



## Application form for **MAJOR** donation partner to appear on the Return and Earn Reverse Vending Machines

### Important Notes:

- 1- There are more than 300 Reverse Vending Machines (RVM) currently operating in NSW. Each RVM can feature up to four donation partners.
- 2- To allow for other charities to benefit from this fundraising opportunity, donation partners are rotated on a three-monthly basis (13 weeks).
- 3- Check the eligibility criteria at the end of this form to ensure your organisation can apply to become a major donation partner. Only use this form if you are requesting a position as a **major** donation partner. A different form is available to request a position as a local donation partner
- 4- Complete this application form and submit it together with the required supporting documentation via email to [donations.nsw@tomra.com](mailto:donations.nsw@tomra.com). Applications without the proper documentation will not be considered. Completed forms will be acknowledged within 30 days.
- 5- If your organisation is eligible, you will then receive a standard legal agreement for you to review and sign. This sets out the relevant expectations including the duration and location of your presence as a donation partner. It also outlines TOMRA's payment and reporting obligations, as well as giving TOMRA permission to collect donations (and where appropriate, issue tax deductible receipts) on your behalf.

### A. Eligibility

Your organisation:

- Is currently registered as a charity in New South Wales (*unless exempted under the Charitable Fundraising Act 1991*);
- Has Deductible Gift Recipient Status with the Australian Taxation Office;
- Must be an international, national or at least state-wide presence in New South Wales and able to demonstrate a broad community benefit within their field of operations. Please provide a brief description of your organisation's operations, which demonstrates it fulfils this criteria.

**If none of the above criteria applies, your organisation is NOT eligible to become a major donation partner.  
Please do not proceed with this application.**

## B. Details Of Your Organisation

<b>Your Organisation's Registered Name</b> (name of the organisation applying to be featured on the Reverse Vending Machine)	
<b>ABN</b> (required)	
<b>Other Registered Business Names*</b> (if different to the name of organisation applying or if the ABN number listed above is the one of your parent organisation)	
<b>Date Established / Registered</b>	
<b>Main Community Benefit / Focus</b>	<input type="checkbox"/> Community Services <input type="checkbox"/> Education <input type="checkbox"/> Sporting group and Club <input type="checkbox"/> Health / Mental Health <input type="checkbox"/> Animal Welfare / Environment  <input type="checkbox"/> <b>Other:</b> _____
<b>Street Address</b>	
<b>Suburb</b>	
<b>Website Address:</b>	
<b>Social Media Platforms</b>	<input type="checkbox"/> FACEBOOK Number of Facebook Followers:  <input type="checkbox"/> INSTAGRAM Number of Instagram Followers:  <input type="checkbox"/> TWITTER Number of Twitter Followers:  <input type="checkbox"/> <b>Other:</b> _____

### C. Bank Account Details

- ❖ Provide below the details of the bank account to which payments should be made if your organisation becomes a major donation partner.

<b>Account Name</b> <i>(must match the registered name of your organisation)</i>	
<b>BSB</b>	
<b>Account Number</b>	
<b>Payment Reference</b> <i>(indicate only if you require a specific reference to be made when payment is made to your bank account)</i>	

- ❖ Attach **one** proof of bank details. Select just one of the 3 formats listed below:

Pre-printed bank deposit slip;

Bank Statement Header *(removing any transaction information)*;

Bank Information in PDF Format on Company Letterhead signed by appropriate Management.

### D. About the Person Applying

<b>Contact First / Last Name</b>	
<b>Position</b>	
<b>Email Address</b>	
<b>Phone number (landline)</b>	
<b>Mobile Phone number</b>	
<b>Provide one additional contact name, email and phone number of someone from your organisation.</b>	

## E. Your Display Name on the Reverse Vending Machine

Due to how the Reverse Vending Machine displays names on our screens, there is a **limit of 26 characters including spaces**. Display name must be lower case and **cannot include anything but letters or numbers**.


**Note: TOMRA reserves the right to not use any name that is not the registered name of the organisation or a business name or trademark owned by the organisation.**

## F. Funds Raised Through the Scheme

- ❖ Please provide below a brief description of how the funds raised via Return and Earn will specifically be used:

- ❖ **Set a goal** for your fundraising campaign with Return and Earn

Having a goal always helps. So set a target you'd like to reach and then beat.

**Not only will having a target keep you motivated, but it also lets your donors know how far you've got to go. Having a target to reach inspires people to help you reach it, just that little bit more.**

*Example: We'd like to reach a minimum of 300,000 drink containers (the equivalent to \$30,000) to be donated to our organisation  
A target of 300,000 drink containers represents about 10 drink containers donated per day across the network of RVMs over a 13-week period.*

We'd like to reach

- ❖ **Quantifiable conversion** of drink containers to product or service to your community

A successful Return and Earn fundraising campaign involves making the role of a supporter very clear. A great way to help with that is to illustrate how the donations of eligible drink containers is translated into the features and benefits of your work. In other words, **when possible**, we encourage you to think about ways you can convert the number of eligible drink containers your organisation requires to deliver a key service or program, or part of a key service or program to the community.

Please find three examples below:

- **OzHarvest**: "Donate 5 containers and help OzHarvest deliver a meal to someone in need"
- **Buy a Bale**: "20 containers donated buys a litre of diesel and assist our farmers transport much needed food to their livestock"
- **Interrelate**: "Every 150 containers donated can provide a respectful relationships program for one child"

## **G. Awareness and Engagement Plan**

Please provide your 'Awareness and Engagement Plan' that demonstrates how you will go about encouraging your supporters to use the Return and Earn network of RVMs and donate the container refunds to your organisation.

- **Organisations that engage with their community the most do raise more funds.**
- There is no expectation that your organisation would commit to spending funds – efforts are sought only from your existing networks and resources for creating publicity and awareness.
- Your response only needs to be a summary of ideas. Bullet points are preferred. If your plan exceeds the section below, please provide a separate A4 page.
- If you are planning a specific campaign or seeking a specific date, please provide details at the beginning of your plan.
- At the commencement of a fundraising period, you will have access to some standardised creative assets that donation partners can adapt and use in their promotion of your involvement with the scheme.

### **Your Awareness and Engagement Plan**

## H. Supporting Documents Checklist

Before you submit your application by e-mail, ensure all relevant documents are attached (PDF files) or your application may be rejected.

- Evidence of your registration as a Charity in New South Wales (ie: up-to-date copy of your ACNC profile);
- Evidence of your current DGR status;
- One proof of bank account;
- Your Awareness and Engagement Plan.

## I. Acknowledgment

Tick the box below to agree with the following statement:

- I have read the eligibility criteria that apply specifically to major donation partners. I believe my organisation satisfies all those criteria and I am aware the organisation will be required to enter into an agreement to that effect.

Date you completed this application form: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

## J. Eligibility Criteria

- To qualify as a Donation Partner on the Reverse Vending Machine network forming part of Return and Earn, the NSW Container Deposit Scheme (CDS), different eligibility criteria apply to:
  - Major donation partners who will appear across the entire state-wide RVM network, and
  - Local donation partners who will appear on a localised basis within a town, suburb, municipality or similar region.
- Organisations seeking to be a Major Donation Partner for inclusion across the entire state-wide RVM network must meet each one of the following criteria:
  - a) be an organisation with an international, national or at least state-wide presence in NSW and able to demonstrate a broad community benefit within their field of operations; and
  - b) fulfil at least one of the following conditions:
    - i. be currently registered as a charity in NSW (unless exempted under the Charitable Fundraising Act 1991);
    - or
    - ii. have Deductible Gift Status with the Australian Taxation Office
  - c) be willing to enter into TOMRA's standard form agreement for placement as a donation partner;
  - d) be willing, with reasonable endeavours, to use its own networks and resources to promote awareness of its presence on the RVM network to mutual advantage;
  - e) have been operating for at least three years;
  - f) be reputable and of good standing in the community;
  - g) not be a political party or an organisation associated with current political issues or political activism;
  - h) not be associated with gambling, wagering, tobacco or smoking as a primary source of their income;
  - i) not be associated with any illegal or criminal activity; and,
  - j) not be associated with any activity or publicity that could bring the Return & Earn scheme or any of its stakeholders into controversy or disrepute.