

World Vision Hong Kong

Fundraising activity guidelines

World Vision Hong Kong (WVHK) welcomes student or school-driven fundraising activity in support for our development projects in needy developing countries. To ensure proper handling of donations, we are issuing the below guidelines to help involved students or teachers better understand some key processes during the planning of a fundraising activity, such as programme arrangement, fundraising methods, and external communications. We hope that these guidelines will also help improve overall programme quality, as well as the transparency of donation processing.

For the list of charitable institutions which are exempt from tax under section 88 of the Inland Revenue Ordinance, please visit http://www.ird.gov.hk/chi/tax/ach_index.htm

You can also find information about WVHK on The Hong Kong Council of Social Service's WiseGiving webpage <http://www.wisegiving.org.hk/tc/index.aspx>

Fundraising activity guidelines

1. Register with WVHK

For schools or education institutes interested in organising fundraising activity to support our work, please register with and submit activity proposal to WVHK.

2. Fundraising method and external communication

- a. All event participations or donations should be on a voluntary basis. Without consent of all stakeholders, collected funds (e.g. penalty or administration fees) should not be used as donations.
- b. **Unrewarded donations are encouraged.** Activity organisers should not seek donations using any rewards as incentives.
- c. Before officially accepting any applications or donations, activity organiser should explain to participants, donors or sponsors the purpose of the activity, the role of WVHK (as beneficiary), the use of donations and its handling (e.g. Will administration fees or activity expenses be deducted from the collected donations before sending it to WVHK?)
- d. If the activity organiser is a school or a student unit, there should be **AT LEAST one teacher serving as the mentor, providing guidance to involved students and facilitating the communication with WVHK.** Students should copy their activity mentor on all communications with external parties (including WVHK and sponsors). On all important communication documents, please specify clearly the name of activity organiser, contacts details of person-in-charge, as well as indicating WVHK as the beneficiary.
- e. For usage of WVHK logo on any printed or promotional materials, please submit the design to WVHK for approval at least 7 days before printing.
- f. Should activity organiser plan on customising the donation or sponsorship forms for participants' fundraising use, please consult WVHK in advance.
- g. Upon completion of all fundraising activities, organiser should disclose to all participants and donors **the total amount raised and any expenses incurred.** The net amount donated to WVHK and the official

donation receipt should also be disclosed.

- h. WVHK reserves the right to decline any donation should there be conflicts between the fundraising purpose, process and our principles and values.

3. Fundraising activity arrangement

- a. Safety of participants should be given first priority in all circumstances. Activity organiser should conduct activity risk assessment and address it with appropriate measures. For example, participant's physical ability should be considered before accepting their applications for physically challenging activities; insurance purchase for participants; first aid services arrangement; weather contingency plans; etc.
- b. Fundraising activity should not involve anything of the following nature: illegal, gambling, obscene, violent, smoking, alcoholic, discriminative, or environmentally damaging. To encourage participants to treasure available resources, unnecessary amount of water or food items are not recommended for activity props.
- c. Activity organiser is responsible for invitations of and liaisons with guests or sponsors; as well as venue or any other license applications.
- d. WVHK encourages creative means to keep fundraising activity cost-effective, such as using recycled or recyclable items for activity materials, thus allowing more donations to be used in development projects that benefit the needy.

4. Donation handling

Activity organiser can arrange its own donation collection or borrow donation boxes from WVHK.

a. Activity organiser to collect donation from participants

- ✓ Within ONE month upon completion of all fundraising activities, please submit all donations (through crossed cheque, bank deposit or transfer) to WVHK along with the completed donation form.
- ✓ Crossed cheque: Please make cheque payable to **WORLD VISION HONG KONG**, and indicate the following at the back of the cheque: name of organiser, contact person's name and telephone number.

- b. **Bank deposit or transfer:** Deposit donations in WVHK's Hang Seng Bank account : 286-364385-002. Please fax bank-in slip or ATM receipt to our Public Education Department on 2394 0566, indicating the activity organiser, contact person's name and telephone number.

c. Borrow WVHK donation boxes

- ✓ Please contact us at your earliest convenience for donation box pick up and return arrangement. Borrower should read and agree to all donation box borrowing guidelines.
- ✓ All donations placed into WVHK donation boxes will go to WVHK. No event administration fees should be deducted from the total amount. Event organiser is responsible for securing event funding separately where necessary.

- d. Donation payment through crossed cheque, direct bank-in or transfer can help minimise WVHK's administration fees in order to help more needy people.

5. Official Receipts

All donations can be receipted. WVHK will issue official receipts in 6-8 weeks after donations are successfully processed. If an acknowledgement receipt of donation is required before official receipting is possible, please state this request clearly when sending the donation to WVHK.

- a. If individual donation receipts are not requested by donors, WVHK will issue ONE official donation receipt to the activity organiser.
- b. If individual donation receipts are required for tax deduction purpose, activity organiser should submit donors' full name in English in MS Excel format, and e-mail it to edu@worldvision.org.hk. The total amount of donations on all receipts should match with the actual donation amount received by WVHK. As individual receipts are issued to donors, no official receipt will be issued to the activity organiser.