



Human Elephant
Learning Programs

HUMAN-ELEPHANT LEARNING PROGRAM

FUNDRAISING GUIDELINES



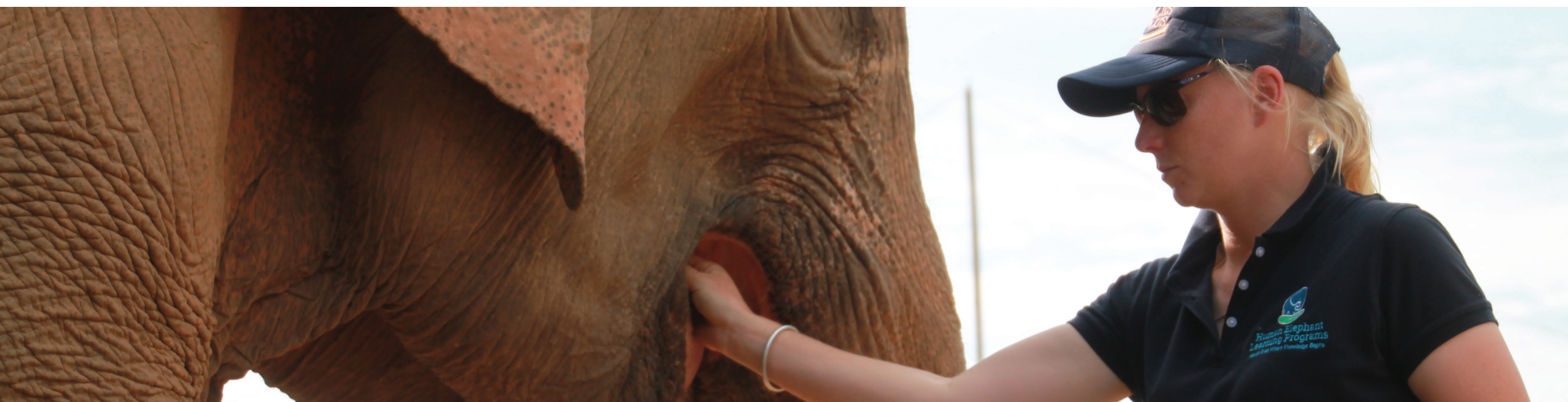
Human-Elephant Learning Program Fundraising Guidelines

Thank you for considering the H-ELP Foundation (Human-Elephant Learning Programs) as a worthy recipient for your community fundraising activities.

These guidelines have been prepared to avoid confusion amongst the involved parties by outlining our various obligations under fundraising legislation and to ensure that all fundraisers for H-ELP keep our patrons happy, organisers happy and the elephants happy!

We ask that you review these carefully prior to completing the H-ELP "Authorisation to Fundraise" form.

Our Mission: We aim to improve the welfare of working elephants, through the systematic application of humane, evidence-based training. By doing this we will also improve the welfare and safety of elephant handlers and trainers.



Fundraising for H-ELP

1. H-ELP is legally required to approve and authorise all volunteer fundraising activities.
2. The H-ELP foundation will send you notification in writing as to whether approval has been granted.
3. Once notified as successful you will be provided a letter giving confirmation of your authorisation to fundraise, which is your legal authority to undertake a fundraising activity for H-ELP.
4. This document can only be issued when: a detailed and signed Authorisation to

Fundraise form with H-ELP has been received and reviewed by the board at H-ELP, the fundraising activity has been confirmed as fitting with the brand values of H-ELP and the fundraising activity has been confirmed by H-ELP as not holding high risk. Any changes made from the original details provided in the "Authorisation to Fundraise" form must be reported to the H-ELP board via email all@H-ELP.org

5. "Authorised Fundraiser" means the individual or organisation holding the fundraising activity on behalf of H-ELP. They will be the person/organisation named on the signed Authorisation to

Fundraise form.

6. The fundraising activity will be conducted in the name of the Authorised Fundraiser and is the sole responsibility of the Authorised Fundraiser.
7. Please remember that your fundraising activity will not be H-ELP's fundraising activity. The H-ELP foundation is not able (unless approved by the board) to take a coordination role in these activities and it cannot assist in soliciting prizes, organising publicity or providing goods and services to assist you in running the activity. It will be a fundraising activity to raise funds for H-ELP. A suggested way of promoting it would be:

“funds raised will go to support the work of the Human-Elephant Learning Programs foundation. Where applicable H-ELP will be able to provide assistance if discussed.

8. If you would like assistance, for example to have our founder Andrew McLean to assist by presenting at your fundraiser please provide us with those details in the fundraising application form. This will be reviewed and a team member will contact you with whether this date, location and event is a possibility for a presentation.
9. The H-ELP foundation is unable to provide public liability insurance to cover community fundraising activities.
10. Due to limited resources, H-ELP cannot undertake media relations for the

Authorised Fundraiser.

11. The fundraising activity must meet the requirements of relevant laws and regulation in each of the States and Territories of Australia (if required). The law varies from state to state in regards to items such as raffle permits, public space usage etc. If you fundraise on behalf of the H-ELP without an approved Authorisation to Fundraise form you will be operating outside national compliance.
12. The fundraising activity must meet the requirements of relevant laws and regulations in each of the States and Territories of Australia (if applicable). These laws vary from state to state/territory with regard to items such as raffle permits, public space usage etc. Most states and territories

also have specific laws governing charitable fundraising from the public, which you also need to follow if you will be raising money from the general public (ie: not just from people you know).

For example, if you are collecting money in a public place you usually need to wear an identification tag or badge which clearly sets out your name, the registered charity who has authorised the collection (in this case the H-ELP) and where the money collected will be going. If you fundraise on behalf of the H-ELP without an approved Authorisation to Fundraise form, or do not comply with applicable laws for your fundraising event, you will be operating outside your required authorisation from the H-ELP. It is your responsibility to ensure that you are meeting any laws that might apply to your fundraising.





Corporate Partners

H-ELP has many corporate partners and sponsors that support the foundation year round. The Authorised Fundraiser may not approach any of the existing H-ELP partners or sponsors listed on the H-ELP website (www.H-ELP.org) to support their event as these companies are already very generous through their pre-existing arrangements with the H-ELP.

Use of the H-ELP name and/or logo

1. If the Authorised Fundraiser wishes to utilise the H-ELP name and/or logo on

any materials or products, the Authorised Fundraiser must obtain prior permission from the H-ELP board. All printed and electronic material, including media releases, must be pre-approved by the H-ELP in writing. Printed material must be forwarded to us for approval prior to being circulated or otherwise used. Please note that this also includes all forms of online and social media communications.

2. Brand guidelines on how to use the H-ELP logo can be supplied electronically.
3. If the Authorised Fundraiser wishes to refer to or promote the H-ELP, they must refer to the H-ELP as "Human-Elephant Learning Programs (H-ELP)" in the first instance and then subsequently, in the same promotional piece as "the H-ELP". The Authorised Fundraiser only has a right to raise funds on behalf of "the H-ELP" but cannot state that

they "are the H-ELP" or are representing the H-ELP.

4. We strongly advise that in absolute no circumstance an Authorised Fundraiser uses any photos, videos or written content to promote on behalf of H-ELP as marketing for their fundraiser. ONLY original H-ELP content can be used. This content can be found via the [H-ELP Facebook page](#) or via the website www.H-ELP.org.
5. Educated or scientific opinions about elephant training by an individual must not be added to any social media sharing to raise awareness for for the fundraiser.

Financial Aspects of the Event

1. The H-ELP foundation accepts direct donations via the H-ELP website or Paypal. Direct donations only of \$2 or more, where the donor receives no benefit, will be eligible to receive a Tax Deductable Receipt.
2. The financial aspects of fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Authorised Fundraiser.
3. The Authorised Fundraiser is responsible for all expenses relating to their fundraising activities.
4. The H-ELP Foundation never issues receipt books. Below are the official guidelines we use for issuing receipts, so you can provide the correct information to people who support your efforts.

*If fundraising in Australia please understand:- * when a receipt can be issued, and to whom. The following are not tax-deductable: ticket purchases (e.g. raffle), entry/attendance to a fundraising activity, donations of goods or services, auction prizes. That is, anything where the person gets something in return for giving. Please check your legal legislations, this may vary from country to country.*

5. The proceeds of the fundraiser/event are to be donated to the H-ELP by being donated directly into the H-ELP bank account within 14 days of the conclusion of the fundraiser/event.

EMAIL: ALL@H-ELP.ORG

H-ELP FOUNDATION LTD

3 Wonderland Avenue
Teurong, Victoria 3915 Australia

DEPOSITS (WITHIN AUSTRALIA)

Bank: Commonwealth Bank
Name: HELP Foundation Ltd
BSB: 633-000
Acc: 162091532

INTERNATIONAL DONATIONS (OUTSIDE AUSTRALIA)

Swift Code: BENDAU3B
Bank: Commonwealth Bank
Name: HELP Foundation Ltd
BSB: 633-000
Acc: 162091532

The H-ELP foundation recommends you align your fundraising event with our online portal for those who are unable to attend your fundraiser they can donate via our website www.H-ELP.org

Not only are they compliant with all government regulations, they also become a great marketing tool for your event.

Tax deductible receipts can only be issued in return for a straight donation, that is, where the donor receives no benefit.

Permits

1. Some activities require permits, eg, raffles where the total prize pool is over a certain amount. (please check state requirements)
2. Permits are also required by councils and shopping centres for outdoor events, eg, sausage sizzles. (please check state or council requirements)
3. Also, if necessary, you should seek approval from any relevant authorities, i.e. police, local councils, schools, etc. You should also find out if there is any insurance you might need to cover your event, either for public liability, the venue or any other aspects

specific to your fundraiser/event.

4. Permits are the sole responsibility of the Authorised Fundraiser.

Liability

To the maximum extent permitted by law, all aspects of financial and public liability and public safety are the responsibility of the Authorised Fundraiser. As the H-ELP is not the fundraiser/event organiser it does not cover any liability on the Authorised Fundraiser's behalf.

Ethical Conduct

The Authorised Fundraiser must act in the best interests of H-ELP rather than for the benefit of personal interests.

The Authorised Fundraiser must not disclose confidential information to third parties, or provide access to such information by unauthorised parties.

At all times the Authorised Fundraiser must ensure the positive promotion of H-ELP and its work.

