



## FUNDRAISING GUIDELINES

July 2022

We're so pleased you want to hold a fundraiser for Ruby Tuesday Foundation. Your generosity and support make such a difference!

Together we create possibilities for disadvantaged children and youth and bring to life the values of a young girl with a big dream.

Whether you are an individual, school or organisation, the fundraising ideas are endless, so embrace the spirit of Ruby and have some fun. From big ideas, like running a marathon, hosting a party or holding a quiz night – or just want to do something worthwhile, we can assist you to create an online campaign page for you so that you can share this on social media and email to make fundraising easy.

There are some rules and regulations that apply, so thanks for taking the time to read these guidelines. You will need to ensure that you have approval from the Foundation in writing before you can proceed. These rules provide the basis for any fundraiser organised to benefit Ruby Tuesday Foundation.

When choosing an activity consider what appeals to you, your friends and family. Here are some popular ideas!

- Casual or themed clothes day at your school or workplace
- Morning or afternoon tea
- Quiz night and Karaoke nights
- Collect donations during a special occasion such as a birthday
- Movie night at a cinema
- BBQ at an event or in a public location
- Contributions during sporting matches
- Marathons, walks, rides or "athlon" events
- Golf day
- Cocktail party

To discuss fundraising for the Ruby Tuesday Foundation, and seek required authorities, please contact [hello@rubytuesdayfoundation.org.au](mailto:hello@rubytuesdayfoundation.org.au).

### **The purpose of any fundraising**

Your support means that we can continue our work in developing, co designing and funding programs with a number of local Adelaide public primary and secondary schools and community and sporting associations.

These programs include grants, scholarships, funding support, connection and awareness for children and youth from 8 – 15 to assist with:

- Education
- Extracurricular educational pursuits
- Other Community participation
- Sporting activities and participation.

These programs look to advance the promotion of education and education-based pursuits for disadvantaged children and youth with a reference to the core values of the Ruby Tuesday Foundation being fun loving, kindness, inclusion, respect and gratitude.

The programs also look to promote the health and wellbeing of the children and youth supported, to ensure that they have the ability to access the long term physical and mental health benefits that come from participation in such activities, but would not be able to access due to financial or other disadvantage.

## Organising your fundraiser

Every fundraiser starts with an individual or organisation. If that's you, we'd like to thank you for getting involved.

The Ruby Tuesday Foundation relies on a team of committed supporters and it's great to have you!

Even though you are fundraising on behalf of Ruby Tuesday Foundation, the fundraiser is conducted in your name and is sole responsibility. Our limited resourcing means we're unable to coordinate, source prizes, plan publicity or provide goods or services.

If you choose to get sponsorship for your fundraiser, please discuss any corporate sponsor with us. Ruby Tuesday Foundation has relationships with corporate sponsors that may need to be considered.

## Permits and authorisations

Every state in Australia has rules on fundraising. It helps to get familiar with these rules, particularly if you are planning a raffle. An online search should tell you all you need to know, and we have provided some basis information below as a starting point.

Here is a quick summary of the rules in South Australia. An online search will tell you all you need to know.

- Ruby Tuesday Foundation must provide you with a letter authorising you to fundraise on our behalf that includes a description of your activities. Email us at [hello@rubytuesdayfoundation.com.au](mailto:hello@rubytuesdayfoundation.com.au) before you start. We reserve the right to withdraw this approval or ask for more information if we have any concerns.
- Ruby Tuesday Foundation holds a Section 6 Collections for charitable purpose license in South Australia and we are required to adhere to the Charities code of conduct at all times.
- A licence is required for a raffle/lottery if the total retail value of all prizes is over \$5,000. There are other rules to get familiar with before you hold a raffle of any kind. For more information, go to [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au) or on 131 882.

## Spread the word. Logos and social media tags

It's great to spread the word and hear about fundraising events! Share your news via social media, newsletters, school networks and at work.

When you take photos and video, please tag us. The Ruby Tuesday hashtags and handles are:

- ✓ #rubytuesdayfoundation
- ✓ #wecreatepossibilities
- ✓ #havearubytuesday

Contact us at [hello@rubytuesdayfoundation.com.au](mailto:hello@rubytuesdayfoundation.com.au) to receive copies of our approved logos and images.

Please include words such as '*Proceeds donated to Ruby Tuesday Foundation*' or '*Proudly supporting Ruby Tuesday Foundation*'. It makes it clear you're organising a fundraiser on our behalf.

We're always keen to look before you finalise any artwork, to be sure the message about Ruby Tuesday Foundation is shining through.

Please run any media materials or press releases past us. If your local newspaper or media wants a comment from Ruby Tuesday Foundation, Simon Warner is our official spokesperson and can be made available.

## Insurance

Due to the cost of insurance, we're unable to extend our public liability insurance to cover fundraising by our supporters. Please make your own enquiries to find out if insurance is necessary. Ruby Tuesday Foundation accepts no responsibility for accidents or incidents that occur during the organising or running of any fundraiser.

## Paying for a fundraiser

All costs associated with the fundraiser are your responsibility and we can't pay or reimburse any expenses incurred. However, you can deduct expenses from the proceeds, provided this is properly documented.

We suggest that total expenses don't exceed 30% of total proceeds. It helps to keep accurate records of your income and expenses as a member of the public, might ask you to disclose amounts raised, how it was spent and the net amount donated to Ruby Tuesday Foundation.

## Collecting and banking fundraising proceeds

The simplest way to collect is through a fundraising page. This helps people donate safely and securely. And when a person donates, they get a receipt and can leave a note of support. Look online to find the best platform for you.

Fundraising proceeds and donations can be transferred online via our website using your credit card. Alternatively, transfer to our bank account:

Account Name: Ruby Tuesday Foundation Limited  
Bank: Bank SA  
BSB: 105 010  
Account: 132 346 640

Please forward a confirmation of deposits to [hello@rubytuesdayfoundation.com.au](mailto:hello@rubytuesdayfoundation.com.au). If a receipt is required, please send name and address details, including the amount of the donation.

We ask you to please pay all money raised to us within 14 days of completing your fundraiser.

Thanks for fundraising to create opportunities for children and youth that may otherwise miss out. It's greatly appreciated. If you have any questions, please contact us!



## APPLICATION TO FUNDRAISE

Thanks for supporting Ruby Tuesday Foundation. As a registered charity, anyone who fundraises on our behalf must be officially registered. This process is simple and ensures we are compliant with Government requirements.

Please complete this form and email it to [hello@rubytuesdayfoundation.com.au](mailto:hello@rubytuesdayfoundation.com.au). You'll then be issued with a Letter of Authority which authorises you to fundraise on our behalf. Then you can get started!

### Personal details

Name of company/group/individual planning the fundraiser:

Name of individual/s responsible (if applicable)

Mailing address

Mobile phone number:

Email:

### The fundraising activity

Fundraising event/activity name:

Event/activity date(s):

Event/activity time:

Location (include address)

Briefly describe how the funds be raised

How many people are expected to attend?

Will a raffle take place in conjunction with the event?  Yes  No

Does the event require council/government permits?  Yes  No

If yes, please provide details

### Budget information (we know you may only be able to provide estimates).

How much do you hope to raise for Ruby Tuesday Foundation (approx.)? \$ \_\_\_\_\_

How much will the fundraiser cost (approx.)? \$ \_\_\_\_\_

Percent of money raised to be donated to Ruby Tuesday Foundation (after expenses)? \_\_\_\_\_

Details of expected costs (e.g. advertising, hire of equipment etc.).

Please note all costs deducted from money raised must be fair and reasonable (e.g. no more than 40% of total funds raised).

### Support from Ruby Tuesday Foundation

Ruby Tuesday Foundation has limited resources and staffing but are happy to provide logos and promotional materials to assist your fundraiser, subject to availability. Please indicate what support you'd like from us:

- |   |  |
|---|--|
| Ruby Tuesday Foundation Logo                  | <input type="checkbox"/> Yes   |
| Use of social media hashtags and handles      | <input type="checkbox"/> Yes   |
| Literature and/or posters                     | <input type="checkbox"/> Yes   |
| Signage                                       | <input type="checkbox"/> Yes   |
| Event promoted on our social media or website | <input type="checkbox"/> Yes (if yes, write a brief description of the event – 50 words) |

### Acknowledgement

I have read the Fundraising Guidelines and agree to conduct my fundraising activities in line with these terms and in a manner which upholds the integrity, professionalism and values of Ruby Tuesday Foundation. I understand my obligations with regards to collecting donations, keeping financial records and sending proceeds raised and financial records to RTF within 14 days.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/guardian signature (if applicant under 18)

\_\_\_\_\_  
Date

Once signed, please email this to [hello@rubytuesdayfoundation.org.au](mailto:hello@rubytuesdayfoundation.org.au)

### Internal Use Only

Date Application Received	
Event/Activity Approved?	
Approved by	
Date Letter Of Authority sent	
Decline Reason	
Fundraiser Number	