



EMPOWER
HOUR

BY DRESS FOR SUCCESS®

Your hour can change her life.

Dress for Success Fundraising Guidelines

Thank you for supporting Dress for Success and helping to change the lives of women in need. These guidelines will assist you in the requirements for fundraising for us.

Empower Hour

Empower Hour is a national campaign, supporting women across Australia into employment. Donation receipts will be issued by Dress for Success Sydney. Donations will be directed to local Dress for Success affiliates based upon donor postcodes provided at the time of donation, following the campaign's conclusion.

Event Promotion

The law says that any advertising material related to fundraising events must:

- State your name clearly and prominently
- Not be likely to cause offence to any person, and
- Not be misleading. Please be transparent and state the exact % of proceeds that will be donated.

Additional requirements apply to advertising if you are conducting the event as part of your business, or you plan to keep some of the funds raised.

If you require collateral to help with your fundraising, please contact fundraising@dfssydney.org. Please note that items may need to be returned to Dress for Success Sydney after your event. If you plan to use the Dress for Success logo, this must be approved, please contact marketing@dfssydney.org for all logo use approvals.

Depositing Funds

Our preference is that all funds are donated online using your fundraising pages or transferring directly into our bank account using your fundraising reference.

The best way to deposit any cash donations collected is to bank and donate to your fundraising page. Make sure all funds are banked no later than 14 days after your event/activation is finished.

Dress for Success Sydney Bank Details:

Dress for Success Sydney ABN: 86 294 993 663

Bank: Westpac Banking Corporation

Account name: Dress for Success Sydney Inc

BSB: 032-067 Account Number: 594 364

Expenses and Record-Keeping

It is suggested that you keep records of income and expenditure relating to your fundraising event. Please note that Dress for Success Sydney cannot pay your expenses, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. Dress for Success Sydney requires you keep expenses to no more than 40% of the total funds raised.

Mission & Values Alignment

Because of the nature of our organisations and our work, we ask that you think about Dress for Success's 3 pillars - alleviating poverty, female empowerment and financial independence, and sustainable / ethical clothing disposal, when designing your event and seeking sponsors. It is important that the activity or event accords with Dress for Success's mission and values. If you have any questions about this, please call our Fundraising Team on (02) 9517 9537 or email fundraising@dfssydney.org.

Donation Receipting

Receipts will be automatically emailed from the Fundraisin Platform when donations are made. Please also check all your inboxes, including junk, to locate your automated receipt. If you do not receive a receipt or you have deposited funds directly into our bank account, please contact accounts@dfssydney.org providing your fundraising reference and as much information as possible to assist your request.

If you receive cash from a donor and they request a receipt, record their name and contact details, and once this cash and information has been provided to Dress for Success Sydney we will issue an official tax-deductible receipt.

What is tax deductible?

- Gifts of money or property over \$2, made by an individual or organisation, that does not receive or expect to receive any material benefit or advantage in return.

What is not tax deductible?

- Lump sum collections.
- Purchases of raffle tickets.
- Purchases or hire of items (i.e. racks, hangers, mirrors, catering).
- The cost of attending fundraising events (i.e. tickets to a fundraising event).

For more information, please see the Australia Tax Office' information about gifts and donations, or contact the ATO at <http://www.ato.gov.au>. Please note these guidelines are not a substitute for your own legal advice.

Limitation of Liability

To the maximum extent permitted by law:

Dress for Success Sydney will not be liable to you or to any other person in contract, tort (including negligence) or otherwise for any loss, damage, cost or expense of any kind (including direct, indirect or consequential losses, damages, costs and expenses) suffered or incurred by you or any other person in connection with your fundraising event or activity.

Insurance

Dress for Success Sydney will not obtain any insurance coverage for your fundraising activity. You are responsible for obtaining your own insurance coverage as you consider appropriate for your fundraising event or activity. If you have any queries about your fundraising event, please contact fundraising@dfssydney.org.