

World Vision Hong Kong Fundraising Activity Guidelines

World Vision Hong Kong (WVHK) is very grateful for the efforts of schools to fundraise for our development projects in developing countries. We wish the following guidelines would help teachers and student leaders better understand the key processes in planning a fundraising activity, such as programme arrangement, fundraising methods and external communications, to ensure that donations are properly handled. We hope that these guidelines will also help improve the overall programme quality, as well as, the transparency of donation processing.

WVHK is exempt from tax under section 88 of the Inland Revenue Ordinance as listed in:
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 WVHK and submit an activity proposal as early as possible.

2. Fundraising methods and external communications

- a. All event participations or donations given 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 group, there should be **AT LEAST one teacher serving as the mentor, providing guidance to students involved 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 the 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 fundraising participants, please consult WVHK in advance. If individual donation receipts are required for tax deduction purpose, activity organiser should provide donors' English full names, English names for official receipt and the donation amount in a Microsoft Excel file and email it to edu@worldvision.org.hk.
- 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 if the fundraising purpose or process is in conflict with our principles and values.

3. Fundraising activity arrangement

- a. Safety of participants should be given first priority in all circumstances. Organiser should conduct activity risk assessment and address it with appropriate measures, such as assessment before accepting applicants for physically challenging activities; insurance purchase for participants; first aid services arrangement and weather contingency plans; etc.
- b. Fundraising activity should not involve any of the following: illegal activities, gambling, obscenity, violence, smoking, alcohol, discrimination, or damage to the environment. To conserve valuable resources, please avoid unnecessary use of water or food as props.
- c. Activity organiser is responsible for the invitations of and the liaisons with guests or sponsors; as well as the applications for venue or any other license.
- d. WVHK welcomes creative means to increase the cost-effectiveness of the fundraising activity. For example, using recycled or recyclable activity materials allows more net donations to be given to 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 the cheque payable to **WORLD VISION HONG KONG**, and indicate the following at its back: name of organiser, contact person's name and telephone number.
- b. **Bank deposit or transfer:** Deposit donations in WVHK's Bank of China (Hong Kong): 012-883-0-002502-5. Please fax the bank-in slip or the ATM receipt to WVHK's Public Education Department on 2394 0566, indicating the activity organiser, contact person's name and telephone number.
- c. **Borrowing WVHK donation boxes**
 - ✓ Please contact us at your earliest convenience for the pick up and return arrangement of the donation box(es). 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 the event funding separately where necessary.
- d. Paying your donation through crossed cheque, direct bank-in or transfer can help minimise WVHK's administration fees and help more needy people.

5. Official Receipts

All donors are entitled to receiving individual official receipts, which will be issued in 6-8 weeks after donations are successfully processed. **If the activity organiser needs an acknowledgement receipt as a preliminary record of payment, please state this request when sending the donation to WVHK.**

- a. If none of the donors request individual receipts, WVHK will issue ONE official donation receipt to the activity organiser.
- b. If donors request for individual receipts, the activity organiser should provide information including donors' English full names, English names for official receipts and the donation amount in a Microsoft Excel file and email it to edu@worldvision.org.hk. The total amount of donations on all receipts should match with the actual donation amount received by WVHK. If individual receipts are issued to donors, no official receipt will be issued to the activity organiser.