

Fundraising guidelines



Everything you need to start
fundraising for Black Dog Institute

Science.
Compassion.
Action

www.blackdoginstitute.org.au



Thank you for your interest in fundraising for the Black Dog Institute. Together, we can create a mentally healthier world.

Fundraising regulations

There are some regulations that need to be kept in mind when you are fundraising for Black Dog Institute. These include:

Responsibilities

- Any fundraising activity undertaken by a third party to raise funds for the Black Dog Institute will be conducted by that individual or group/committee and is the sole responsibility of the person/s making the application to the Black Dog Institute.
- The Black Dog Institute is not responsible for any expenses incurred by you in undertaking your fundraising activities. The person/parties authorised to fundraise are responsible for payment of all expenses in relation to the agreed fundraising activity.
- The Black Dog Institute is unable to secure raffle or auction prizes for your fundraising activity.
- The Black Dog Institute does not provide public liability insurance for fundraising events organised by a third party. Organisers will need to take out their own Public Liability Insurance.
- The Black Dog Institute accepts no responsibility for any accidents or incidents that occur during the organisation or running of the approved fundraising activity. You indemnify Black Dog Institute in any insurance you undertake in relation to your activity.
- It is the responsibility of the person/parties authorised to undertake the fundraising activity to gain any licences or approvals to operate their fundraising activity from relevant local and state authorities (e.g. Councils).



Authorisation to fundraise

Before you start fundraising on our behalf, please let us know what you're planning. Register your fundraiser and create your fundraising page here: <https://www.blackdoginstitute.org.au/get-involved/fundraise/>. Once you have received the thumbs up from our team, we'll send through some resources to kick start your fundraising.

We reserve the right to refuse, or cancel an Authority to Fundraise at any time if we believe it is not in the best interests of the individual, the community or the Black Dog Institute.

Types of fundraisers we cannot approve:

Black Dog Institute will not be associated with any activities or events where the promotion of **smoking, alcohol consumption** or **gambling activities**, are an express explicit part of the intended means for fundraising event. Examples of this might include, but are not limited to:

- An event where \$1 from every alcoholic drink purchased will benefit BDI
- An event where gambling proceeds (excluding raffles) are donated to BDI
- An event where the named event sponsor is an alcohol, tobacco or gaming brand and is intended to be explicitly or implicitly linked to BDI.

Black Dog Institute does not grant Authority to Fundraise for organisations raising funds on its behalf via trade promotion. A trade promotion is a free-entry competition (involving chance or skill) conducted to promote goods or services to a target audience by a registered business.

If you're unsure whether your fundraiser excludes the criterias above, reach out to the team via fundraising@blackdog.org.au and we'll see if we can give you the thumbs up or work out an alternative way to get involved.



Brand Guidelines

Any promotional material that you create for your event must clearly state that the event is "raising funds for" or "proudly supporting" Black Dog Institute. **It is not to be referred to as a Black Dog Institute event or partnership.**

Logo Usage

The Black Dog Institute logo is a valuable brand. Once you are an authorised fundraiser you will have access to Black Dog Institute's **proudly supporting logo** via our resources.

Any use of our logo in any online or print marketing materials must be approved by the Institute via email before being published. Please email your design to fundraising@blackdog.org.au and allow 1-3 working days for approval of use of our logo.

The Black Dog Institute logo mark contains a variety of contrasting colours. To ensure that it is represented clearly it should always be applied on a white background where possible. .

Colour vs. Black & White

It is recommended that the logo appears in full colour wherever possible. In the event that a communications piece is to be reproduced in a single colour then the mono version of the logo should be used.

Working on a colour background

For instances where the logo must appear on a coloured background, please ensure the background is a block colour so the logo can be seen clearly.

Incorrect Logo Usage

To maintain consistency throughout our identity application it is essential that the logo is never altered in any way. **Here are a few examples of what not to do:**

Do not modify kerning or tracking



Do not modify the lock-up



Do not outline



Do not stretch or scale any part individually



Do not remove any elements



Do not modify colours



Do not skew any elements



Do not alter lock up proportions



Get in contact

fundraising@blackdog.org.au



facebook.com/blackdoginst



twitter.com/blackdoginst



youtube.com/blackdoginst



linkedin.com/company/black-dog-institute



**Black Dog
Institute**