

GUIDELINES FOR FUNDRAISE YOURSELF PROJECT REGISTRATION

These guidelines are for schools conducting their own campaigns to raise funds for projects, or schools that have been nominated by a donor/s wanting to donate to them. Australian schools register their projects with Schools Plus, which allows them to receive tax-deductible donations from their supporters.

Introduction

Australian Schools Plus ('Schools Plus')

Schools Plus is a national education charity that helps to improve the education outcomes of students facing disadvantage by increasing philanthropic support to their schools and school communities. Schools Plus has been granted Deductible Gift Recipient (DGR1) status, making donations of \$2 or more to schools via Schools Plus tax-deductible. More information is available at schoolsplus.org.au.

Fundraise Yourself project registration

Schools Plus encourages eligible schools to register projects with us if they wish to conduct their own fundraising or have been nominated by a donor/s to provide support for a project. Schools are eligible if they have a value of less than 1000 on the Index of Community Socio-Educational Advantage (ICSEA) as listed on the My School website – MySchool.edu.au.

Schools conducting their own fundraising and have registered their project can be profiled on the Schools Plus website with a dedicated fundraising page for donors to read more about the project and donate directly. Schools can promote their project to friends, families and others in the school community to seek tax-deductible donations.

These guidelines provide important information about school and project eligibility, the registration process, schools' responsibilities to provide feedback on your project and acquit funding received, and the conditions that apply to donations.

It is a requirement that applicants read these guideline documents before submitting the registration form.

Contact details for Schools Plus:

Phone: (02) 8880 0296

Email: schools@schoolsplus.org.au

Website: schoolsplus.org.au

1 Fundraise Yourself Registration overview

1.1 Which schools are eligible to register projects?

Schools with a value of less than 1000 on the Index of Community Socio-Educational Advantage (ICSEA) are eligible. See the My School website to check on a school's value – myschool.edu.au.

Some schools do not have an ICSEA value but are eligible to register projects, such as special needs schools. Any other schools without an ICSEA value must contact us at schools@schoolsplus.org.au or 02 8880 0296 to discuss your situation.

A joint project registration from more than one school is welcome, although the project needs to be under the auspices of a single school which will take responsibility for managing the project and distributing funds. Note, all schools covered by the one project registration need to meet the ICSEA criteria qualification.

1.2 What types of projects can be registered?

Projects eligible for consideration for Schools Plus registration must lead to improved, measurable outcomes for students in schools facing disadvantage.

1.3 What types of projects are ineligible for registration?

Schools Plus is unable to facilitate funding for:

- > Core curriculum and activities already funded by government
- > Office equipment
- > Academic research
- > Retrospective funding
- > School fees.

1.4 Things to think about before registering your project if you are driving the fundraising

If you and your school are fundraising through the Schools Plus website, it is important to understand what is involved. Some things to consider before developing a fundraising campaign for your project are whether you have enough people to target for donations, have a range of communications channels to reach them and have parents and teachers to help with your fundraising efforts.

We suggest schools register only one project at a time and focus all your fundraising efforts on reaching the target amount.

2 Project approval and registration process

2.1 Setting up your School account and fundraising project

Step 1: You will be required to register the school through the School Registration Page on our website. This section gathers information about your school (website, logo, Principal's details and secondary contact details). Before beginning this process, please ensure you have an image of your school's logo to upload along with your school bank account details and a document with proof of bank details.

Step 2: Once registered, you'll be able to create your fundraising campaign by filling in a simple online form with your project details. These should be written in a way that will actively promote your project to interested donors.

Some tips for writing your project description:

- › Explain clearly what you want to do, how you will do it, who and how many will be involved, what you need the funds for, what you expect to achieve and how you will know you have achieved this.
- › Draw clear links between the activities you have planned and the outcomes you expect to achieve.
- › Ask someone else to proofread your registration – especially someone who is not involved in the project. Does it make sense to them? This is the promotional pitch for your fundraising campaign – bring it to life and make it compelling.

Remember:

- › Detail all items in your budget that you are seeking funding for
- › Include great photos that reflect the project in action, are clear and close up. You can upload up to four photos so have these ready before you begin your project registration.
- › You can also upload a video if you have one, this must be hosted in YouTube or Vimeo.
- › Make sure your project name is short and has a catchy title.
- › If applicable, think about breaking down how much you want to raise into achievable amounts for donors. You can list these under the 'Where your donation goes' section of the project registration form eg: \$20 could pay for a student's excursion, \$100 could buy art supplies for a term, \$300 could buy plants for our playground, \$700 could buy an iPad for a student.

Resources:

- › You can download a Project Plan template to help you get started in the resources section of your School account.
- › To view other projects for writing style inspiration and format, please see the Projects page on our website.
- › For further resources on fundraising and spreading the work, check out the resources section of your School Account once registered.

2.2 Approval

All registrations will be checked by Schools Plus staff to ensure that projects are eligible, normally within three days of receipt. Schools Plus reserves the right to edit your submitted description to meet space and/or quality requirements. By submitting the project registration, you acknowledge and accept the conditions outlined in this document.

You will be notified by email once approved and the project will be automatically published on the website if you have specified this.

You are encouraged to continue to check the Resources section and your account page on the Schools Plus website for further resources and updates as they are developed.

2.3 Once project is published (if you have requested this option)

Once published on the Schools Plus website, donors will be able to donate directly to your fundraising campaign through your online page.

Unless otherwise agreed, projects will remain profiled and open to donations on the Schools Plus website for the time period nominated by the school, which can be up to two years.

2.4 Publication exceptions

In some circumstances, you may not want or need your project to be published online i.e. if you know a donor intends to fund the total cost of your project and no more fundraising is required. You may opt out of online publication by marking the appropriate box on the project registration form.

3 Funding distribution

In accordance with legislation, the Schools Plus Funding Committee approves the distribution of these discretionary funds to schools for registered projects once a month (except in January) of amounts donated in the previous month.

3.1 Conditions of payment

Following approval by the Funding Committee, funds are paid by electronic funds transfer to the school's nominated bank account for registered projects on the basis of the following conditions:

- > The donation will be applied in accordance with the approved project purpose
- > Subsequent acquittal by the completion of a funding expenditure statement.

If your school is on the SAP central banking system, you should tick this box on the school registration page. Once money is deposited into your account, you will need to raise a sales order and notify the Department of Education so they can release the money to your account.

4 Project Feedback and Acquittal

A school receiving funding raised via registration with Schools Plus must give feedback and acquit funds annually for the length of your project. You will be emailed once a year for the duration of your project to complete a simple online feedback form.

The feedback is designed to:

- > ensure the funding has been applied in accordance with the approved project purpose
- > provide an update on the project status (including photographs, testimonials from students/teachers/parents and student outcomes).

On receiving a notice about submitting feedback and acquittal, the school is required to:

- > complete all sections
- > include supporting documentation
- > return your feedback to Schools Plus within four weeks of notification.

Projects are only eligible to continue one year after the online fundraising campaign has ended, Schools Plus will seek a final feedback and acquittal report at this point. Please factor these timelines into your project registration.

If feedback is not received, your school may be ineligible for future funding via Schools Plus.

5 Other matters

5.1 Changes to school details

At the time of registration, school information is provided to Schools Plus. This information is integral to the conduct of the project and the management of funding distribution by Schools Plus. It includes:

- › Contact details of the school Principal and the personnel responsible for the project
- › Bank account details and proof of these.

Should changes occur to any of the above, Schools Plus must be advised via your online account platform or in writing to schools@schoolsplus.org.au within four weeks of the relevant changes. These changes will be acknowledged accordingly.

5.2 Use of images

Schools Plus will use a photograph submitted by the school as part of the project profile to donors. Upon submitting photographs or any other materials to Schools Plus, schools grant us a royalty-free, perpetual, irrevocable, non-exclusive, transferable licence (including a right to sub-licence) of all intellectual property in the materials to use in any manner and in all media in perpetuity. By submitting materials you warrant that:

- › you own all right, title and interest (including copyright) in the materials (or are a licensee with the right to sub-licence the materials to us);
- › the materials do not contravene any laws or rights of third parties (including any law relating to copyright, passing-off, defamation, contempt of court, confidentiality or privacy);
- › you have secured permission and a release from any persons featured in the materials to their image and likeness being used in the materials and the materials being provided to us and used by us in any manner and in all media including for commercial purposes and without making any payment to you or any persons featured in the materials. We reserve the right to edit materials submitted by you in our sole discretion.

You hereby release and indemnify us and our officers, Schools Plus, directors, agents and affiliates from and against all claims, liabilities, costs and expenses (including legal costs on a full indemnity basis) resulting from your failure to comply with the foregoing including in respect of any claim by you or any person featured in the materials in relation to our use and exploitation of the materials.

5.3 Project renewal

If your school or Parents Association wants to extend the project promotion period on the Schools Plus website, please contact Schools Plus by email at schools@schoolsplus.org.au at least one month before the project expiry to discuss.

5.4 Project closure

Projects will be removed from the Schools Plus projects page when the target amount has been met, or at the end of the project campaign period, which may be up to two years, unless otherwise agreed before the expiry date. You can view your closed, draft and current projects through your School Account page. We acknowledge that the actual project may run longer than the campaign period, however the project must be completed within 12 months of the campaign end date.

6 Fundraising and donations

6.1 Promotional material

Once registered, you are encouraged to promote to potential donors the opportunity to make tax-deductible donations to your project via Schools Plus. This might be through emails and letters, newsletters, brochures, posters, website information and speeches. On registration, you can access templates and tips through the resources section of your School Account to help you with this.

While we encourage you to refer to Schools Plus in any printed or online material when promoting your project (including references or links to the project profile on our website), it is necessary to use the following wording:

Donors must contribute unconditionally to Schools Plus to claim a tax deduction, however Schools Plus' structure makes it possible for a donor to nominate a registered project as the preferred beneficiary of their gift.

We have provided further and more detailed information in the resources section of your account.

A school may not use the Schools Plus logo, promote the project or collect tax-deductible donations until you receive written advice of your project's registration.

6.2 Donations

In accordance with taxation law, donors:

- > must contribute unconditionally and voluntarily to Schools Plus
- > must not receive or have any expectation of any material benefit, advantage, right or privilege (other than one of an insignificant nature) for their donation (apart from tax deductibility) to themselves or their relatives
- > may nominate a registered school project as their preferred beneficiary, however Schools Plus' structure means donors cannot insist their donation is directed to a specific project or school as all donations made to Schools Plus are discretionary
- > should be aware that all claims for a tax deduction are subject to acceptance by the Commissioner of Taxation.

Donors who are uncertain of any of the above are encouraged to obtain their own professional advice.

Schools Plus will issue a receipt directly to the donor for cash /cheque / credit card donations of \$2 or more.

The school does not issue any further receipt for the donation when receiving the funds. The school finance team should record the donation as a gift in their register.

If a donor does not wish to donate via the online system, they can donate using the contribution form which can be downloaded from our website or the resources section of your account. They can then send this into Schools Plus with their credit card details, cheque or direct deposit information.

6.3 Donor recognition

We encourage you to thank your donors for their support. Schools Plus will provide you with donor data – ie donor name and email address – where the donor has agreed to the release of such information. If the donor wants to remain anonymous, Schools Plus will thank the donor for their support on your behalf.

Donors can be recognised in modest ways including letters of thanks, names on bricks, plaques and honour boards, certificates of appreciation, and acknowledgement in annual reports. Such recognition, however, should not be offered as an inducement to potential donors.

Unacceptable forms of recognition include advertising, signage, and company logos on bricks and pavers. Benefits such as reduced fees, reduced payments for their own children’s excursions, activities and equipment, invitations to fee-paying functions at no cost and merchandise are also unacceptable forms of recognition.

If you would like to thank your donor publicly – through announcements at assembly or events, newsletter or social media etc – please first check with them that they are happy for you to acknowledge them in this way.

Where the donor agrees to public acknowledgement, we suggest using this wording:

“This project has been funded by [name of donor/s] with the support of Schools Plus”.

Where the donor is anonymous, please say:

“This project has been funded with a private donation with the support of Schools Plus”.

We have provided Certificate of Thanks templates and tips in the resources section of your account.

6.4 Fees

No initial fee applies for schools or Parents Associations seeking to register projects with Schools Plus.

There are two fees that apply to donations to projects:

- › Five per cent contribution fee to be paid by the donor will apply to all donations to school projects via Schools Plus when the donation is made. This fee will support Schools Plus’ work with schools, allowing us to maintain the platform, provide resources and administer the funding. Note – the fee will be added to the target amount when the project profile is published online.
- › Standard credit card fees to be paid by donors, will apply to donations made online.



TO REGISTER YOUR SCHOOL AND PROJECT

please visit: <https://www.schoolsplus.org.au/register-school/>

