



Kaleidoscope  
is derived from the Greek words  
kalos (meaning "beautiful"), eidos ("form or shape")  
and skopeō ("to look at").

Why Kaleidoscope?  
A kaleidoscope, with its bright colours and rapidly changing patterns,  
captures the essence of childhood.

As a health service,  
Kaleidoscope is about supporting the health needs of Hunter children  
as they blossom from babies to teenagers.

Kaleidoscope is the colourful umbrella bringing together  
all children's public health services in the Hunter.

Extending from the flagship  
John Hunter Children's Hospital in Newcastle,  
Kaleidoscope also includes children's facilities  
at hospitals across the region, as well as the wide range  
of community-based services.

Kaleidoscope,  
with its bright, easily recognisable logo,  
makes it easier for families to access the health care their children need.

*Thank you for your support*



## Fundraising for Kaleidoscope

### Planning your event

Completing the enclosed application form will enable us to assess your proposed event in terms of its compatibility with our objectives, and give us an idea of what assistance you may need from us.

- ✓ Please read the Guidelines carefully.
- ✓ Please complete the application form, including any information that you feel may support your application and will help us to assess your proposal.
- ✓ We will assess your application, and if we require further information, may contact you to discuss your proposal
- ✓ If your application is approved you will firstly be notified by phone and then receive a Letter of Endorsement.
- ✓ If your application is unsuccessful, you will be notified by phone and by mail including feedback about your application.
- ✓ Due to limited staff numbers and resources, Kaleidoscope is unable to:
  - organise prizes or sponsorship for events **but** we can offer advice and suggestions;
  - Attend all functions **but** we will try our hardest to attend as many as possible.
- ✓ **Please be aware that use of Kaleidoscope's name and logo, in any material associated with your event, must be approved prior to printing.** After approval, we would appreciate it if you would send us copies of any advertising, editorials and photographs, so that we can keep a complete record of the event.

**We look forward to hearing from you.**

# KALEIDOSCOPE : FUNDRAISING GUIDELINES

***Kaleidoscope – Hunter Children’s Health Network – abides by the Charitable Fundraising Act 1991. In granting an Authority to Fundraise, Kaleidoscope requests that you adhere to the following fundraising guidelines.***

## **Rationale**

Kaleidoscope is the vibrant network incorporating all public child health services in the Hunter region. Kaleidoscope actively seeks, encourages and relies on philanthropic gifts and corporate sponsorships to supplement government funding.

Fundraising allows Kaleidoscope to dedicate additional resources to services to supplement traditional healthcare and improve the wellbeing of children. Like the ever-changing images of a kaleidoscope, the Hunter Children’s Health Network looks differently at ways to provide the specialised care, enhanced services and tailored treatments that will continually improve the health and wellbeing of all Hunter children and young people.

## **Scope**

These guidelines apply to all individuals, community groups and corporate bodies that wish to undertake fundraising for or on behalf of Kaleidoscope and the entities under its operational umbrella e.g. the Manning Rural Referral Hospital.

## **Objectives**

The objectives of these guidelines are:

- ♦ To support Kaleidoscope’s intention and obligation to ensure probity in its fundraising activities;
- ♦ To facilitate compliance with statutory and legal requirements;
- ♦ To facilitate endorsement of professional activities that are respectful of Kaleidoscope’s philanthropic philosophy;
- ♦ To maximise benefit from fundraising opportunities, donations and sponsorships;
- ♦ To ensure accountability and transparency of all financial transactions
- ♦ To ensure donors and sponsors receive appropriate support and fulfil agreements.

## FUNDRAISING GUIDELINES

### 1. Authority to Fundraise

Any person or organisation fundraising in NSW must, by law, have an 'Authority to Fundraise'. Kaleidoscope – Hunter Children's Health Network – can only issue this authority when:

- A written application which includes full details of the proposed event, has been received
  - The fundraising activity fits in with the philosophies and policies of Kaleidoscope ie respects the principles of health and welfare of children.
  - It is demonstrated that the activity will produce a reasonable return after expenses have been deducted
2. By signing and returning the attached **Fundraising Agreement** form together with the attached **Application Form**, these terms and conditions form the basis of dealings between Kaleidoscope and the 'coordinator' in relation to the fundraiser/ event.
  3. 'Coordinator' means the individual or organisation arranging the fundraising activity in conjunction with Kaleidoscope – Hunter Children's Health Network – or one of its entities (hereafter referred to as Kaleidoscope).
  4. Upon granting the "Authority to Fundraise", the Public Relations and Fundraising Manager for Kaleidoscope will send the coordinator an endorsement letter confirming Kaleidoscope's involvement. The coordinator is not authorised to use Kaleidoscope as its beneficiary charity until it has received that letter.
  5. The fundraising activity will be conducted in the coordinator's name, who has sole responsibility for the event. Please note that Kaleidoscope cannot take an organisational role, nor can staff assist in soliciting prizes, or providing goods or services to assist the coordinator in the running of the fundraiser/event. Kaleidoscope PR staff can however provide advice and guidance in all these areas.
  6. The coordinator's arrangements for the fundraiser/event must be planned with the approval of Kaleidoscope as indicated in the written application. Kaleidoscope expects a reasonable level of liaison and ongoing information about the fundraiser/event, and all material with which Kaleidoscope's name is to be associated must first be approved by Kaleidoscope.
  7. It is essential to keep in mind that a condition of Kaleidoscope's endorsement of an event is **to spend no more than 40 per cent of the total income on expenses**. This takes into account the requirements of the Charitable Fundraising Act 1991. However, we hope you will be able to keep expenses to much less than this.

8. Kaleidoscope will not endorse fundraising which involves:
- telemarketing
  - face to face solicitation eg. door knocking
  - open bucket collections ie where the buckets are not completely sealed and locked
  - fundraising **centred** on gambling, the consumption or purchase of alcohol and/or tobacco
  - events involving violent or dangerous activities eg. boxing
  - use of Kaleidoscope's database of supporters and staff
  - any activity which does not fit with Kaleidoscope's values
9. Kaleidoscope may endorse a fundraising 'game' such as housie (bingo) game, a lucky envelope game, a chocolate wheel game etc. These games may collectively be called 'Games of Chance'. Applications must be lodged with the Office of Liquor, Gaming and Racing for a permit to conduct these types of games. Where these are conducted on a regular basis, one permit may be granted to cover all games of that type for a period of up to five years.
10. If you have your own business you may wish to donate a percentage of sales over a period of time to Kaleidoscope. In this case you will need to contact Kaleidoscope's Public Relations and Fundraising Manager to organise a contract that satisfies Kaleidoscope and the Office of Liquor, Gaming and Racing guidelines for working with a 'Trader'.
11. **Using Kaleidoscope's Name**
- Please remember that the event will not be Kaleidoscope's event, but an event to raise funds for donation to Kaleidoscope.
12. Please note that the coordinator does not have automatic rights to the name "Kaleidoscope – Hunter Children's Health Network " or any of Kaleidoscope's entities. Any documents/promotional material used by the coordinator in relation to the fundraising activity **must** be approved by Kaleidoscope. Conditional use of the name is only granted when these documents have been approved.
13. **Fundraising Endorsement Logo**
- Kaleidoscope's logo is a Trademark of Hunter New England Area Health and as such needs to be protected from misuse. If the coordinator wishes to incorporate a 'fundraising endorsement logo' on any materials or products, the coordinator must obtain prior permission from Kaleidoscope. Any material requiring an endorsement logo should be submitted to Kaleidoscope together with the Application Form.

## CHILDREN, CELEBRITIES AND STAFF

14. In order to maintain the privacy and confidentiality of patients and ex-patients, generally children must not be involved in externally organised fundraising events or publicity. Kaleidoscope will be the sole judge of this situation. Written permission is required at all times
15. In order to protect the interests of children, the prior written permission of Kaleidoscope must be obtained before involving any children, whether patients or not, in any aspects of the planned fundraising activity.
16. Kaleidoscope does not have the resources to source celebrities for fundraisers. This is solely the coordinator's responsibility, although Kaleidoscope can provide advice. In the event that the coordinator wishes to use any public personality/ celebrity/entertainer, please notify Kaleidoscope in the first instance to ensure there is no conflict with other Health activity.
17. Due to limited staff numbers and resources, it is not possible for Kaleidoscope to be represented at all fundraising events, however, we will do our best to attend as many as possible. If the coordinator would like a Kaleidoscope representative to attend the fundraiser/event, Kaleidoscope should be notified as early as possible, preferably six (6) weeks in advance.
18. **Conducting a Raffle**

When the **total retail value of raffle prizes is less than \$5000**, 'standard' Kaleidoscope raffle tickets can be used. *Please ensure that prize information is clearly displayed.*
19. When the **total retail value of raffle prizes is more than \$5,000**, it is the coordinator's responsibility to print raffle tickets. *(A local printer may offer to print tickets as a contribution to your event.)* These raffle tickets should show:
  - the price of the ticket
  - the name of Kaleidoscope
  - details of the prizes and their value
  - the place, time and date of the draw
  - details of how the prize winners will be notified
  - details of the way in which results of the draw will be publicised
  - coordinator or other contact person's name to receive telephone calls regarding results and prizes
20. If the **total retail value of raffle prizes is under \$25,000** you do not need any special licence or authority to run a raffle. Kaleidoscope's letter of endorsement is all you need.

Prizes may include:

- goods, merchandise, services
- cash up to \$5,000
- vouchers for goods or services not redeemable for spending money eg. beautician voucher
- tickets for admission to entertainment
- tickets for tours and journeys

21. Raffle **prizes that exceed a total retail value of \$20,000** must be run as an Art Union. For further details contact the NSW **Office of Liquor Gaming and Racing**: *Internet: [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au) Phone: (02) 9995 0300*
22. Liquor prizes of less than a total quantity of 20 litres are permitted. A prize cannot consist of tobacco, firearms or cosmetic surgery in any form.

## **FINANCE AND RECEIPTING**

### **23. Bank Account For Fundraising Event**

It is a requirement of the Charitable Fundraising Act 1991 that accurate records of income and expenditure are maintained and that the money received in the course of a fundraising appeal be immediately paid into a separate bank account that mentions Kaleidoscope's / entity's name eg. "Mrs Smith's Fundraising, **funds held in trust for Kaleidoscope / John Hunter Children's Hospital**".

24. All funds are to be banked into this separate bank account, which the coordinator is required to set up. There should be at least two (2) signatories to that bank account for withdrawal transactions. The bank account must be closed after your event.

### **25. Financial Accountability**

The financial aspects, record keeping and management of the fundraiser/event are entirely the responsibility of the coordinator who must comply with the obligations imposed by the Charitable Fundraising Act 1991 and Regulations. Records need to be kept in the form of a cashbook. An example page of a cashbook will be provided with your letter of endorsement should your event be approved. All records must be kept for seven (7) years by the coordinator. Kaleidoscope, as the authorising body, must always be provided with access to all documents.

26. All monies collected must be accurately recorded by the coordinator on a **Statement of Income and Expenditure**, which will be provided with your letter of endorsement. This must be presented to Kaleidoscope together with the net funds from the fundraiser/event within twenty-eight (28) days of the fundraiser/event. The original Letter of Authority must also be returned to Kaleidoscope at the same time. Kaleidoscope will then issue a receipt in the name of the fundraiser/event.

**Please note that while money will be banked once received by Kaleidoscope, a receipt cannot be issued until the Statement of Income and Expenditure has been completed and returned to Kaleidoscope.** It is also a requirement that all 'source' documents be returned to Kaleidoscope along with the net funds. These include bank statements, invoices, unused raffle tickets, identification badges and letters sent to you by Kaleidoscope that relate to the event. Please refer to the checklist in the Application section of this document.

27. Please be aware that the Office of Liquor, Gaming and Racing and Kaleidoscope can request and are entitled to audit your records, and so it is necessary to keep all files for the seven (7) year statutory period.

28. **Receipts**

Receipts for tax purposes can only be issued to people giving donations of money. **The following are not tax deductible:**

- ticket purchases; (for a raffle, art union or entry to an event, for example)
- purchases of goods (eg. chocolates, pens) or services;
- purchases made at an auction.

29. Kaleidoscope's is registered under the Charitable Fundraising Act through its association with Hunter New England Local Health Network. Individual receipts for tax deductions to attendee/supporter of a fundraiser/event will be issued by Kaleidoscope **ONLY** if a general donation of \$2.00 or more is made to Kaleidoscope by that attendee/supporter.
30. When an attendee/supporter has given money in return for goods or services, a tax-deductible receipt will **NOT** be issued. The coordinator must keep a register of all attendees/supporters making a donation who request a receipt. This register must be in a typed format with three columns – name, address and donated amount. Please see attached sample.
31. An official letter of receipt can be issued for donations considered 'Gifts In Kind' eg. new goods or services donated for the purpose of the fundraising. If you would like more information on this please contact Kaleidoscope's Public Relations and Fundraising Manager.

32. Before we can supply receipts, we need to be sure that you understand:
- **that receipts can only be issued once Kaleidoscope has received the funds and the completed Statement of Income and Expenditure form;**
  - the legal implications of issuing receipts;
  - that individual receipts for donations will only be issued to individuals if an address is attached;
  - Reconciliation of funds.

We will be happy to discuss these issues with you.

## LEGAL IMPLICATIONS

33. Your fundraising event must meet the requirements of relevant laws and regulations (we can help you with this). You will need to consider:
- **Public Liability Insurance: fundraisers are not covered by Hunter New England Health's insurance and therefore you need to seek your own Public Liability Insurance;**
  - Does the premises where you are holding the event cover you for Public Liability?
  - Do you require any licenses and permission (eg. local council approvals)
  - Have you complied with the provisions of the Charitable Fundraising Act and Regulations.

## THE GST

34. Kaleidoscope is registered for the GST and has received notification from the Australian Taxation Office that our ABN is 63 598 010 203. Kaleidoscope will issue Tax Invoices compliant with the guidelines set by the Australian Taxation Office.

**For more information on tax related issues please contact:**

### **Tax Office**

*Internet:* [www.ato.gov.au](http://www.ato.gov.au)

*Phone:* 13 24 78 (Tax reform infoline) 8am-8pm weekdays

*GST Hotline:* 133 088

### **NSW Office of Liquor, Gaming & Racing**

*Internet:* [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

*Phone:* (02) 9995 0300

### **Fundraising Institute of Australia (FIA)**

*Internet:* [www.fia.org.au](http://www.fia.org.au)

*Phone:* (02) 9411 6644

## RESOURCES FOR YOUR EVENT

### 35. Raffle Tickets

- All raffles must comply with Office of Liquor, Gaming and Racing Guidelines. See website [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au) for further information. (link: [http://www.olgr.nsw.gov.au/pdfs/gofc\\_fs\\_rraffles.pdf](http://www.olgr.nsw.gov.au/pdfs/gofc_fs_rraffles.pdf))
- 'Standard' Kaleidoscope raffle tickets (ie when total prize value is <\$5,000) are available from Kaleidoscope Fundraising Department on 4921 3844.

### 36. Identification Badges

- The Office of Liquor, Gaming and Racing requires that all people involved in face-to-face fundraising - which includes selling raffle tickets, market stalls, approaching retail outlets for sponsorship - wear an identification badge.
- The co-ordinator is responsible for ensuring the issue of ID badges with the people's name and signature on them.

### 37. Banners

- We have promotional banners incorporating the Kaleidoscope logo that are available to book for use at events. Please let us know if you'd like to use these.

**NOTE:** When your event is completed, all items such as any Kaleidoscope promotional material or signage, must be returned to Kaleidoscope in a reusable condition. Please return these to our office within **seven (7) days of your event**, as the resources will most likely be needed for other groups involved in other fundraising events.

### Disclaimer

38. Kaleidoscope – Hunter Children's Health Network – reserves the right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above terms and conditions. This process is called Disendorsement.

Further to this, endorsement letters will not be issued where the viability of the fundraising activity is in doubt or if there is doubt that the activity fits with the philosophies and policies of Kaleidoscope with respect to the principles of health and welfare of children and young people.

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## **GLOSSARY OF TERMS**

### **Art Union**

An art union is a fundraising lottery with a total prize value greater than \$20,000. An authorising permit from the Office of Liquor, Gaming and Racing is required to conduct an art union

### **Australian Taxation Office (ATO)**

The Australian Taxation Office is a statutory authority responsible for the administration of Australia's taxation system

### **Charitable Fundraising Act 1991**

Under the Charitable Fundraising Act 1991 an organisation wishing to raise money for charitable purposes — a fundraising appeal — must hold an authority to fundraise or be otherwise exempt. The objectives of the Charitable Fundraising Act 1991 are:

- to promote proper and efficient management and administration of fundraising appeals for charitable purposes;
- to ensure proper keeping and auditing of accounts in connection with such appeals; and
- to prevent deception of members of the public who desire to support worthy causes.

### **Community donors**

Community donors are the public who may already be part of a social organisation, which decides to carry out a fundraising activity, or a person or groups of people who may decide to organise a fundraising event for Kaleidoscope.

### **Coordinator**

The individual or organisation arranging the fundraising activity for Kaleidoscope.

### **Corporate donors**

Corporate donors are persons who undertake a fundraising appeal in the course of their trade or business. Corporate donors can also be organisations that make a direct donation from the corporate side of the organisation. Corporate Group donations occur when companies get their staff involved in raising funds for Kaleidoscope by holding raffles, balls or other such fundraising activities.

### **Office of Liquor, Gaming and Racing**

The New South Wales Government agency that is responsible for the proper conduct and balanced development, in the public interest, of the gaming, racing, liquor and charities industries in NSW.

### **Disendorsement**

Process by which an endorsed event has its approval withdrawn by Kaleidoscope if it appears there is a likelihood of the Fundraiser failing to adhere to any of Kaleidoscope's terms and conditions

**Donor**

An individual, a group of people, or an organisation making a gift to Kaleidoscope.

**Endorsement**

An authority to fundraise given by Kaleidoscope to an individual, group or organisation to hold an event to raise funds for Kaleidoscope. By possessing an Authority to Fundraise, an organisation is entitled to appeal to the public for funds.

**Face to Face acquisition**

The acquisition of donations through door-to-door knocking, personal approaches on streets or other venues.

**Fundraising Institute of Australia**

The Fundraising Institute of Australia is the authoritative voice and support network of the fundraising profession.

**Gift**

A philanthropic gesture, which may take the form of cash (including cheque or credit), pledge, bequest or planned donation, shares, property (real estate, assets) or an interest in a business entity.

**Gift In Kind**

Donation of new goods or tailored service, as opposed to a monetary donation.

**Logo**

The registered trademark of Kaleidoscope – Hunter Children’s Health Network. Our logo incorporates a unique graphic representation. Prior approval of its use is required and strict colour and placement rules apply.

**Health Representative**

A person from Kaleidoscope – Hunter Children’s Health Network – who may attend an event to accept a donation, give a speech or just be present. The person may be from any area of Kaleidoscope, ranging from medical staff to administration staff.

**Reconciliation of Funds**

A means of checking that your financial records agree with those held by your financial institution.

**Sponsors**

Organisations that, in return for specific benefits, give eg. naming rights of a particular project.

**Telemarketing**

Solicitation of donations through random calling to unknown households or companies.



## Kaleidoscope Fundraising Agreement

I \_\_\_\_\_ accept the terms and conditions of the Fundraising Agreement as set out in the Guidelines.

I agree to conduct my fundraiser / event \_\_\_\_\_

\_\_\_\_\_ (name of fundraiser)  
in accordance with those terms and conditions and in a manner which upholds Kaleidoscope's integrity, professionalism and ethos.

Donation will be made to \_\_\_\_\_ (Service or Unit)

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

***Please return completed Fundraising Agreement and Application Form to:***

Public Relations & Fundraising  
Kaleidoscope John Hunter Children's Hospital  
Locked Bag 1  
Hunter Region Mail Centre NSW 2310

Telephone: (02) 4921 4492  
Facsimile: (02) 4921 3599  
Email: [debra.robinson@hnehealth.nsw.gov.au](mailto:debra.robinson@hnehealth.nsw.gov.au)



Name of Co-ordinator: \_\_\_\_\_

Contact Address: \_\_\_\_\_

\_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Name of association/organisation: \_\_\_\_\_

**Other people involved** (*names of committee members, positions held on committee, contact details, experience of fundraising or organising events*)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Name of sponsors and/or products promoted or used** (*The name of sponsors and products promoted or used must be submitted to Kaleidoscope to allow us to ensure that there is no conflict with our health policies and current sponsorship arrangements. Include details of sponsors you have approached or intend to approach as well as sponsors you have secured.*)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Do you require tax-deductible receipts from Kaleidoscope? (Please tick appropriate box)**

No

Yes      What do you need them for? \_\_\_\_\_

**Will any other organisation benefit from the fundraising?**

**(Please tick appropriate box)**

No

Yes      Name \_\_\_\_\_

\_\_\_\_\_

**Will you need Kaleidoscope to provide any of the following? (*Please tick appropriate boxes*)**

- Standard Raffle Tickets - 50 tickets per book. (NB: All unused tickets must be returned)
- Banners. Please indicate area for use : indoor / outdoor
- Health Representative (This is not always possible, but please explain why required.)

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**Have you raised funds for Kaleidoscope or any of its entities before?**

**(*Please tick appropriate box*)**

- No
- Yes      When? \_\_\_\_\_ How? \_\_\_\_\_  
Who did you liaise with at Kaleidoscope?

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**Event budget**

- *The event cannot be used for your own direct commercial gain or profit*
- *The event must have the potential for financial success so that neither the organisers or Kaleidoscope are liable for unpaid expenses*
- *It is a condition of Kaleidoscope's endorsement that your event NOT spend more than 40 per cent of the total income on expenses.*
- *Accounting for funds received and expended must be to a standard acceptable to Kaleidoscope*
- *Kaleidoscope must be made aware of major expenses prior to the event*

*Proposed Expenditure*

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	<b>\$ _____</b>

*Anticipated Income*

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	<b>\$ _____</b>

**Estimated donation (ie. total income less total expenditure) to Kaleidoscope**

<b>Donation</b>	<b>\$ _____</b>
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### Statement of Income and Expenditure

*Please return this form with your donation.*

To enable us to comply with the Charitable Fundraising Act 1991, it is important you complete this record of income and expenditure for your event and return it when you present your donation to Kaleidoscope.

Name of event coordinator \_\_\_\_\_

Name of event \_\_\_\_\_

Date of event \_\_\_\_\_

<b>INCOME</b>	<b>\$</b>
Ticket sales	
Raffle	
Sales	
Auction	
Food	
Beverages	
Bank interest	
Others (please specify)	
<b>Total income</b>	<b>\$</b>
<b>EXPENSES*</b>	<b>\$</b>
Food	
Beverages	
Printing/stationery	
Postage	
Venue Hire	
Advertising	
Entertainment	
Travelling expenses	
Bank charges	
Other (please specify)	
* Negotiate to secure donated / at cost items and sponsorships to help reduce the costs of these kinds of items:	
<b>Total expenses</b>	<b>\$</b>
<b>Income – Expenses = total donation</b>	<b>\$</b>

Signature \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_