

## Welcome

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. These guidelines cover the Fundraise Yourself program.

## Fundraise Yourself



Eligible schools are invited to register their fundraising projects on the Schools Plus school-led fundraising platform. Registering your project means that you will have a dedicated online fundraising page for donors to read about your project and donate directly. Your project can be easily navigated to via our website search or Google. Schools can share their unique project page with friends, families, and others in the school community to seek tax-deductible donations.

Australian Schools Plus (Schools Plus) is a national charity that helps children facing disadvantage succeed at school. We provide funding, coaching and resources that empower teachers and schools in disadvantaged communities to implement initiatives that will improve learning outcomes and help their students succeed. To contact the Schools Plus team, please call (02) 8880 0296 or email [schools@schoolsplus.org.au](mailto:schools@schoolsplus.org.au).

## Registration Overview

### Registration Eligibility

- Schools must have a value below 1000 on the Index of Community Socio-Educational Advantage (ICSEA) to be eligible.
- A joint project registration from more than one school is welcome, although the project needs to be managed by a single nominated 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.

For current ICSEA values, see your school's profile on our [Check Eligibility page](#) or at <http://www.myschool.edu.au>.

### What types of projects can you register?

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

### What projects can't be registered?

Schools Plus is unable to facilitate funding for:

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

**Special note:**

It is important to understand what is involved in raising funds for your school. 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.

See Appendix 1 for some further tips.

**Project registration and approval**

Setting up your School account and 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. If your school is on a central banking system, you should tick this box on the school registration page.

**Step 2:** Once registered, you'll be able to create your project by filling in a simple online form with your project details.

**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.

If the opportunity arises, Schools Plus may also share part or all of the contents of this project with potential donors for the purpose of securing funding on your behalf.

**Step 3:** Your project will be published on the Schools Plus website. Donors will be able to donate directly to your fundraising campaign through your online page you can share the direct URL link to your project page to make it easier to donate.

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 one year. If your project exceeds its fundraising goal before it is due to close it will remain open until the closing date so further donations can be received.



## Funding distribution

Any funds raised in the previous month, will be deposited into the nominated bank account the following month (except January) so you can begin your project. The Schools Plus Funding Committee approves the distribution of these discretionary funds prior to deposit.

### 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 based on the following conditions:

- The donation will be used towards the approved project purpose
- An acquittal completed at the request of Schools Plus (including a funding expenditure statement)

## Project Feedback and Acquittal

A school receiving funding through 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 used towards the approved project purpose
- highlight the student outcomes
- provide an update on the project status
- showcase any photos, or testimonials from students/teachers/parents

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

- complete all sections including the budget itemising where the funds were spent (receipts are not required unless specifically asked by Schools Plus)
- include supporting documentation
- return your feedback to Schools Plus within four weeks of notification.

Funds raised through the online campaign must be used within 12 months of the completion of the fundraising campaign. 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.

## Other things to consider

### 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 person responsible for leading 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](mailto:schools@schoolsplus.org.au) within four weeks of the relevant changes. These changes will be acknowledged accordingly.



## Use of images

Schools Plus will use a submitted photograph 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.

## Project renewal

If your school wants to extend the project promotion period on the Schools Plus website, please contact Schools Plus by email at [schools@schoolsplus.org.au](mailto:schools@schoolsplus.org.au) at least one month before the project expiry to discuss.

## Project closure

At the end of your fundraising period, which may be up to a year, your project will appear as 'closed' on the Schools Plus website. If your project exceeds the fundraising goal it will remain live until it reaches the expiry date specified in your project creation so you can continue to receive donations. If you would like to close a project when you reach or fundraising goal, close it early or extend the expiry date, please contact [schools@schoolsplus.org.au](mailto:schools@schoolsplus.org.au). Within your School Account page, you can view your closed, draft and live projects.

We acknowledge that the actual project may run longer than the fundraising campaign period, however the project must be completed within 12 months of the fundraising campaign end date. If your project continues beyond this and funds raised through Schools Plus are used, please get in touch with Schools Plus to discuss a possible extension.



## 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 (such as sponsorship benefits\*), 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 Schools Plus registered project as the preferred beneficiary of their gift. Whilst tax laws mean donors cannot insist Schools Plus direct their donation to a specific project or school, discretionary grants are made by Schools Plus' Funding Committee to projects taking into account donor wishes.
- 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. Donations must be made to Schools Plus directly to receive a tax deduction.

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 – GST does not apply.

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 cheque or direct deposit information.

\*Sponsorship is a cash or in-kind fee paid to a school in return for commercial gain, e.g. marketing, advertising, networking opportunities.

## Donor recognition

We encourage you to thank your donors for their support. Schools Plus will provide you with details of your donors – ie donor name and email address – where the donor has agreed to share this information. The donor's first name and donation amount will also be added to your fundraising page. If the donor wants to remain anonymous, they will appear as an 'anonymous' donation on the fundraising page and Schools Plus may thank the donor for their support on your behalf.

Donors can be recognised in modest ways including:

- letters of thanks in newsletters,
- acknowledgement/invitations to school assemblies
- names on bricks, plaques and honour boards,
- certificates of appreciation, and
- acknowledgement in annual reports.

Note: When you write a project update on your fundraising page, your donor will automatically receive a notification. This is a great way to keep them updated on the project and thank them as a group.

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, you might like to use the following wording:

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

Where the donor is anonymous, you could 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 with some great ideas on how to thank and keep your donors engaged.

## Fees

No initial fee applies for schools seeking to register projects with Schools Plus. There are two fees that apply to donations to projects:

1. Schools Plus retains a 5% contribution from each donation to support our work with schools. This contribution helps us provide our crowdfunding platform including resources and advice for schools about fundraising and donor relationships, plus contributes towards the assessment and evaluation of projects. Example: A donor gives \$10 to a school fundraising project. The 5% contribution fee (50 cents) will be taken from the original donation and the remaining \$9.50 will be sent to the school.
2. All transactions by credit card incur fees from Stripe, our internet payment provider. The fees are 30 cents per transaction plus 1.4% non-American Express, 1.75% for American Express and 2.9% for international transactions. Example: a donor gives \$10 via the Fundraise Yourself platform and pays with a non-American Express credit card. 30 cents + 1.4% will be added to the donation and \$10.44 will be taken from their credit card.

**To register your school and project please visit:**

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



## Appendix 1



### Fundraise Yourself tips

If fundraising through Fundraise Yourself, we have developed a number of resources and tips to help you make your campaign as successful as possible. Below are some to help you get started.

#### 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?

#### 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 e.g.: \$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 available through your project page:

We have made available a number of great resources to help you make your Fundraise Yourself campaign as successful as possible. Some of the resources available include:

1. A project plan template to help you get started.
2. Writing style inspiration for writing your best project description
3. Tips for spreading the word and reaching your donors

#### Promotional material

Once your project is published on the Schools Plus website, we encourage you 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.

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.

**Please get in touch with a team member at Schools Plus if you would like tips and support on how to promote your fundraising campaign to your community.**

