



Online Fundraising Guidelines

Fundraising is an important role that volunteers play to ensure Animals Australia has the resources to run effective campaigns to help animals. To ensure that fundraising is conducted appropriately, online fundraisers held through fundraise.animalsaustralia.org must not conflict with Animals Australia's goals and objectives.

With all online fundraisers we kindly ask that planned challenges or activities are in line with Animals Australia's approach towards a kinder world for animals, meaning that monies raised will not be from an activity, or in accordance with an activity, that intends to sell or use:

- Animal products or by-products
- Animals for entertainment or recreation

Animals Australia's goal is to significantly and permanently help all animals in Australia. This includes, but is not limited to, animals raised in intensive or non-intensive farming systems, animals used in entertainment, recreation or experimentation, animals raised for their meat, milk, eggs, or other products such as fur, skin, or wool. For an outline of Animals Australia's current campaign objectives, please visit: www.animalsaustralia.org/issues

Online fundraiser challenges or activities that conflict with Animals Australia's goals and objectives may be deactivated by Animals Australia; however volunteer fundraisers are encouraged to contact Animals Australia to discuss cruelty-free alternatives to their proposed activity.

These guidelines aim to be non-restrictive and encourage online fundraisers to "think outside the box", be creative in their fundraising activities, have fun, and, most importantly, help animals. Thinking of holding a dinner party fundraiser? Try some of these [delicious meat-free recipes](#). Want to put on a fashion parade? Check out our [Fabulous Faux Shopping Guide](#)! Planning a big night out? Find out when a [non-animal circus act](#) is coming to your town!

Any questions related to fundraising activities held through fundraise.animalsaustralia.org may be directed to online-fundraising@animalsaustralia.org

Thank you for your compassion and support!