

Fundraising guidelines



Everything you need to start fundraising
for Team Black Dog

Creating a mentally healthier world



Black Dog
Institute

www.blackdoginstitute.org.au

Thank you for your interest in fundraising for the Black Dog Institute.

We value all enquiries from individuals, community groups and businesses that will assist us in raising awareness and funds to support our mission of creating a mentally healthier world.

Fundraising regulations

There are some regulations that need to be kept in mind when you are fundraising for the Black Dog Institute. These include:

- Any fundraising activity undertaken by a third party to raise funds for the Black Dog Institute will be conducted by that individual or group/committee and is the sole responsibility of the person/s making the application to the Black Dog Institute.
- The Black Dog Institute reserves the right to refuse approval of any proposed fundraising activity deemed to be unacceptable or non-aligned with the Black Dog brand.
- The Black Dog Institute is not responsible for any expenses incurred by you in undertaking your fundraising activities. The person/parties authorised to fundraise are responsible for payment of all expenses in relation to the agreed fundraising activity.
- The Black Dog Institute is unable to secure raffle or auction prizes for your fundraising activity.
- The Black Dog Institute does not provide public liability insurance for fundraising events organised by a third party. Organisers will need to take out their own Public Liability Insurance.
- The Black Dog Institute accepts no responsibility for any accidents or incidents that occur during the organisation or running of the approved fundraising activity. You indemnify Black Dog Institute in any insurance you undertake in relation to your activity.
- It is the responsibility of the person/parties authorised to undertake the fundraising activity to gain any licences or approvals to operate their fundraising activity from relevant local and state authorities (e.g. Councils).
- Any person/party who undertakes a fundraising activity on behalf of a registered charity without authorisation by that charity is acting outside of the law and can be prosecuted.
- We reserve the right to refuse, or cancel at any time the granting of an Authority to Fundraise if we believe it is not in the best interests of the individual, the community or the Black Dog Institute.

External resources

The following external resources can provide you with further information and we recommend that you review these resources when planning your fundraising event.

NSW Office of Liquor, Gaming
and Racing

www.olgr.nsw.gov.au

Phone: (02) 9995 0300

Australian Taxation Office

[www.ato.gov.au/Non-profit/Gifts-
andfundraising](http://www.ato.gov.au/Non-profit/Gifts-andfundraising)

Phone: 13 24 78

Fundraising Institute of Australia
(FIA)

www.fia.org.au

Phone: (02) 9411 6644

Brand guidelines

Any promotional material that you create for your event must clearly state that the event is “raising funds for the Black Dog Institute”. It is not to be referred to as a Black Dog Institute event.

The Black Dog Institute logo is a valuable brand. Any use of our logo (either online or in print) must be approved by the Institute in writing before being published. Approval can be obtained by emailing us at fundraising@blackdog.org.au.

Any use of our logo must comply with our brand guidelines, which we can supply to you. Please allow 10 working days for approval of use of our logo.

Logo Usage

The Black Dog Institute logo mark contains a variety of contrasting colours. To ensure that it is represented clearly it should always be applied on a white background. It is essential that the logo is always reproduced from the master artwork.

Colour vs. Black & White

It is recommended that the logo appears in full colour wherever possible. In the event that a communications piece is to be reproduced in a single colour then the mono version of the logo should be used.

Working on a colour background

For instances where the logo must appear on a coloured background, it should appear within a containing element, as shown on the right.



Incorrect Logo Usage

To maintain consistency throughout our identity application it is essential that the logo is never altered in any way. Here are a few examples of what not to do:



Do not distort/stretch the logo – it must remain proportional.



Do not angle or give perspective to the logo.



Do not recolour the logo.



Do not reposition the logo components within the lock-up.



Do not use the logo as an outline.



Do not change the size of logo components within the lock-up.



Do not place the logo on a background or an image. Only use the logo on a white background



Do not over-optimize the logo and sacrifice image quality.

Proposal to fundraise

You've read through the fundraising regulations and branding guidelines, now approval and authorisation must be obtained before you're able to undertake fundraising activities on behalf of the Black Dog Institute. To help us determine whether your values and pursuit align with the Institute's initiatives, please complete the Proposal to Fundraise form and return it to us at: fundraising@blackdog.org.au

Please include as much detail as possible about your proposed event, so that we can assess your application. We aim to ensure all proposals to fundraise are assessed and responded to within five working days and, if approved, we will provide you with a letter giving you Authority to Fundraise.

About you or your organisation

Name of the person/s organising:	
Street address:	
Suburb:	
State:	
Postcode:	
Contact number:	
Email:	

About your fundraising activity

Activity name:	
Date of event:	
Details about your activity/event:	
Location of event:	
How much do you expect to raise?	
By what means will you be fundraising?	
Who are you targeting to attend the event?	
Will you be fundraising for another organisation?	

www.blackdoginstitute.org.au

Find us on:



www.facebook.com/blackdoginst



www.twitter.com/blackdoginst



www.youtube.com/user/BlackDogInst



www.linkedin.com/company/black-dog-institute

Contact us:

Email:
fundraising@blackdog.org.au
Phone: (02) 9314 5143

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