



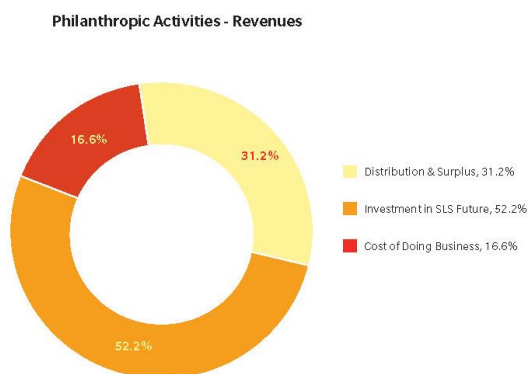
Frequently Asked Questions (FAQ's)

When I donate money to SLS, what does it get spent on?

For every \$1 donation we receive, over 31% goes directly back to Surf Life Saving services with a further 52% going to public awareness and community safety activities and communications. The remaining 17% covers our cost of doing business.

What is our cost of doing business?

Our cost of doing business comprises expenditure for the purposes of fundraising (11%) and Admin & IT (6%). These combined amounts total 17% of our Philanthropic and Grant revenues.



Why does the Foundation fundraise?

Surf Life Saving is an intrinsic part of the fabric of Australia and is recognised as the largest volunteer movement of its kind in the country. We have 311 Surf Life Saving Clubs and our volunteer surf lifesavers give their time to keep the beach and community safe. Government funding provides for only 27% of our revenue and for the remainder (73%) we rely on community support through donations, sponsorship and our prize home lotteries. The Surf Life Saving movement fundraising activity is critical. For example, it costs on average \$86,000 per annum to put a patrol on the beach.

In the last financial year alone, less than 2% of all of our donations were received unprompted (i.e. without asking for it). It costs money to ask for money and sadly, if we do not ask, we do not get.

How do I know if someone is a genuine Surf Life Saving fundraiser?

Surf Life Saving takes measures to ensure that people fundraising on our behalf are easily identifiable. Our fundraisers will be wearing:

- A Surf Life Saving branded ID badge, identifying them as an authorised paid contractor
- A Surf Life Saving lanyard
- This branded Red uniform shirt saying OFFICIAL FUNDRAISER – Surf Life Saving:

SLSF OFFICIAL FUNDRAISER UNIFORM



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Does Surf Life Saving use third party providers to help with fundraising?

Yes, in an endeavour to extend our reach to a broad community segment and ensure we keep our surf lifesavers doing what they do best – keeping the beach and community safe, we sometimes engage the services of professional fundraisers to work on our behalf.

Is Surf Life Saving aware of the recently released ACCC report on Commission-based Charity Fundraising?

Yes, Surf Life Saving is aware of the [ACCC Report](#) and is working with the ACCC to support them gain a deeper understanding of how external fundraising agencies operate within the sector. Surf Life Saving is committed to transparency and as always, high on our agenda is Governance and our operational culture which is bound by our adherence to regulatory compliance and ethical standards.

Surf Life Saving maintains principles and standards as published by the Fundraising Institute of Australia (FIA). We also comply with both the Australian Charities and Not-for-Profit Commission (ACNC) and the Australian Institute of Company Directors' Good Governance Principles and Guidance for Not-for-Profit Organisations. We have a focus on continued improvement and review our programs and activities to ensure we remain true to our donors and the movement we support

Further information can be found by downloading the Foundation Annual Review at [Surf Life Saving Foundation Annual Review 2016-17](#)

Please click [here](#) to hear from Rob Edwards, CEO of the Fundraising Institute of Australia (FIA), in relation to recent media surrounding the charity sector.