LANDCARE AUSTRALIA'S DGR (DEDUCTIBLE GIFT RECIPIENT) POLICY

Landcare Australia

1. Introduction

Did you know you can fundraise for your Landcare group and offer your supporters a tax deductible receipt through Landcare Australia?

Landcare Australia understand the importance of fundraising for your group, network or state and territory peak body.

To assist with your fundraising, Landcare Australia has developed a DGR Policy to support your fundraising endeavours.

The policy outlines how your supporters can claim a tax deduction for a one-off donation, how to run your own fundraising campaign, and details on receiving assistance in running your fundraising campaign.

Landcare Australia is a not-for-profit organisation with an ATO approved Deductible Gift Recipient (DGR) status. This enables donors to receive a tax deduction for their donation.

Many Landcare groups, networks and state and territory peak bodies do not have their own DGR status. This policy sets out the terms under which Landcare Australia provides funding to assist the Landcare movement.

Landcare Australia's funding support must be consistent with Australian law, guidelines set by the Australian Taxation Office and Landcare Australia's objects as set out in its Constitution, namely to:

a) Develop a Landcare ethic amongst all Australians;
b) Encourage and stimulate public awareness of the importance of Landcare and the adoption of Landcare principles;
c) Encourage and stimulate public participation in Landcare activities;
d) Encourage and facilitate education on Landcare principles in schools and the community generally;
e) Educate and disseminate all forms of information through all media to promote the objects of the company;
f) Develop activities to attract corporate and community funding for appropriate projects consistent with the objects of the company;
g) Distribute funds to appropriate projects consistent with the objects of the company.

We are here to help!
If you have any questions, comments or feedback regarding your fundraising campaign, please contact fundraising on (02) 9412 1040.

2. DGR policy

This policy outlines the requirements for groups, networks and peak bodies when seeking to utilise Landcare Australia's DGR status for fundraising activities.

It is imperative that Landcare Australia's DGR status is protected, and its use is compliant with guidelines set by the Australian Taxation Office (ATO).

The ATO guidelines prohibit Landcare Australia acting as a "mere conduit", which means that the donor cannot direct where the gift is to be applied. Landcare Australia directors are required to the allocate funds in accordance with Landcare Australia's mission and purpose.

Landcare Australia has the right to cease to provide funding and to remove the permit of any group, network or peak body to fundraise through Landcare Australia if there is evidence that the activity has a detrimental impact on Landcare Australia's reputation or DGR compliance framework.

This policy applies to all types of fundraising a Landcare group, network or peak body wishes to undertake in support of Landcare Australia's program of supporting activities which are consistent with Landcare Australia's fundraising purposes, included but not limited to the following:

a) Workplace giving
b) Regular giving
c) Fundraising events (including peer to peer)
d) Appeals and crowdfunding
e) Major donor campaigns
f) Bequests
g) Trusts and Foundations/Grants
h) Raffle/lotteries

2.1. Groups, networks and peak bodies that receive ad hoc/one-off donations must agree to the following:

a) Donated funds will be applied in a manner consistent with Landcare Australia's mission and purpose.

b) All decisions as to the application of donations received from donors will be made by Landcare Australia. Donated funds will be applied in a manner which supports Landcare Australia in achieving its objectives. It is open to a donor to express a wish as to how it would like the donations to be applied. However, Landcare Australia will not be bound to act in accordance with that wish.

c) All approved donations received with a request it be used for any group, network and peak body will be receipted from Landcare Australia (with the group, networks and peak bodies mentioned on the receipt or in the thank you letter, if applicable). No groups, networks or peak bodies have the legal authority to issue receipts for donations received by Landcare Australia.

d) If Landcare Australia decides to fund another organisation, Landcare Australia will confirm this and transfer funds to the recipient organisation in a timely manner.

e) Letters of acknowledgment for these funds may be sent to the donor by the recipient organisation when Landcare Australia advises the transfer has occurred.

f) All donations over $2 are tax deductible.

g) No group, network or peak body has the legal authority to offer Landcare Australia's tax deduction status to supporters.

h) Ad hoc donations will be accepted only if given through mail, online or telephone.

i) Each donation made by an individual or company will incur a 2.5% administration cost. Landcare Australia may, in its absolute discretion, waive or reduce the administrative fee in appropriate circumstances, e.g. where donations are small or infrequent.

2.2. Groups, networks and peak bodies conducting their own fundraising campaigns must adhere to the following:

a) Groups, network or peak bodies must enter into an agreement with Landcare Australia.

b) All requests for fundraising activity approval must be in writing 10-15 business days prior to the commencement of the proposed activity.

c) All campaigns and campaign materials will be reviewed by Landcare Australia to ensure they are consistent with Landcare Australia's purposes and that marketing messages are appropriate. Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.

d) Landcare Australia reserves the right to refuse a third party fundraising campaign if it is likely to have an adverse impact on Landcare Australia fundraising activities.

e) Landcare Australia will not approve workplace/ regular giving campaigns.

f) Fundraising activities conducted by the group, networks or peak bodies will comply with all relevant Australian laws.

g) All funds raised by the groups, networks or peak bodies via their fundraising activities will be for the purpose of the campaign already approved.

h) Groups, networks and peak bodies will require a certificate of fundraising issued by Landcare Australia to show public supporters that their fundraising activity is legitimate.

i) Landcare Australia has the right to cease any fundraising activities if there is evidence that they may be detrimental to the name of Landcare Australia.

j) Landcare Australia will negotiate a percentage of the total funds raised to cover administration and approval costs (excluding any out of pocket expenses).

k) Services requested beyond the review and approval process will incur an extra charge.

2.3. Groups, networks and peak bodies requesting the services of Landcare Australia to develop and conduct fundraising campaigns must adhere to the following:

a) Landcare Australia, groups, networks or peak bodies must collaborate constructively to identify 'causes' and issues appropriate for fundraising campaigns, consistant with Landcare Australia's purpose and mission.

b) Landcare Australia will initiate and manage all fundraising campaigns in line with its mission, purpose and fundraising policy.

c) All requests for fundraising services must be submitted in writing 60 business days prior to the proposed commencement of the activity.

d) Fundraising activities conducted by the group, network or peak body will comply with all relevant Australian laws.

e) Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.

f) All funds raised by the group, network or peak body via their fundraising activities will be for the approved purpose of the campaign and will comply with Landcare Australia's mission and purpose.

g) All groups, networks and peak bodies will require a certificate of fundraising issued by Landcare Australia to show public supporters that their fundraising activity is legitimate.

h) Landcare Australia has the right to cease any fundraising activities if there is evidence that it may be detrimental to the name of Landcare Australia.

i) Landcare Australia will charge a management fee in developing, creating and executing the campaign. in addition a percentage of the total funds raised to cover administration costs will be negotiated.

3. Landcare Australia privacy/data policy

a) All personal information collected by Landcare Australia is confidential and is not for sale or to be given away or disclosed to any third party without the donor's consent.

b) All fundraising receipts will be branded by Landcare Australia and not the group, network or peak body.

c) All fundraising activities must include an opt-out option for supporters and prospects if they do not wish to receive any further communications from Landcare Australia and groups, networks and peak bodies.

d) Groups, networks and peak bodies cannot sell or give away any personal information of the supporter. Landcare Australia will cease any further fundraising activities with any group, network or peak body engaging in this activity.

e) Landcare Australia has the right to contact all supporters regarding any of its fundraising activities or initiatives, otherwise indicated by the supporter.

Interested in fundraising for your group?
To have a confidential discussion, please contact Rob Novotny, Head of Fundraising:
rob.novotny@landcareaustralia.com.au
(02) 9412 1040.