

# GirlGuiding New Zealand - Fundraising Guidelines

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## Purpose:

To empower youth and adult members, units and teams and the wider public to raise funds for GirlGuiding New Zealand (GGNZ) activities while ensuring transparent, ethical, and compliant management of all funds through national staff team oversight.

## Community Ownership

Units and teams are encouraged to initiate and lead community fundraising activities that reflect their community's character and needs.

## Approval Process

All fundraising activities that involve corporate, retail, business or charitable partners must be approved by your GGNZ Funding & Brand Team. This includes business, corporate, or funding arrangements via a simple approval form ([click form here](#)) to be submitted at least two weeks before the fundraising activity commences.

A \$2000 threshold is the maximum amount of funding any one unit or team can fundraise per event or campaign without prior approval, using community initiatives such as sausage sizzles or raffles.

A raffle with an expected monetary outcome of greater than \$5000 requires a license from the Department of Internal Affairs. Your Funding & Brand team will apply to this department on behalf of GGNZ if approved.

All applications to philanthropic grant bodies, regardless of the amount sought, require prior approval from your Funding & Brand team. Applications for approval must be submitted four weeks prior to the deadline for applications.

## Use and Management of Funds

Funds raised locally are primarily for supporting unit or team activities as well as necessary resources. Funds raised may contribute to national programmes. All funds must be processed through the Finance Team to ensure transparency and accountability. If funds raised are no longer required for the purpose they were raised for, GGNZ retains the right to allocate to the highest need within the organisation.

## Financial Reporting

Units must submit fundraising income to our Westpac bank account:

The Girl Guides Association New Zealand Incorporated 03-1592-0800013-000 bank account

Particulars [GG Unit], Code: [person who fundraised] and Reference: Added when making a bank deposit.

Funds must be deposited within 7 days of accumulating unless the funds raised are aligned with Jamboree, at which time a separate procedure may be required.

## **Brand and Communication**

Fundraising materials and messaging must follow brand guidelines provided by your GGNZ Funding & Brand team. Units are encouraged to adapt materials to suit their local initiative.

## **Training and Support**

Your GGNZ Funding & Brand team will provide advice, resources where appropriate, and assistance to units and teams to support effective, compliant, and ethical fundraising.

## **Compliance and Ethics**

All fundraising activities must comply with New Zealand laws and ethical fundraising standards.

## **Terms and Definitions**

Term	Definition
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**Granting Bodies** Organisations or Foundations that provide funding via an application process. These may include local councils, community trusts, foundations, or philanthropic organisations.

**Service Clubs** Community-based volunteer organisations such as Rotary, which *do not* require a formal application to be submitted and provide financial support or in-kind contributions to local causes via requests made at a local level.

**Local Business** A business operating within the community that may support fundraising efforts through sponsorship, donations (monetary or goods), or hosting fundraising events.

**In-Kind Support** Non-cash contributions such as donated goods, services, facilities, or volunteer time provided to support a fundraising initiative.

**Sponsorship** A formal arrangement where a business or organisation provides financial or in-kind support in exchange for recognition, brand visibility, or engagement opportunities.

**Fundraising Activity** Any event, campaign, or initiative aimed at generating financial or in-kind support for GirlGuiding New Zealand at a local or national level.

**National Staff Team** This central GGNZ team provides oversight, resources, and support across the country, including brand and funding guidance.

**Funding & Brand Team** The GGNZ team is responsible for approving fundraising activities, supporting grant applications, and ensuring brand alignment and compliance.

Date of Guidelines: 2025

Last Reviewed: 2016

Next Review: 2028