



Total Field Days Association

## CHARITY POLICY

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### Introduction

Each year the Total Field Days (TFD) Association supports one registered, charitable organisation based in the Hunter and serving the Hunter community.

The rationale behind the Charity Policy is to establish agreed and consistent guidelines which provide clear and mutual benefits to the Association and the community it serves.

The Total Field Days Association is a not-for-profit organisation, formed in 1983. The committee of the Total Field Days Association represents: NSW Department of Industry and Investment, regional tourism organisations and local community groups.

### Benefits for Total Field Days Association Inc. supporting a charity

The benefits include:

- Promoting the Association as a supporter of regional charitable organisations
- Demonstrating the Association's object of supporting community development and capacity building, and
- Enhancing cross-promotion opportunities.

### Benefits for the charity

The benefits include:

1. Exposure to a visitor base of 20,000 – 25,000
2. Opportunity to widen their volunteer base
3. Potential to fundraise over three days
4. Opportunity to educate the general public about their organisation
5. Opportunity to promote a partnership with a successful, premium regional event
6. Potential for exposure in the official Program Booklet (42,000 copies)
7. Provision of a free, high profile 3m x 3m site including a covered fete stall style marquee
8. Three x 3-day vehicle pass and 18 x one-day passes.

### Selection

1. Closing date is mid-December.
2. Applications can be received by post, email, fax or delivered.
3. Those applications meeting all eligibility criteria will be placed in a hat and one randomly selected during the Association's December meeting.
4. The selected charity will be notified and the agreement between parties signed off by end of February.

## **Eligibility criteria**

Applications will be assessed by the TFD Committee against the following criteria:

1. Evidence of registered, charitable status
2. Evidence of a base in the Hunter region
3. Evidence of benefit to the Hunter community
4. Ability to staff a display for the three day event, and
5. Have not been supported at Tocal in the past.

## **Conditions for the selected Charity**

The selected Charity must agree to meet the following conditions:

### **PRE-EVENT**

1. Submission of a one-page plan of management and activities for the duration of the event, including:
  - Staff or volunteers (names of people that will staff the stall),
  - Promotional and fundraising activities (eg a raffle – for which permission must be gained)
2. The Charity agrees to include references to TFD in any media releases related to the field days.
3. The activities agreed upon for fundraising and volunteer recruitment will take place only in the allotted space (ie no roaming solicitation).

### **POST-EVENT**

1. A follow-up report should include: monies raised, other benefits accrued as a result of the participation, and a photo (proof or electronic) with caption for promotional purposes.

*Special notes:*

- *A charitable organisation supported in the past will be ineligible*
- *An organisation currently represented in Tocal Field Day operations will be ineligible.*
- *Only one charitable organisation is selected each year.*