

DONATIONS POLICY

All Red Cross people shall always endeavor to request untied funds to support the everyday work of the Society. However, specific donations may be more productively sourced when tied to a specific service, program or purpose on occasion where there is a funding requirement to support that need.

The purpose of the Donations Policy is to define the policies and procedures which Red Cross People must observe to ensure donations to Red Cross are administered in an efficient and transparent manner, ensuring:

- Legislative requirements are met
- Donations can be receipted to meet donor expectations
- Donations can be applied in accordance with a donor's request
- The process is efficient, effective, accountable and transparent
- Fundraising results can be accurately measured, and
- Donor relationships can be maintained

What type of donations does this policy apply to?

A donation is considered a voluntary gift made that does not provide material benefit to the donor (*other than potential tax benefit*).

Donations may be processed directly via Red Cross, or a third party acting on behalf of Red Cross.

Financial donations/liquidated assets will always be the preferred donation type to Red Cross.

Red Cross may refuse a donation of any value from a donor if there is potential risk by association with Red Cross, or if the potential donor is actively engaged in activities:

1. Running counter to the Red Cross/Red Crescent Movement's objectives and fundamental principles,
2. Counter to the principles of International Humanitarian Law,
3. Involved in the manufacture of tobacco products, or the manufacture or sale of arms, ammunition or tobacco products, or
4. Which do not respect local or national laws or regulations

Does Red Cross accept donations from Tobacco companies?

Donations from Tobacco companies are not to be accepted for everyday work in accordance with Federation guidelines. They can only be accepted for Disaster Appeals whose Appeal intent specifies those funds will be distributed directly to those affected.

What can Branches Fundraise For?

The priority for Branches, Units and Members (Branches), as for all Red Cross people, is to raise funds in support of the every day work of Australian Red Cross. All donations received or solicited by a branch should be remitted in full and shall be regarded as a donation towards the general activities of Red Cross, unless the donor has expressly stated that it is to be used for a specific program, service or purpose. (see 5.6.1)

Exceptions to donations being directed to support every day work occur where Branches undertake tied fundraising e.g. for Red Cross Emergency Appeals or a specific Red Cross program that the Branch wishes to support. In such cases clauses 5.1 and 5.2 should be adhered to prior to soliciting donations for tied programs.

What happens with Disaster Appeals?

Disaster appeals may only be established with the approval of the Director of Marketing, Fundraising and Communications, Director of Services and International Operations and the CEO. Consultation with the Chief Financial Officer may also be required.

Soliciting Donations up to \$10,000

Tied donations of \$10,000 or less can be solicited and sought for any existing program or service without escalation, including those services which are fully funded, as such a donation can be used as a contribution towards the organisational overheads supporting that program or service's delivery.

Tied donations of \$10,000 or less for purposes not related to Red Cross service delivery can be solicited subject to the advice of the relevant Executive or Functional Director.

Donations greater than \$10,000 should not be solicited without prior confirmation that the purpose for which the donation is intended is aligned to Red Cross organizational priorities and that the purpose is not already fully funded.

How do I deal with Fundraising Costs incurred?

Fundraising expenses incurred by a Branch

- Expenses directly related to fundraising can be deducted from funds raised
- It must be reasonable and proportional to the total funds raised
- Clearly itemised on the Remittance Form
- Expense invoice or receipt attached

Non fundraising expenses incurred by a Branch

- To be processed / claimed in accordance with the Branch Treasurers Guide
- Should not be deducted from donations

Where a branch wishes to make a financial contribution to a local activity or purpose, or purchase an item such as a commemorative wreath, this should be applied for through the Membership Coordinator to the Executive Director in the usual manner or as a special discretionary grant.

Can I fundraise for causes in my local community?

Occasionally Red Cross Branches and Members decide that it is vital to raise money in support of a particular cause in their own community rather than raise funds for everyday work of Red Cross or a Red Cross appeal.

It must be clearly indicated to donors that their donations are not being directed to Red Cross or a Red Cross appeal to avoid donor confusion. Tax receipts must not be offered or issued that indicate that funds are accepted on behalf of Red Cross, and nor should donations be deposited to Red Cross Bank accounts. Donations that have been raised in support of Red Cross Programs or as part of other Red Cross fundraising campaigns must not be diverted to non Red Cross work.

Can I accept donations for non Red Cross work?

In the occasional event that members fundraise for a non Red Cross cause, they need to ensure to their best endeavours that the cause has charitable status (if applicable), and that the public understands the fundraising intent and communicate that the money raised from that particular

activity is not going to Red Cross but to another specific purpose. The purpose for which the funds are being solicited should be clearly displayed to avoid confusion and potential reputational issues. Red Cross receipt books should never be used in such cases.

Red Cross prefers that Branches do not fundraise for items of medical or similar equipment, where the responsibility for the provision of such items clearly lies with other agencies

Can I change the purpose or intent of where collected money is spent?

Money already collected must not be diverted to an alternative cause or purpose from the original fundraising intent. This applies even where the initial donation intent is for untied, everyday work.

Can I produce my own promotional materials?

A variety of materials and communications can be produced to request donations, all of which must conform to Red Cross policies and guidelines on the use of the Red Cross emblem and Red Cross Brand positioning.

Local materials to support fundraising may be created locally, and are required to satisfy brand, logo and emblem requirements provided to members in the Members Action Kit, or pre-approved templates provided for specific campaigns and activities.

Promotional support materials for larger scale distribution should be approved by the Head of Communications Services to ensure brand and emblem consistency and compliance.

If you require further information or need a copy of the full Donations Policy, please contact your state or territory membership team or email members@redcross.org.au