

Welcome to Schools FundraiseOnline.

We would like to take this opportunity to outline for you the FundraiseOnline system, and how it can help your school to raise funds quickly and easily. You will find the forms you need to fill out (on pages 7, 8 & 9 of this pack) and return to us if you have already signed on, or if you wish to do so, just fill them out and fax them back to us.

FundraiseOnline is a secure and efficient web based fundraising solution that allows anyone to fundraise for their chosen school or charity, and to date we have helped raise well over \$NZD 7.8 million for schools and not-for-profit organisations around the world. FundraiseOnline has been providing its award winning solution for over four years, and we are proud to now be able to offer it to schools within New Zealand.



Fundraising via a professional, easy to use and secure web based donation engine delivers significant outcomes to all parties concerned, and presents a very low administrative profile for schools, pupils and their families. In addition, raising funds for schools via the FundraiseOnline model provides schools with some of the lowest cost donation funds available to them today.

Now schools can, through FundraiseOnline:

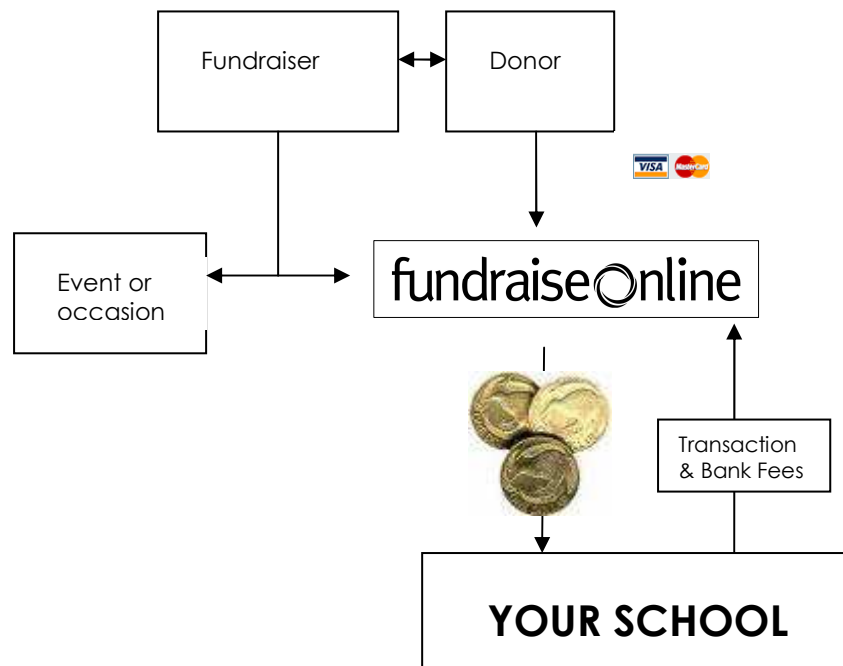
- √ Have a low cost, low risk and highly effective web presence that will support fundraising – utilising the proven FundraiseOnline model
- √ Sell tickets to events
- √ Allow pupils to create their own web pages quickly and easily, and raise funds through that process as they undertake school or external events
- √ Allow your school supporters to also raise funds when they undertake events

The Benefits

The FundraiseOnline solution delivers a cutting edge, secure donation solution that is:

- Low cost,
- Low risk,
- Low maintenance, and
- Low administration

The FundraiseOnline model is illustrated below:



Merchant/Bank Fees

FundraiseOnline has negotiated one of the lowest credit card merchant fees available to schools today. Every donation that is processed through FundraiseOnline will incur a small **1.8% credit card merchant fee**. This should provide your organisation with an immediate area of savings as your own merchant fee for credit card processing will probably be in the range of 3.5 – 6.5% depending on volume. Our rate is flat, i.e. it is irrespective of volume and monthly transaction value. Note that this covers the major trading bank cards (Visa and Mastercard) and that donations made via American Express attract an even lower fee.

Transaction Fees

FundraiseOnline recovers the cost of running the website by a small transaction fee levied against each transaction processed. This fee is similar in nature to the Credit Card Merchant fee in that it meets the cost of facilitating the transaction between your fundraiser, the donor and you the recipient. In the process we provide the following value added services:

- The hosting and maintenance of your supporters websites, no matter how many pages are built
- The collection and processing of your donations
- The tax receipting of individual donations
- The individual thanking of donors
- Settlement of net accumulated transactions to the nominated bank account
- The provision of detailed reports including full disclosure of donor details to schools in a format uploadable to a database
- The donation notification processes to the fundraiser
- 24/7/365 help to FundraiseOnline users

Level of use and pricing options available to schools

There are two distinct levels of solution available to your school, each with their own advantages and cost structures.

Many organisations we deal with use **Option 1** as a starting point as they often have one fundraiser in mind who would like to support them by participating in an event and fundraising at the same time. They then can develop their programme to level 2 as their understanding of the power of this technology grows.

We would be pleased to talk to you about your specific needs and fundraising goals in more detail at any time so that we can together develop the best solution which may be something in between these options. FundraiseOnline can be tailored in many different configurations.



Every school we deal with receives a fully branded online realtime credit card processing facility so that you can collect donations from any donor for any reason that are not related to a personal fundraiser on our site. You can view some examples here:

<https://www.FundraiseOnline.co.nz/fundraise/makedonation.asp?c=57>

<https://www.FundraiseOnline.co.nz/fundraise/makedonation.asp?c=26>



Option 1) – Just the basics, but lets get started

- Standard Entry point to the FundraiseOnline system via the "home page" <http://www.FundraiseOnline.co.nz>
- Listing on the "select a school" page that is available to all site users and a profile of your school linking back to your own web site.
- Access to event listings to add your own events
- A fully branded online realtime credit card processing facility so you can collect donations from any donor for any reason that are not related to a personal fundraiser.



- Branded receipting and thank you letters to donors
- Full FundraiseOnline individual page building facilities to allow your supporters to build and market their own credit card enabled personal fundraising webpages.

Item	Cost	Description
Set Up Cost	\$200.00+GST	To add your school to the system, set up the receipting processes, upload logos, open your trust account and merchant processing facility and establish your reporting requirements.
Annual License Renewal	\$150.00+ GST	Annual renewal fee charged on anniversary of contract (except for first year)
Credit Card Merchant Charges	1.8%	Our current \$NZ Credit Card merchant fee is 1.8%. Note that American Express is less than this and will be advised.
Transaction Processing Charges	\$5.00 per \$100.00 (or part there of) processed + GST	The collection and processing of donations, the tax receipting of individual donations, individual thanking of donors, settlement of net accumulated transactions to the nominated bank account, the provision of detailed reports including full disclosure of donor details to charities in a format uploadable to the charities database, the donation notification processes to the fundraiser.

It is important to note that there are no minimum transactions volumes or penalties or fees for non use. This a truly pay as you go option.

Option 2) – More Branding and more control



A personalised entry point to the FundraiseOnline system via your own school "home page"

Customisable with your own colours and logos. Your event participants are directed through "your" part of the system and do not view other events or schools.

Unlimited number of events. We will work with you to develop the content for your Charity Information Page, content of your receipts, standard text etc.

- A FundraiseOnline "personal web page" fundraising solution driven by the secure FundraiseOnline engine, for use at any event (no limits) or for any personal fundraiser (no limits) wishing to raise funds for you
- An initial "skin", using your own default image and logos, information page, masthead all based on a single major event. More can be added later
- Single transactional currency (\$NZD) – secure donation processing
- Full online support for all involved – donors, athletes and school, via help screens and FAQ resources, backed up by 24/7/365 email support, for both

functional and technical queries and business hours phone support

- Automated collection, processing and receipting of all donations
- Personalised (school branded and worded) receipting
- Regular reporting of donations made and forwarded, along with trust account reconciliation clearly showing calculation of processing fees
- Full disclosure of donor details as provided to FundraiseOnline (excluding credit card numbers), on a donor Opt out basis

For a quote for this option, please contact us.

It is our very great pleasure to submit this outline of our services to you. FundraiseOnline has a vision to support schools in their fundraising efforts, and our success story to date shows what we can do in partnership with schools, pupils, charities, events, athletes, companies, staff and donors.

We believe the key message is that FundraiseOnline can provide a level of service and functionality to meet any organisations level of participation, whether it be a small under resourced school through to a globally diverse corporation. We pride ourselves on a personal service and tailored solutions, and we look forward to working you your school.

Yours faithfully,

Sharon Lee
Support Manager
FundraiseOnline Limited

Additional Information

Technology Partners

FundraiseOnline takes its role very seriously, given its involvement with the not-for-profit sector. As such, we have carefully selected our technology partners, all of whom are known for being at the leading edge of technology support and practice.

Payment Processing

All FundraiseOnline payment processing is undertaken via **DPS** in New Zealand (<http://www.dps.co.nz/>). DPS is New Zealand's foremost provider of secure web based payment processing – DPS is the only certified gateway to have seamless connectivity for settlement into every bank in New Zealand, the 4 major banks in Australia and Citibank Singapore. DPS provides FundraiseOnline with the software that allows for real time processing of credit card transactions. They can also provide you with an online interface to process manual transactions.

DPS was selected not only because of its status in New Zealand, but also because of the robust nature of its solution offerings, and it's fit with the FundraiseOnline model.

Banking

FundraiseOnline has established a working relationship with New Zealand's most innovative banking service provider, ASB, who provide FundraiseOnline with our Trust account facilities, including secure Trust sub-accounts for each school we deal with. At present we utilise ASB for all our New Zealand and Australian acquiring, settlement and processing.

Web Hosting and Server Hosting

Web & Server hosting for FundraiseOnline is sub-contracted via our technology partner and web designers Silicon Dream (<http://www.silicondream.co.nz/>) with net24 (<http://www.net24.co.nz/>).

Net24 undertakes all of our server hosting, maintenance and support, as well as our web hosting and security requirements, utilising the latest security technology via the Thawte SSL certification program.

Risk Mitigation

FundraiseOnline is acutely aware of the highly sensitive nature of schools fundraising, and that organisations associated with raising funds for schools must have in place secure highly visible systems and processes. As noted, our web based solution uses state of the art SSL encryption technology; all of the funds raised go into a school specific dedicated trust account with our banking partners. We have a separate account for each school that we deal with.

Funds are cleared at the end of each monthly reporting cycle with full and complete reporting and reconciliation made available to the corporate and charity concerned with each settlement.

FundraiseOnline is a privately held organisation, incorporated under New Zealand Companies and Securities regulations that provide some of the most stringent compliance requirements for companies and company directors in the world.

If, in the very unlikely circumstances FundraiseOnline was to become insolvent, the trust bank account structure we have in place (which is also quite separate from the FundraiseOnline operating bank account) protects the school funds held from access by creditors and the bank itself; at any given point in time FundraiseOnline's trust accounts will only be holding one months worth of donations, which are protected by the trust account status.



P.O.Box 8232, New Plymouth
P 06-769-6501 F 06-769-6501
info@FundraiseOnline.co.nz

Full name of school _____

Website URL _____

Postal address _____

Physical address _____

Nominated Contact person _____

Contact phone _____

Contact email _____

Accounts Person _____

Accounts phone _____

Accounts email _____

IRD Number _____

Bank Account Details _____

(for settlement)

Account number _____

Please also provide us with the following

- A copy of your school logo suitable for web use
- A copy of your branding guidelines if you have them

Wording you would like

Used on your receipts

Use additional pages if required

(Example attached)

Authorisation to collect funds on your behalf

We give FundraiseOnline Ltd approval to collect donations on behalf of

_____.

These funds are to be deposited into a separate trust account and settled to us monthly. We understand that the reconciled balance will be deposited directly into our nominated account less agreed transaction fees, and other fees as agreed.

We authorise FundraiseOnline to issue receipts on behalf of

_____ for the gross value of the donation.

Transaction fee:	5% + GST
Merchant Fee	1.8%

Signed

Date

Name

Position



Receipt for Payment

Dear <name>

On behalf of everyone here at <School Name>, thank you for your kind donation towards <fundraiser's> fundraising efforts as they participate in the <event>. Please find below your official receipt for your donation of <amount>.

Your generosity allows us to provide ongoing educational opportunities for New Zealand children, and that's important to us.

Thank you once again for your generosity. Your support is greatly appreciated.

Yours Sincerely,

Jane Doe, Principal, <School Name>

OFFICIAL RECEIPT		Receipt No: XXX 5481 IRD number: 12-345-678	
	<School Name>	Name:	Mary Jones
	P.O.Box 1234	Donation Date:	6/6/2007
	Wellington New Zealand Ph 04-123-4567	Donation Amount:	\$50.00
Received with thanks by <School Name>			
<i>Please note that donations over \$5.00 may be eligible for a tax rebate</i>			