



MOTHERLAND

Fundraising Guidelines



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Thank you for your interest in supporting Motherland. To maintain the integrity of our charity and ensure your fundraising initiative is both safe and aligned with our values, all activities must receive prior approval from our team.

Getting Started

Step 1: Submit an Application to Fundraise

Before commencing any fundraising efforts, you must complete our registration form. This allows us to review your proposed activity and provide appropriate guidance.

Step 2: Receive a Letter of Authority and Fundraising Guide

Upon approval, you will be issued a Letter of Authority to Fundraise on behalf of Motherland, along with our Fundraising Guide, which outlines essential information and support materials to assist with planning and execution.

Step 3: Determine Your Format

Your event must reflect the values of Motherland. We kindly ask that you avoid excessive alcohol consumption, offensive language, endorsement of gambling, and the promotion of harmful or unhealthy stereotypes.

Step 4: Event Promotion and Branding

Promotional materials featuring our logo must be created using the Canva templates provided in the Fundraising Guide. As our logo is trademarked, it must only be used in accordance with the guidelines outlined in these templates.

Step 5: Banking and Handling Donations

All funds raised must be deposited into the nominated Motherland bank account within 30 days of your fundraising activity. Account details will be provided in your Letter of Authority.



Additional Information

Fundraiser Responsibilities

As an authorised fundraiser, you are responsible for:

- Obtaining all necessary local permits, licences, and insurance
- Ensuring the safety of all participants and attendees
- Conducting your event in a manner that upholds the values and reputation of Motherland

Please be aware that Motherland cannot provide public liability insurance or reimburse any costs associated with your event.

Approval Conditions

Motherland reserves the right to withdraw fundraising approval if the activity is deemed to be inconsistent with our mission or values. However, we are committed to providing support throughout your fundraising journey.

Contact Us

For any questions or further assistance, please contact us at hello@motherlandaustralia.com.au

Thank You

Thank you for supporting rural mums! Your efforts play a vital role in helping us create lasting impact across rural Australia.