

FACT SHEET – FUNDRAISING

All things fundraising



Scout Groups fundraise for themselves and others – it’s integral to the ethos of Scouting. This might mean fundraising for a charitable cause or your own hall maintenance and upgrades, or for subsidising membership fees and event attendance or new quality camping gear – the list goes on.

Scouts Victoria has devised this fact sheet to outline some of the options available to Scout Groups to raise funds via state coordinated activities plus other local ideas for Groups to run with. This fact sheet also outlines some important aspects of fundraising by way of formal registrations and legalities and important considerations when seeking sponsorship with businesses.

First up, some important legal things....

- Scouts Victoria is the legal entity and registered not-for-profit organisation through the Australian Charities and Not-for-profits Commission with tax Deductible Gift Recipient status (DGR) attached to our ABN, not individual Scout Groups.
- For grant funding and other donations, often a tax-deductible tax invoice will be required and only Scouts Victoria can issue this, not individual Scout Groups. Funding Agreements and contracts are also only to be signed by the legal entity, Scouts Victoria.
- Scouts Victoria does not require a Consumer Affairs Victoria fundraising registration under the Fundraising Act (VIC) 1998. This is because our major activity is a raffle, which is exempt.

Plus some other serious stuff....

A few fundraising activities are not supported by Scouts Victoria to protect the organisations integrity and brand and to ensure the safety of our youth members. Two are:

- Running fundraising activities held at or in conjunction with, or accepting donations from the following organisations (see more details under ‘Seeking sponsorship from business’):
 - Alcohol and gambling establishment (non-family oriented)
 - Tobacco and alcohol manufacturers, retailers etc.
- Intersection collections
 - We are unable to issue an Insurance certificate of currency as the activity does not fall within the exempt categories of fundraising under the Fundraising Act (VIC) 1998 which is one of the requirements which must be met for Victoria Police to issue a Highway Collection Permit
 - We also consider this activity poses too great a risk for our youth members

FUNDRAISING ACTIVITIES OVERSEEN BY SCOUTS VICTORIA.....

Grant for Groups

ALL YEAR AROUND

Grants are an extremely valuable source of funding for Scout Groups. A separate fact sheet exists, available on the website, which outline the opportunities that exist, the legalities and information that applies plus the processes involved – from the grant application to final acquittal for successful funding. If you have any queries after reading this fact sheet please email grants.manager@scoutsvictoria.com.au

Scout Monster Raffle

FEBRUARY TO SEPTEMBER

Nearly all the set-up is done by Scouts Victoria. All Groups need to do is focus on distributing, selling and collecting the tickets, and money (to return to Scouts Victoria). We take care of the rest of the raffle details including all the great prizes on offer.

- 100% proceeds back to Groups, that's \$2 for every \$2 ticket sold
 - 75% to participating schools and community groups (\$1.50 for every \$2 sold)
- Going strong for 12 years and counting, raising close to \$600,000 in 2016 and in total over all the years in excess of \$6 million!
- Ticket selling period for Groups – February to September - that's seven months!
 - Exclusive ticket selling period for Scout Groups (Feb to May) before schools join in
- Groups can get their money back (refund rounds) from Scouts Victoria at two stages a) May/June and/or b) Sep/Oct
- More than 100 prizes including a car as first prize

Key timings

Late January	Ticket order system open on Extranet for Groups
Late February	Distribution of tickets to Groups
End May	Refund round 1 – Groups can opt to return all tickets (sold and unsold) and correct payment at this time to receive refund by end June
Early June	Schools and community groups to commence selling tickets (Group can continue if opting for refund at end or can reorder more tickets to start selling again)
Early September	Final close off of all raffle sales – all tickets (sold and un-sold) and correct payment to be returned by this date
Mid-September	Raffle draw at Victorian Scout Centre
Early October	Refunds processed to schools and groups

For Monster Raffle related enquiries please email monsterraffle@scoutsvictoria.com.au

Scout Month at Ritchies IGA Stores

MAY

During May each year, Ritchies IGA kindly host Scout Month when Scout Groups are invited to book in a Scouts stand to be set up at your local Ritchies store for a weekend (Saturday and/or Sunday) in May to:

- sell Monster Raffle tickets
- promote Ritchies Community Benefit Cards linked to your group as beneficiaries
- recruit new Youth Members and even Leaders

Also during Scout Month, five cents from every Nestle product purchased at Ritchies IGA stores is donated to Scouts Victoria so stock up on your Milo supplies then!

SOME LOCAL FUNDRAISING IDEAS....

We're working on a much longer list of detailed fundraising ideas for Scout Groups so stay tuned.

In the meantime if you have any questions please contact fundraising@scoutsvictoria.com.au.

Christmas Trees sales

NOVEMBER/DECEMBER

Scouts are very well known for selling Christmas trees at Christmas time. Our advice for Groups wishing to start this kind of fundraising activity, is talk to other local Scout Groups that already sell trees to get their advice on what works best. This would include information in relation to where to buy the trees from wholesales, how much to sell them for, how to arrange a selling space if on public land and so on. Scouts Victoria supports Groups by promoting and advertising Christmas tree sales via our website and social media channels.

Fundraising at Grill'd

ANYTIME

For those who don't know, every time you order a burger a Grill'd, you're given a token. You then elect where to place the token - the community organisation that receives the most tokens gets \$300 (second and third receive \$100 each). If your Scout Group is located near a Grill'd store, why not apply to be part of this great opportunity. Click [here](#) to register your interest on the Grill'd website.

Other ideas in brief:

- Bunnings BBQ – Contact your local Bunnings store to arrange, they love hearing from Scout Groups!
- Sell Entertainment Books - <https://www.entertainmentbook.com.au/fundraisers>
- Hold a cake stall, car wash or a movie or trivia night

SEEKING SPONSORSHIP FROM BUSINESS

There is quite a bit to consider when it comes to sponsorship. In simple terms for a local Scout Group, which is an integral part of the local community, a local based sponsorship with a reputable local business is appropriate – we in fact encourage Groups to proactively seek out support of this kind.

However, consideration must always be given to the values of the sponsor's organisation and their alignment with our Scouting values. For example, sponsorships involving gambling and drinking establishments (ie. the local pub with pokie machines) is not appropriate.

The Scout brand is a well recognised and respected one and therefore we need to consider this when making a decision about who we align ourselves with through requests for sponsorship/support. If you are ever unsure, please check with us first. Furthermore, Scouts Australia owns the Scout brand/logo (fleur de lis) and while the brand manual permits Group level use of the logo, this does not extend to third parties being allowed to use the logo without the expressed permission of Scouts Australia via Scouts Victoria (see Brand Manual extract below).

Also in relation to sponsorship, there are differences based on the size and reach of the organisation. Sponsorships/partnerships with businesses that are state-wide, national and even multinational are managed through Scouts Victoria and Scouts Australia respectively. As you are no doubt aware, we have very strong national and state-wide relationships with organisations such as Officeworks, Bunnings, Bounce and Ritchies IGA stores. We manage these relationships and other new approaches for the benefit of the broader Scout Group base. However having said that, Bunnings welcome local Scout Groups to seek out support at a local store level. This generally does not include money or donation of goods but instead information stands and sausage sizzles!

Extract from Scouts Australia Brand Manual:

5.1 BRAND SYMBOLS

SCOUTS AUSTRALIA LOGO

The logo must not be used in a way that implies an endorsement of a product or service (unless there is an appropriate formal agreement with Scouts Australia or a Scouts Australia Branch).

Third parties not directly involved in Scouting must not use the logo for any commercial purpose without the permission of Scouts Australia's National Office. A royalty may be required.

FUNDRAISING FOR OTHER CAUSES

All 400 plus Scout Groups across the state, or even individual youth members, decide which other charities and causes they support at a grass-roots, local level. They often have long associations with these organisations and/or personal ties to the causes. This is part of the ethos of Scouting – of helping and caring for others.

Scout Shout 2017

OCTOBER

Scout Shout has been developed by the State Youth Council aimed at establishing a state-wide coordinated effort for getting Groups more involved with their community and raising money for one chosen charity. The challenge is for each Section to run a fundraising activity that raises money for ReachOut in 2017 during the first four weeks of Term 4. For more information visit the Scout Shout web page under Events or email scoutshout@scoutsvictoria.com.au.

Promotion of other causes

With so many Scout Groups and youth members doing really worthwhile work to support causes and charities of their own choosing, plus their local community, it is not possible for us to promote each activity. So to be fair to all, we don't promote any. Promotion of these activities is most successful at a local level through your own local and personal networks and connections.

Instead Scout Victoria only promotes state-wide campaigns including the raffle, Christmas trees and Scout Shout. Nor does Scout Victoria promote the fundraising events of other organisations ie Cancer Council's Biggest Morning Tea, Run for the Kids, again as there are just far too many though Groups and individuals are welcome to participate if they wish.