

GUIDE TO  
**SUCCESSFUL  
COMMUNITY  
FUNDRAISING**



**NSW POLICE LEGACY**

Caring for the Police Family

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## Information to get you started:

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THANK YOU FOR  
WANTING TO  
FUNDRAISE!

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This guide has been created to encourage and help motivated individuals wanting to raise funds for NSW Police Legacy and the Police Family. We've packed this guide full of tips and advice to help you plan a successful fundraising event that's fun for everyone.

If you have any questions, please get in touch with the NSW Police Legacy office. You'll find all the contact details at the back of this guide.

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# Why we're asking for your help

The NSW Police Force is Australia's largest police organisation and one of the biggest in the English speaking world.

It is a large and diverse workforce with over 17,000 dedicated serving police officers and approximately 3,000 unsworn officers who protect our community around the clock. Perhaps you know one of them. The police family extends far and wide and encompasses not only our serving and retired police officers but also their families; their wives, husbands, partners, parents and children.

NSW Police Legacy is the NSW Police Force Charity. We support both serving and retired police officers in times of tragedy and need, and care for the wider police family when they are facing difficult times. Supporting NSW Police Legacy is a way of giving back to the NSW Police Force.

It is the nature of the job that police officers encounter dangerous situations, sometimes on a daily basis, and often it's not until a police officer is killed on duty that there is an outpouring of public emotion and community support for the policing family.

NSW Police Legacy care for police officers and their families throughout the year regardless of whether they were serving or retired, and regardless of the circumstances of their death or the hardships they are facing. We don't discriminate. We are here for the widows, widowers and dependent children that are left behind, our Police Legatees.

In 2015, the families of **7 serving and 71 retired deceased police officers** joined the NSW Police Legacy family. With each new widow, widower and dependent child that comes into our care our financial needs increase.





# How you can make a difference

Each year, NSW Police Legacy pays a quarter of a million dollars towards education grants for our police legatees in education institutions ranging from preschool to universities.



We spend over **\$5,000** in **welfare grants**.



We take **over 50 police legatee children on two annual holiday camps**, and facilitate the essential networking groups and services to our widows and widowers across the state.



We award **five \$5,000 scholarships** to police legatees with outstanding ATAR results in the Higher School Certificate.



We administer **200 trust funds** as a result of the Police Association of NSW Death Benefit Scheme.

Every dollar you raise means we can continue to fund our key priorities:

Financial Assistance:

- ✓ Education grants
- ✓ Tertiary scholarships
- ✓ Welfare grants
- ✓ Trust fund administration

We place great emphasis on the gathering together of our widows, widowers and children and each year we arrange for:

- ✓ Local area lunches across the state
- ✓ Annual Christmas functions
- ✓ Family Picnics
- ✓ Children's holiday camps

# How to plan your fundraiser

Once you have made your event official with NSW Police Legacy, you are ready to go!

Here's how to plan your successful fundraising activity:

## 01.



### What?

Decide what type of fundraising activity you would like to organise and check if you need any special permissions or paperwork. It doesn't have to be extravagant, just make it fun!

## 02.

### Make a plan! When, Where, Who and How?

**When's the best time to hold your event?** Check for clashing events or public and school holiday dates.

**Who do you need to involve?** Make sure you give plenty of notice to the people who are going to help you with sponsorship or donating prizes.

**How will it all come together?** Create a simple event plan with allocated tasks and completion dates and decide on how you'll promote what you're doing and why.

## 03.

### Make it known!

Your fundraiser deserves all the attention it can get and the more people you tell, the more money you'll raise. Promote your event through email, put up posters at work, approach the local press or use social media platforms like Facebook and Twitter.





## 04.

### Make it official

Complete and sign the Fundraising Registration Form and return to NSW Police Legacy. Please don't start fundraising until you receive your Letter of Authority and Event ID.



## 05.

### Post-event wrap up

Within 14 days of your event, transfer any funds you have generously raised to NSW Police Legacy. This can be done by direct deposit, cheque made payable to NSW Police Legacy or cash.



## 06.

Remember to say thank you to everyone who supported your event and tell us how it went!

We'd love to see your photos or videos and hear how everyone enjoyed the event.

# The Legal Bits

When fundraising it's important to consider any possible legal requirements.

## Authority to Fundraise

Once you've registered your event with us, you will be sent a Letter of Authority to confirm that we have received your details and have approved your fundraising activity. You can't raise money without this letter, it's a legal requirement. You will also be given an Event ID for easy reference.

## Money Management

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event.

## Tax receipts

Receipts for tax deductible donations of \$2.00 or more can only be issued by NSW Police Legacy so if any of your supporters have asked for a receipt, please collect their information and provide this to NSW Police Legacy together with the funds raised. Please note that tax deductible receipts cannot be issued if a person receives goods, services or 'a chance to win' in return for the money given (i.e. they purchase an auction item or raffle tickets) to comply with Australian Taxation Office law.

## Licences

Most fundraising activities conducted by authorised representatives (as shown on your Letter of Authority) are covered under NSW Police Legacy's fundraising licence. However you should check that your event doesn't require separate consideration by the appropriate Government department. Some events like raffles require a licence or permit. Check with the Office of Liquor, Gaming and Racing at [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au). If your event involves volunteers being in contact with children, ensure they have completed a 'Working with Children Check'.

## Insurance

Your event won't be covered under NSW Police Legacy's insurance so it's important to ask your local insurance broker about cover for any event you're planning.

## Health and Safety

- Check your event for potential hazards and have measures in place to minimise the risk of injury.
- If you think you'll need first aid support on hand, contact St John's Ambulance for assistance.
- If you sell food in a public place, hygiene laws will apply.

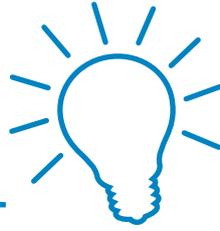
# Fundraising for the police family

NSW Police Legacy now provides assistance for people who wish to raise funds for an individual within the police family who has suffered serious illness or serious misfortune. The Board of Management will consider fundraising applications for any prospective member of the police family, sworn or unsworn who is in need of help. They will also decide the distribution of funds received, to ensure that they are being used for the maintenance, education and advancement of the life of the person in need and his or her spouse, children or any other financially or otherwise significantly dependent person.

To apply to fundraise for a police family member please complete the Fundraising Registration Form. The same guidelines and responsibilities apply.



# Stuck for Ideas?



Here are some great fundraising ideas that are sure to deliver the dollars.



## Trivia Night

Put your friend's knowledge to the test with a fun trivia night. Use a local hall or club and ask local businesses to donate prizes.



## Morning Tea

Host a morning tea at home, at school or at work to sell coffee and cakes! A simple and yummy way to raise money.



## Treasure Hunt/Amazing Race

A great team building exercise for the work place! Get a few teams together to pay an entry fee and join in the fun! Encourage them to get sponsored while they search for hidden treasure.



## Get Baking

Tempt your colleagues with delicious baked goods. An oldie but a goodie and a great way to make new friends!



## Wear what you want

Introduce a monthly fancy dress day at school or work. Ask people for a gold coin donation to participate and fine those who don't join in!

**Remember:**  
Keep it simple, keep your costs low, don't be afraid to ask people for support, say thanks and have fun!

## Tip!

Depending on the type of fundraising you're planning, it might be convenient for you to conduct your fundraising through an online fundraising platform. Online Fundraising is a simple and effective way to raise money for NSW Police Legacy. If you set up an online fundraising page, you don't have to worry about handling cash, transferring funds or organising receipts, it's all done online. You'll also be able to receive donations from friends and family further afield, even overseas.

NSW Police Legacy is registered with two of the main online fundraising platforms for peer to peer fundraising. These sites allow individuals to create a supporter page and fundraise on behalf of the charity with the funds dispersed directly into the charity's bank account.

Go to [www.gofundraise.com.au](http://www.gofundraise.com.au)  
or [www.everydayhero.com.au](http://www.everydayhero.com.au)  
and search for NSW Police Legacy

## Promoting the Event

Use of the NSW Police Legacy name and logo cannot be used without permission from us. If you wish to use branded items for your event or activity, please discuss this with us to ensure they are within our branding guidelines and Trademark restrictions.

When naming your event, please note that our charity name is not to be used as part of the event name, as that would indicate that the event is hosted by NSW Police Legacy. However, we encourage the use of our name to explain that the funds are being raised to support our organisation. The following are some examples of acceptable use:

### Acceptable

Fun Run, proudly supporting NSW Police Legacy  
 Morning Tea, with net proceeds to NSW Police Legacy  
 \$2 from every sale will go to NSW Police Legacy

### Not Acceptable

NSW Police Legacy Fun Run  
 NSW Police Legacy's Market Day  
 NSW Police Legacy Trivia Night

Prior approval must be sought from NSW Police Legacy for any printed materials or advertisements associated with the event or fundraiser and no other charitable or non-charitable organisation shall benefit from the fundraiser.

If you are speaking to local media and a journalist asks you for any specific information about NSW Police Legacy please refer them directly to us.



## Expenses and Record Keeping

The law requires you to keep records of income and expenditure relating to your fundraising event or activity. All income and expenses associated with the activity are the responsibility of the organiser.

Within 14 days of finishing your activity, please return your funds and all income and expenditure reports to NSW Police Legacy in one of the following ways:

# 01.

## Direct Debit

**Account Name:**

NSW Police Legacy

**Bank:** Police Bank

**BSB:** 815 000

Account Number: 45666

(If transferring from another Police Bank account please add S1 to the end of the account number)

**Reference:**

Please use your Event ID

# 02.

## By Cheque

Made payable to

'NSW Police Legacy'

– please write your Event ID on the back.

NSW Police Legacy

PO Box 20065

World Square NSW 2002

# 03.

## By Cash

It is unsafe to send cash by post, but you are welcome to personally deliver to our office in Sydney's CBD.

Please email your income and expenditure reports to the Marketing and Fundraising Manager referencing your Event ID.

# Your responsibilities as a fundraiser

Any person, organisation or group (referred to below as the 'organiser') who decides to fundraise for NSW Police Legacy needs to accept the following responsibilities:

- The fundraising activity should only proceed once the Fundraising Registration Form is submitted and approved by NSW Police Legacy and the organiser has received a Letter of Authority. Your Letter of Authority is only valid to the date or the period of time shown in the letter
- Management of the fundraising activity or event is your sole responsibility and will be conducted in the organiser's name. NSW Police Legacy staff cannot help you solicit prizes, sponsorship or organise media and publicity
- The fundraising must be conducted in accordance with all applicable laws, and the organiser must obtain any permits authorities or licences needed
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid if required
- Strictly no door to door appeals, street collections or telephone solicitations are to be made to the general public for donations in connection to the event
- The organiser is expected to maintain regular contact with NSW Police Legacy and to provide a comprehensive level of information about the event and any changes must be reported prior to the event as a new letter of authority may be required
- Organisers must be clear in all dealings with the public, sponsors and supporters that they do not represent NSW Police Legacy or the NSW Police Force but are acting on their own behalf to raise funds for us. It is illegal to pose as a NSW Police Officer
- Because of the nature of our charity and it's associations with the NSW Police Force, all organisers must ensure that they uphold the standards and values of NSW Police Legacy. We cannot be associated with events or organisations that deal with alcohol, gambling or dangerous sports. Organisers must ensure that they abide by the NSW Police Legacy Sponsorship and Endorsement Policy when approaching sponsors and are not permitted to approach celebrities using the charity name without prior approval.
- NSW Police Legacy reserves the right to withdraw our approval should it be necessary to protect our reputation and charity number. In this situation, the letter of authorisation and all money raised must be returned within 7 days and all fundraising must cease immediately.



There are so many ways you can continue to support NSW Police Legacy throughout the year. Why not consider...

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\* **Regular giving**

Regular monthly or quarterly gifts make our long-term support services possible. To help us with an ongoing donation, visit [www.policelagacynsw.org.au/support-us](http://www.policelagacynsw.org.au/support-us)

\* **Volunteering**

We often have volunteering opportunities available. Please email [info@policelagacynsw.org.au](mailto:info@policelagacynsw.org.au) for more information

\* **Leaving a gift in your will**

Include a gift to NSW Police Legacy in your will. To find out how to arrange this touching legacy, call 02 9264 1311 or email [info@policelagacynsw.org.au](mailto:info@policelagacynsw.org.au)

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**Contact us:**

NSW Police Legacy  
PO Box 20065,  
World Square NSW 2002

**t:** 02 9264 1311 **f:** 02 9283 7898  
**e:** [info@policelagacynsw.org.au](mailto:info@policelagacynsw.org.au)  
**w:** [www.policelagacynsw.org.au](http://www.policelagacynsw.org.au)