



MULLALOO SURF LIFE SAVING CLUB FUNDRAISING GUIDELINES - INTERNAL AND EXTERNAL

INTERNAL FUNDRAISING

Member driven internal fundraising

Specific operational and competition groups in the Club are encouraged to undertake fundraising to support the Club in general and also their own operational group's activities.

For example, competition groups participating in inter-state campaigns raising funds to contribute to the cost of freight of equipment and travel costs for the entire group, such as the hire of vehicles.

- Members must obtain approval from the Executive Committee and the Board of Directors for fundraising activities or events which use the Club's name, branding, goodwill, social media platforms, website, e news, equipment or facilities.
- Prior approval is required for any activities from which money is raised for the benefit of Club members who will be participating in any Club activity, or to support members representing the Club in surf sports events.
- Members wishing to organise a fundraising activity can follow a simple process to obtain approval.
- An integral part of the process is to identify the specific cost of the operational/competition activity to which the funds raised will be allocated.
- Organising groups will receive 85% of the funds raised, which can be allocated to their nominated operational or competition activity expenses.
- The remaining 15% of funds raised will be retained by the Club for general use.

Any costs associated with the organisation of the event will be borne by the organising group, not by the Club. This includes any costs incurred by the Club to enable the event to take place, such as bar staffing, cleaning or special licences.

At the planning stage, the details of members involved, the anticipated profit, and any Club facilities or equipment required for the activity should be advised.

An internal Club fundraising form can be found on the Club website: www.mullaloosurf.com.au

MULLALOO SURF LIFE SAVING CLUB FUNDRAISING APPLICATION FORM EXAMPLE

<u>Step</u>	<u>Action</u>	<u>Date completed</u>	<u>Explanatory Notes</u>
1	Identify a suitable activity or event, conduct research		Specific details: members involved, timing, anticipated profit, use of Club name, facilities, equipment, branding, support services costs, communication platforms
2	Inform General Manager-Marketing		Receive verbal approval to submit application
3	Complete fundraising application form		Obtainable from the Club office
4	Submit Fundraising Application for approval by Executive Committee and Board		This can be done by email, dependent on Executive meeting schedule
5	All funds raised from the event are submitted to Club office, with report		Within 7 days of the event. Include details of profit generated.
6	Accounts Officer advises Executive Committee and Board of profits raised from event or activity		Information derived from submitted Fundraising Report
7	All members advised of the allocation of funds from the event		In electronic newsletter to members

<u>MULLALOO SURF LIFE SAVING CLUB FUNDRAISING REPORT EXAMPLE</u>		
		<u>Notes</u>
Fundraising Activity or event		Full description of the event or activity
Designated member organising		
Date of event		
Specific proposed allocation of funds		Eg container for surf boats to Aussies
Cost of proposed allocation of funds	\$	Provide written quotations for the expense
Total Funds Raised	\$	Submitted to office for banking within 7 days
85% of funds raised	\$	
15% retained by the Club	\$	

EXTERNAL FUNDRAISING GUIDELINES

Member driven external charity support

Members wishing to conduct activities or events to promote or raise funds for external charities which will use the Club's name, branding, goodwill, communication platforms, equipment or facilities must obtain approval from the Executive Committee and the Board of Directors.

The same application process for approval needs to be followed as for internal fundraising.

Any costs associated with the organisation of the event will be borne by the organising group, not by the Club. This includes any costs incurred by the Club to enable the event to take place, such as bar staffing, cleaning or special licenses.

At the planning stage, the details of members involved, the anticipated profit, and any Club facilities or equipment required for the activity should be advised.

The Club will not be involved in the collection of funds, the distribution of funds raised is the responsibility of the organising members.

Proposals will be considered on a case-by-case basis taking into consideration:

- Level of Club support requested – use of facilities/equipment/branding/communication platforms
- Timing of the activity or event relative to scheduled Club operations and activities
- Alignment of the proposed event or activity with the Club’s strategic goals and values
- Previous support provided for the same or similar charities
- Member fatigue – consider timing of other external fundraising
- Availability of Club facilities/equipment for the event or activity

<u>MULLALOO SURF LIFE SAVING CLUB EXTERNAL CHARITY FUNDRAISING APPLICATION FORM</u> <u>EXAMPLE</u>			
<u>Step</u>	<u>Action</u>	<u>Date completed</u>	<u>Notes</u>
1	Identify a suitable activity or event, conduct research		Specific details: members involved, use of Club name/branding/communication platforms/facilities or equipment
2	Inform General Manager-Marketing		Receive verbal approval to submit application
3	Complete external charity fundraising application form and email to GM Marketing		Obtainable from the Club office
4	External Charity Fundraising Application Form is sent for approval to Executive Committee & Board		Approval can be provided by email, dependent on Executive/Board meeting schedule
5	Advice of funds raised from the event are submitted to General Manager Marketing		Within 7 days of the event. Include details of funds raised.
7	All members advised of the allocation of funds from the event		In electronic newsletter to members