

Group Fundraising Toolkit

The information in this toolkit has been prepared to assist Group Committees and parent fundraising teams set themselves up for success. This has been developed with the next Australian Jamboree in mind, but could be applied to any (or all) Scouting fundraising. Some groups have a well-established process already, which is great, but many struggle to keep fundraising running. Hopefully you all find this helpful!

The information provided is not prescriptive but provides a guide for Groups based on proven approaches taken by some successful Scout Groups. Several different models are included.

Not every approach works for every situation but there are similarities between successful groups that should prove helpful for all groups.

These are:

- Jamboree fundraising should commence at least two years out from a Jamboree;
- Procedures and rules for major event fundraising should be written down, approved by the Group Committee and made available from the start;
- Good communication between parents and the fundraising committee is a must. This requires a combination of channels including face-to-face meetings, emails and other forms like Facebook;
- The Section Leaders cannot be expected to lead major event fundraising whilst also delivering a youth program. The Group Committee or parent base needs to take the lead; and
- Do many smaller concurrent activities rather than focusing on one fundraising activity at a time.
- Keep the system simple – better to spend an extra 20 hours actually fundraising than maintaining the fundraising spreadsheet!
- The key aspect is that the process and record keeping must be seen as fair and transparent.

Tips and Tricks for Leaders and Group Committees

- Set up an introductory parent meeting, but do a few things beforehand:
 - Prepare a sheet for parents to add contact information and email addresses. This list will form the basis of the fundraising committee.
 - Establish a closed Facebook Group for “XX Group Jamboree Fundraising”. Have parents join this group on the night of the meeting and start a conversation around ideas and a date to catch up and plan activities.
 - Line up a parent to take on the Lead Fundraiser role and have this person talk at the meeting on how things will work. If this cannot be arranged have Group Committee chair present at the meeting. This person should also take the lead with the closed Facebook Group.
- Distribute a set of Group Committee approved fundraising rules up front before any fundraising is undertaken so everyone is aware of how fundraising is managed in the Group and how the funds will be distributed.
- Establish a Google Docs resource or Drop Box account or similar and set it up so people can view (but not change) the Log Book.
- Start with an easy event, like a pie drive and move up to larger activities – don’t “go for broke” straight out of the gates.

Queensland Branch Scouting Instructions (QBSI)

Section 6.8 of QBSI provides instructions for fundraising activities undertaken by Groups including what constitutes an acceptable fundraising activity and the necessary approvals required to conduct activities. It is important that reference is made to these requirements when planning fundraising activities and that all fundraising activities comply with QBSI.

Of particular relevance are:

Section 6.8.4

The spirit of the Association requires Youth Members to earn funds, not to solicit them. Funds gained from Scout Job Month, car washes, sale of lamingtons, chocolates, etc., and walkathons are seen from the point of view of Policy and Rules as earned. Funds raised by raffles, guessing competitions, etc., are seen as soliciting and are the responsibility of the layside committees. Youth Members should not be involved in these activities. There are several different types of fundraising. The Formation Leader is responsible for

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Queensland Branch Scouting Instructions (QBSI) ensuring that all local, State and National policies and legislation are followed.

; and

Section 6.8.5

FUNDRAISING FOR SPECIFIC BRANCH/NATIONAL EVENTS

Fundraising for Branch or National events and activities, for example Jamborees, Ventures or Moots, can take a significant amount of time and resources from the Formation. Under no circumstances should the Formation be adversely affected by the concentration of fundraising for these larger events or activities in lieu of funding the day-to-day operations and activities of the Formation.

Formations that decide to fundraise for Branch or National events or activities must undertake the following actions:

- (a) a specific fundraising committee for the event or activity must be formed which is a subcommittee of the Group Support Executive Committee and reports through the fundraising coordinator where appointed;*
- (b) guidelines must be developed to incorporate parent and youth participation, financial accountability, disbursement/withdrawal and dispute resolution process;*
- (c) these guidelines must be approved by the Group Support Executive Committee and ratified through the Annual Report Presentation, with such approval being gained prior to commencing the fundraising efforts;*
- (d) accounting for funds raised is the responsibility of the Group Treasurer through the Group bank account and books of accounts.*

Sample Group Approach to Event Fundraising

The following documentation provides a sample writeup that may be used by a Group to establish their fundraising processes. Some clarification notes are included in blue italics.

This is documented on the basis of a group-wide approach that covers all major activities. For many groups this may be “a step too far” initially, and exactly the same approach could be utilised for a single event – e.g. consider this as “AJ2019 Fundraising” rather than “Major Event Fundraising”.

The Scout Group recognises that participating in large State and National events like Jamborees is a very important part of Scouting. The Group coordinates fundraising to maximise the opportunity for youth members to attend these major events.

This fundraising is in addition to funds raised by the Group for day-to-day operations which are generated by annual fees, grants and separate fundraising initiatives managed directly by the Group Committee. Whilst the Group considers it important that youth members and Leaders are supported to attend major activities, the continuation of the Group’s operation is a key priority and efforts for major event fundraising cannot be to the detriment of the normal funding of the group.

A Major Event Fundraising Committee will be established as a sub-committee to the Group Committee to coordinate fundraising and keep a Log Book of fundraising contributions.

It is expected that membership of the sub-committee will be broad, made up of a large group of parents from all sections. *If established as a Jamboree fundraising committee only, then membership is likely to only be Cub Scout & Scout families.* The Group Committee will appoint a Chair or Lead Fundraiser to ensure there is a Committee Member or delegate responsible for maintaining fundraising logs and for reporting on activities back to the Group Committee. It is expected that the planning and organising of individual fundraising activities will be shared around the fundraising team – i.e. the role of Lead Fundraiser is not to manage the different fundraising activities but to maintain regular reporting and good record keeping.

What constitutes a Major Event for distribution purposes will be determined by the Group Committee. These have previously included Queensland Cuborees, National and International Jamborees, National Ventures and Australian Rover Moots.

Major Event Fundraising Rules

Fundraising Log Book

A Log Book is used to record the hours contributed from each fundraising activity by an individual or family.

The Log Book will be kept up to date and available to be viewed on request. *The Committee should consider using tools such as Drop Box or Google Docs to allow the Log Book to be easily accessed by members and families.*

Fundraising Hours will be logged for adult helpers and registered youth members. Assistance provided by friends or siblings under the age of 18 that are not registered Group members will be welcome but the hours worked will not be logged.

Example:

- Family A arrives at a sausage sizzle with one Scout, one Cub Scout and one parent. All three attendees contribute two hours to the event arriving at 10 am and leaving at 12 noon. The total Family Hours logged is 6 hours.
- Family B arrives at a sausage sizzle with one parent and a non-registered child (for example a relative staying with the family). They arrive at 8 am and assist for 4 hours to 12 noon. The total Family Hours logged is 4 hours.

Family	Date	Youth and adult helpers attending	Fundraising Hours	Family Hours Logged
A	1 February 2017	3	2	6
B	1 February 2017	1	4	4

Fundraising Account Management

All proceeds raised by Major Event Fundraising activities will be held by the Group Committee – either in a separate fundraising bank account or in the Group bank account and accounted for separately. A balance of the major event fundraising account will be made available on request and also reported regularly in newsletters and the Group Annual Report.

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Leader Contribution

It should be noted that there is no requirement or expectation for a Group to provide a contribution to Leaders. All Jamborees and major activities are on the basis that the activity is at a Leader's own cost. The below statement is an example of an approach used by some groups and will not work in all situations or for all Groups.

The Group recognises that having our Leaders attend these activities and supporting our youth members is important and a level of fundraising will be set aside to provide a Leader Contribution to major event fees. The Group provides this support in recognition of the extensive volunteer hours already given by our Leaders.

To fund this, 20 per cent of all major event fundraising amounts will be retained by the Group Committee. This sum will not be included in the Available Balance.

The amount and timing of any Leader Contribution is at the discretion of the Group Committee.

For example:

- a sausage sizzle is held raising \$1,800. Of this sum \$360 will be held by the Group Committee for the Leader Contribution and \$1,440 will be added to the Available Balance of the Major Event Fundraising.

Calculation of Group Contribution (Family Share)

The Group Contribution (family share) to a Major Event will be determined based on the available balance of the Major Event Fundraising Account at the Distribution Date and the hours accrued by each family in the Log Book as at the Distribution Date.

The Group contribution of the available funds is worked out by determining the hours contributed by a family as a fraction of the Total Hours contributed and applying this ratio to the Available Funds.

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Example:

- Family A has 6 Family Hours logged at the Distribution Date and the Total Hours Contributed as at the Distribution Date is 17. The Family Hours of 6 will be divided by the Total Hours Contributed of 17 to determine the Distribution Multiplier (0.3529). This will then be applied to the available funds in the Major Event Fundraising Account to determine the Group Contribution.

Family	Family Hours	Distribution ratio	Distribution Multiplier	Group Contribution to event
A	6	6 : 17	0.3529	\$1,764
B	4	4: 17	0.2352	\$1,176
C	5	5: 17	0.2941	\$1,470
D	2	2 : 17	0.1176	\$588
Total Hours Contributed:	17	Available Balance of Major Event Fundraising Account on Distribution Day:		\$5,000

Use of Funds

The Group Committee will determine the Major events that will be supported.

The Group Committee will determine the Distribution Date for the purpose of settling and distributing the Major Event Fundraising balance. Multiple Distribution Days could be made for a major event, with distributions being made when scheduled payments are due.

All distributions will be made as a reimbursement of activity fees paid by a family.

The Group Committee may choose to withhold a Group Contribution to a family in the event of unpaid fees, etc..

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If a Family Leaves

If a family leaves the Group and leaves Scouting, the Log Book Hours are cancelled. The funds raised stay with the Group and will be distributed to remaining families as part of the available funds on the distribution date.

If a Family transfers to another Group, the Group Committee will transfer the funds to the new Group, for inclusion in the new Group's fundraising distribution process. These funds will be provided to the new Scout Group, not the family, and it will be up to the new Group Committee to determine the most appropriate use of the funds.

What if a Fundraiser loses Money?

This is rare, but certainly can happen (e.g. you purchased sausages for 1000 attendees and sold only 30). In this case, the loss is deducted from the available balance. No hours are counted. In effect the loss is shared across the fundraising pool.

Alternative Models to Consider

Not Separately Fundraising for Major Events

Some Groups successfully manage fundraising arrangements without separating fundraising activities for day-to-day operations from Major events. This approach is especially useful in smaller groups when it is not practical to have a separate Group Committee and Major Event Fundraising Committee.

In these situations, all fundraising revenue is split, with the Group receiving (say) 30 per cent for day-to-day operations and the balance distributed to participants of the major event.

The split for the year should be subject to change annually depending on the financial status of the group and ratified at the ARP each year.

This approach should be considered if a significant portion of a Group's day to day operations are funded through fundraising activities.

Expanded use of Fundraising Monies

Some Groups make fundraising monies available for any Scouting activity or fees including Branch fees, subs, camps etc. While most families will keep their fundraising balance building (from Joeys to Rovers) to finance major events, the needs of members may require broader use of funds. *It must be noted that using fundraising to fund individual activities could be a significant workload.*

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Establishing a Family or Member Account

Some successful groups establish an individual record for members and families, with funds being assigned to each member after each fundraising event. This allows individuals to track their own progress towards a major event. In these situations, the share of profits is worked out on an hourly rate after each fundraising activity based on attendance at that activity.

Similar to the method previously discussed, if a family leaves the Group, the Group Committee retains the funds and can choose to distribute the funds to the remaining families or use the funds for other purposes.

If a family leaves the Group and moves to another Group, access could be provided to the fundraising money for any Scouting activity within the next (say) 12 months (with the Group writing a cheque to the new Group or paying the activity as requested, but not directly to the family). To prevent an ongoing management need, funds not used after 12 months from the date of transfer are retained by the Group Committee and used for other purposes.

It is noted that this method could be rather cumbersome, particularly for a large group.

Even Distribution

Some successful groups prefer not to keep a log book of time and evenly distribute funds to the members attending a major event. This approach can help foster a team environment with a focus on the total funds required for the whole group to attend the event rather than just the hours earned. *It is noted however, that a number of groups found this method created conflict rather than fostered teamwork.*