



Fundraising in Businesses

Here are some ideas about what your business can do to help us do bucket loads of good:

- Have a donation box on your counter or reception
- Organise a morning or afternoon tea and collect donations
- Give prizes (items, vouchers) to your local service centre for a raffle – or run the raffle yourselves!
- Organise a sausage sizzle outside your office
- Ask your staff to do a bucket collection in/outside your office. Please get in touch with us if you wish to do this
- Create a fundraising page for your business and email the link to your colleagues. Check our platform <https://redcross.gofundraise.co.nz/cms/register>
- Matched giving – ask your employer to match what you and your work colleagues have fundraised
- Organise a quiz/bingo/movie night
- ‘Wear Red for Red Cross’ work day or ‘Wear Retro’ Day – get everyone to wear red or retro for a day and charge everyone \$5 for doing it and \$10 for not doing it. Have a look in your local Red Cross Shop for some red or retro clothes
- Join a Red Cross Challenge – create a team with colleagues, join an existing sporting event and start fundraising. Find out more <https://www.redcross.org.nz/get-fundraising/>
- Baby photo competition – get all your colleagues to bring a photo of themselves as a baby and everyone guesses who’s who. You could have a gold coin donation for people participating. The winner could receive a prize.



Get in touch!

We are more than happy to send posters, buckets, stickers, balloons or just some more ideas! Please contact your local Red Cross service centre.

☎ 0800 RED CROSS

@ getfundraising@redcross.org.nz

i If you want to create a fundraising page for your business to reach more people with your fundraising, complete our registration form online and in a few clicks you'll be set up. You can then share your page with your friends, colleagues and family to get donations by credit and debit cards. Head to <https://redcross.gofundraise.co.nz/cms/register>





The important things to know

- If you want to collect in the street for us, you must get in touch with us first. This is because:
 - we must meet all collectors first
 - we have council permission to only collect on certain days
 - we can help you understand your responsibilities as a fundraiser and comply with the Fundraising Institute of New Zealand (FINZ) guidelines (www.finz.org.nz)
- The Red Cross emblem is an internationally protected symbol and can only be used in particular circumstances. To save having to develop a specific contract where you have to sign up to rules and regulations, we ask those fundraising for us not to use the Red Cross logo or emblem on any communications or materials for your event. It is much easier to use our name while promoting your event such as “Proudly supporting New Zealand Red Cross” or “Bake Sale – all proceeds to New Zealand Red Cross”.
- Likewise, Red Cross cannot be part of your event name as it is not organised by Red Cross.
- Your expenses can be deducted from your funds raised but they can't be over 30% of the total amount raised. Think through how much you think you will raise and have a budget for it.
- Please send the funds raised within 28 days of finishing your fundraising activity (unless it is done through an online fundraising page). See ‘How to send the money to Red Cross’ factsheet.
- Any donation over \$5 qualifies for a tax rebate, as long as there is an official receipt from the charity. If anyone donating \$5 or more has requested a receipt, please send us their details, as follows, and we'll send them a receipt: title, first name, surname, full address, postcode.
- Check our “Hints and Tips” factsheet to make the most of your fundraising event.
- Have fun FUNdraising, take lots of photos and send them to us.