIDE TO SUCCESSFUL fundraising

We hope this guide will assist people wishing to raise funds for AFP Legacy, no matter what size your event may be. Here are some useful tips and advice to help you make your fundraiser a success. If you have any questions, please contact our team. Contact details are located within this guide.

REMEMBRANCE IN SERVICE



AFP Legacy perpetuates the memory of members killed in the line of duty, and supports AFP employees and their families through severe hardship.

We provide a wide range of support, including financial assistance, to legatees, who are the spouse or child of a deceased AFP employee and we create opportunities for legatee families to remain connected to the AFP, the wider Police Family and each other.

Should a current employee pass away on or off duty, whatever the

circumstances (accident, injury or illness), sudden or diagnosed, then support will be offered.

As a not-for-profit charitable organisation, AFP Legacy relies on a number of funding streams; payroll deductions from its members, the generosity of sponsors, fundraising effort and the sale of merchandise. AFP Legacy aims to continually improve our service delivery and the range of support that is offered, in order to meet the needs of our legatee families.

AFP Legacy financially assists with bereavement payments, welfare assistance to families in extreme need and payments to legatees

for assistance and personal development. Those payments are wholly funded from AFP employee donations to AFP Legacy and volunteer fundraising; we receive no government funding.

AFP Legacy welcomes offers of assistance from anyone who wishes to support its mission. This guide assists AFP employees and their friends who would like to organise a fundraiser in support of the AFP family through AFP Legacy.

This guide is adapted from the NSW Police Legacy "Community Fundraising Guidelines", with thanks.

ORGANISING A FUNDRAISER

1

Define your Aim

Your broad aim is to fundraise by creating a positive experience for your audience.

Your specific aim is up to you!

The event or activity might fundraise for a particular person, family or cause. A bigger event might fundraise for more than one charity.

Pick your key themes or messages and run with them.

2

What?

What type of events or activities will help you meet your aim?

Perhaps a morning/afternoon tea, BBQ, sporting event or a fun-run/walk. Or go bigger, for example, a public fundraiser such as a trivia night or a lawn bowls afternoon. There are so many ways to raise much needed funds.

It doesn't have to be extravagant. Tailor what you're doing to your key messages and your audience.

3

Make a plan! When, Where, Who and How

When is the best time to hold your fundraiser?

Check for clashing events, public holidays, and school holidays.

Who do you need to involve?

Make sure you give plenty of notice to people who will help you with sponsorship and donating prizes.

How will it all come together?

Create a simple plan with allocated tasks and completion dates.

Plan on how you'll promote the fundraiser. The key messages are what you are doing and why.

Make a budget, and think about whether there are any risks to plan ahead for.

Have a look at the "formalities" section of this guide.

If your fundraiser needs public permits or insurance, do not be deterred! Just factor this into your administration costs.



4

Contact AFP Legacy and make it official

Submit your fundraising proposal to **afplegacy@afp.gov.au**.

AFP Legacy can:

- **connect you with people** who might share your idea, and who can contribute to your fundraiser.
- **assist with social media ideas** and access to AFP Legacy media mediums.
- **provide receipts** for individual donations that are tax-deductible.
- **give you permission to use the AFP Legacy name and logo** in your advertising, and provide you with our official Style Guide.

Once the AFP Legacy Board of Management approves your fundraiser, you are good to go!

5

Make your fundraiser known

Give your fundraiser all the attention it can! The more people you tell, the more support you'll have.

Emails and posters will make your colleagues aware of your fundraiser. For bigger fundraisers, you might include local press and social media.

AFP Legacy will let you know the best way to use the AFP Legacy name and logo.

6

Hold your fundraiser!

Good luck!

7

Wrap up

Congratulations on holding your fundraiser!

Now for the wrap up. Within seven days of your event:

- Finish your accounting, including all expenses and income.
- Provide any designated proceeds to AFP Legacy.
- Say thanks to everyone who supported you.
- Put together some pictures and share them with your supporters and AFP Legacy!

SOME FORMALITIES

Charity fundraising laws

To ensure that you comply with State and Territory laws for charity fundraisers, ensure your event has prior written endorsement from the AFP Legacy Board of Management before you start advertising.

Using the AFP Legacy name and logo

The AFP Legacy name and logo, are protected by trademark and are managed through the Board and should not be used without the Board's prior permission. Should your proposal be approved by our team, you will receive the AFP Legacy Style Guide, which must be adhered to when using AFP Legacy to promote your event.

When advertising your event, make it clear that your event supports AFP Legacy, and not that the event is being held by AFP Legacy.

Acceptable

"Fun run, supporting AFP Legacy"

"Morning tea, with net proceeds to AFP Legacy"

"\$2 of each sale will go to AFP Legacy"

Not acceptable

"AFP Legacy Trivia Night" – instead try "Trivia Night to raise money for AFP Legacy".

Please ensure you refer to AFP Legacy, as such. Do not refer to us as 'Legacy' when promoting your event. 'Use AFP Legacy' or 'Police Legacy'. This is a legal requirement.





Money Management and Risk

It's your fundraiser – so you're in control. Think about the extent you need to formally address:

Financial management.

Safety and practical risk management.

Insurance.

Permits and licenses.

AFP Legacy is a volunteer run charitable organisation. We may be able to provide practical support for your event, but we are really relying on you to do the hard yards, including by accepting responsibility for your fundraiser and its participants.

Cash donations to AFP Legacy of more than \$2 may be tax deductible. Talk to AFP Legacy about this before your event. If you collect money for goods (e.g. raffle tickets) this will not qualify for a tax deduction.

Funds raised must be provided to AFP Legacy within seven days of it concluding.

Fundraisers must be voluntary. While it is acceptable to reimburse genuine supplier and vendor expenses, participants are not to receive personal remuneration, or otherwise obtain profit or financial gain.

To send your donation to AFP Legacy:

Account Name: AFP Legacy

Bank: Police Bank

BSB: 815 000

Account: 1002 089 86

Permits and Licenses

Your fundraiser might require a permit or licence from local authorities, particularly if:

You are using public spaces.

Check with your local council (e.g. for those holding a Canberra fundraiser this might be the National Capital Authority or ACT Government).

You are serving food in public.

The event involves children or young people, or with vulnerable people.

Make sure that you and your volunteers have Working with Vulnerable People (WWVP) ID cards confirming that they have completed background checks.

You are undertaking a raffle or lottery.

Permits are required for raffles and lotteries, which vary from state to state. Seeking money from the broad public can be highly regulated, depending on the nature of the activity. Seeking donations by door knocking, telemarketing and approaching people on the street is likely to require a specific permit and can carry high risk.

Other ways to support AFP Legacy

There are so many ways to support AFP Legacy.
Contact the team at afplegacy@afp.gov.au
to find out how.

Sign up for Workplace Giving

Make a one-off donation

Buy AFP Legacy merchandise

Volunteer

Bequeath gift in Will

Keep an eye out for events that support
AFP Legacy





FUNDRAISING EVENTS – APPLICATION CHECKLIST

To apply to AFP Legacy for approval for your fundraiser, email the details to afplegacy@afp.gov.au

Use this checklist to work out what information might be relevant:

1. Name of Event

2. Short description of the event:

3. Who is your event supporting?

If you would like to support particular AFP employees or families – please provide details

If your event is supporting more than one charity or group – please provide details, including the extent of support and fundraising that AFP Legacy will receive

4. When is your event:

Will it be annual or recurring?

Check for school holidays, public holidays and other AFP events

5. Where is your event:

Within AFP premises

Public place – consider permits and insurance.

Public roads, interstate journeys and international – Great! AFP Legacy has no boundaries either.

6. How far progressed is your event plan?

Consultation

Promotion and communication

Potential volunteers

Potential suppliers

Potential sponsors

7. Tell us about the money aspects of this event:

What is your approx. budget

How much do expect to raise overall

How are you accounting for income and expenses

How are you collecting money

Are tax receipts for donations over \$2 required?

8. Do you undertake to provide a financial summary of the event and provide the proceeds to AFP Legacy within 7 days of the event: Yes/No

9. The AFP Legacy Style Guide will be emailed to you and must be adhered to when promoting your event.

How do you propose using the AFP Legacy name and logo? Consider advertising, event signage, online, media and publicity

10. Do you accept full risk and liability in relation to all aspects of this event?

Consider whether you will need insurance

11. Do you undertake to obtain all permissions required for your event?

E.g. council permits, raffle permits

12. If your event will include children – will you and your volunteers have working with children background checks?



AFP LEGACY MISSION

To provide compassionate,
tailored support and
assistance to our police
legatee families



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Contact the team at
afplegacy@afp.gov.au