

Charity Listing Guide



Presented By: **Impact Aotearoa Charitable Trust**



Contents

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About Impact

Impact is a free online donation platform. Our purpose is to empower donors and charitable organisations with innovative and impactful giving solutions.

As an organisation we aim to simplify the donation process, maximise the effectiveness of every contribution, and create a culture of generosity and collaboration.

100% to Charity

We believe in making donations go further. As a charity ourselves, we absorb the processing cost to ensure that 100% of every donation goes directly to the charities listed on our platform.

Funds are remitted to charities on a monthly basis, with Impact also handling the administration and tax receipting processes.

The platform is free for all charities to use and flexibility is given to support an organisation's existing operations. There is no requirement to be exclusive with Impact.

Community Funding Model

Impact uses a community funding model that allows us to operate with the support and collaboration of our community members. Our operations are sustained through optional contributions, which means people have the choice to contribute financially if they find value in our work. This approach not only empowers donors to decide how they engage with us but also ensures that our services remain accessible to everyone.

5 Benefits for Using Impact

- Impact is free for all charitable organisations to use
- Donation processing fees are absorbed
- Any funds received are sent to charities on a monthly basis
- Impact manages receipting and IRD obligations associated with donations
- Charities can broaden their reach and attract new donors

Charitable Causes

Our charitable giving categories provide donors with tailored options to align with their personal values and interests.

These categories include:

- Children
- Community
- Support Services
- Animal Welfare
- Conservation
- Environmental Action
- Education
- Arts, Culture & Sport
- Medical Support
- Research
- Emergency Response
- Basic Essentials

Payments & Receipting

Any funds received are remitted on the 20th day of each month to ensure that donations are making a direct and immediate impact. Special consideration may be given to support urgent appeals or to better align with an organisation's operations.

Allowing Impact to receive and receipt donations, helps to provide greater accountability to donors as well as streamlining reporting processes. Impact manages the admin, accounting and receipting associated with collecting donations and meeting IRD obligations.

If donations are eligible for tax credits, an official tax receipt will be issued by Impact to donors after funds have been remitted to a charity. Our standard process is to issue a receipt within 60 days of the donation being made or providing an annual tax receipt for donors that have subscriptions or intend to make multiple donations during a financial year.

Acknowledgement of Funds

Upon completion of each financial year, organisations are asked to confirm by way of receipt or written confirmation the amount of funding they have received from Impact.

For special appeals this will be required within 3 months of the appeal being completed.

Donation Products

Giving made easy, Impact made real

We believe in a flexible giving model that can support both charities and donors. This is achieved through our range of donation products that provide different giving options.



Donations

Each charity can receive a general donation and have 1 tangible donation listed. Tangible donations are set from \$10 to \$250 NZD and must have clearly defined outcomes to be approved.

Tangible Subscriptions

Subscriptions can be linked to a tangible donation, allowing donors to continue their support on a weekly or monthly basis. Tangible subscriptions only apply to donations less than \$75 NZD per week or up to \$250 NZD per month.

General Subscriptions

General subscriptions allow donors to contribute a set amount weekly or monthly to the charities of their choice. Charities are given flexibility to apply the funds to where they are needed most.

Special Appeals

Charities can use Impact to run a special appeal campaign. For the appeal to be considered, the donation must be tangible and should only be available for a limited time. Donations can be up to \$75 NZD.

Promotion Packages

Impact offers two packages tailored to meet the needs of charities looking to expand their reach and simplify the donation process.

Impact Ignite

This package is ideal for small organisations seeking to streamline their donation processes and engage their community effectively, ultimately allowing them to focus more on their core mission.

It includes one-click donations and general subscription options, ensuring that supporters can contribute with ease and confidence.

Impact Amplify

Impact Amplify serves as a strategic partner in driving meaningful engagement. It is designed to expand an organisation's reach and maximise its impact. In addition to one-click donations and general subscriptions, this package includes our tangible donation products, and the option to do a special appeal campaign.

Promotion Package Comparison

Feature	Impact Ignite	Impact Amplify
Charity Profile	✓	✓
One-Click Donations	✓	✓
General Subscriptions	✓	✓
Tangible Donations	✗	✓
Tangible Subscriptions	✗	✓
Promotion Features	✓	✓
Special Appeals	✗	✓

Registration Requirements

For organisations registered with Charities Services

Active Registration

All organisations must be registered with Charities Services in New Zealand.

Approved Donations

The activities for each donation must be consistent with the charitable purpose outlined in the trust deed or governing documents.

Bank Account Details

The nominated bank account for receiving funds must be in the name of the charity/organisation.

Donation Declaration Form

Two signatories are needed to ensure transparency in the donation process. This form is included as part of a Memorandum of Understanding.

Additional requirements for Schools

Signed Resolution

A signed resolution confirming that the board of trustees endorses the application to be listed on Impact.

Additional requirements for Overseas Charities

Operating in a Priority Country

Organisations must be operating within one of Impact's priority countries.

Community Involvement

Organisations need to show that their project is community-led.

Promotion Guidelines

Creating positive content to engage donors

Impact uses its digital platforms to amplify the reach and visibility for charities by utilising the information they provide in their charity profiles.

Marketing Objectives

By creating content, Impact aims to:

- Engage, educate and inform donors of the work being done by charitable organisations.
- Increase awareness and support for charitable causes.
- Connect donors to the causes that resonate with them.
- Celebrate success and achievement for the sector as a whole.
- Provide greater transparency in the donation process.

Responsibilities and Accountabilities

Impact has clear expectations for the following:

- All parties must have the proper authorisation to use an image or content.
- The content must accurately represent the service, or message being promoted.
- Content should respect diverse cultures, traditions and communities.
- Content must be positive and not present anyone in a vulnerable or submissive manner.
- Images should not in any way endanger or stigmatise the people they include.
- For organisations using stock images in their marketing materials, this must be communicated with Impact to ensure full transparency.

Additional responsibilities regarding images might include specifying the ownership rights, outlining permissions for use, and detailing any required attributions or credits as part of a Memorandum of Understanding with Impact.

Agreements

Finalising how both parties will agree to work together

Once a charity's donation products have received approval, the next steps involve formalising the relationship through a Memorandum of Understanding and completing a Donation Declaration Form.

Memorandum of Understanding

A memorandum of understanding (MOU) specifies how both parties will work together to achieve common goals while maintaining clarity and openness. It includes the roles and responsibilities of each party, the procedures for handling donations, and mechanisms for monitoring and reporting progress.

This agreement is not legally binding but serves as a foundation for accountability and cooperation between Impact and the charitable organisation.

Donation Declaration Form

A Donation Declaration Form is a record of the charity's commitment to provide transparency in the donation process. The form must be signed by two trustees or two staff in positions of management within the organisation.

Disclaimer for promotion packages

As a new organisation, Impact is committed to exploring different approaches to engage donors and enhance fundraising efforts for charitable causes. We understand that each donor is unique, and our goal is to create meaningful opportunities for everyone to contribute to making a positive impact.

From traditional methods to creative campaigns, Impact is keen to experiment with various initiatives that align with our mission of making giving easier. Impact therefore reserves the right to modify its donation products and maintain flexibility in providing different fundraising options. This adaptability allows us to respond effectively to the evolving needs of charitable organisations and donors alike, ensuring the most effective and impactful outcomes.

Resource Guide

Links and tools to connect with donors

Charity Profiles

<https://www.charityimpact.org/charity-profiles>

Charity Subscriptions

<https://www.charityimpact.org/subscriptions>

Tangible Donations

<https://www.charityimpact.org/category/all-products>

Digital Impact Card

<https://www.charityimpact.org/gift-cards>

Social media posts to announce working together:

Be sure to tag us in your social media posts so we can support you further by sharing and commenting!

🌟 Great news! We are working with Impact Aotearoa to accept online donations. Visit our charity profile (insert link) to support us directly.

🎉 Exciting News! We've teamed up with Impact, the donation platform that ensures 100% of your contributions reach our cause.

↗️ We're partnering with Impact to make your generosity count! Every donation you make through their platform goes entirely to our projects. #GivingMadeEasy

🤝 Partnership Announcement: We've teamed up with Impact to maximise your giving! No fees, no fuss - just pure support for our cause. Join us in making a difference! #CharityImpact

🌈 Exciting times ahead! Our new partnership with Impact means your donations reach us in full, amplifying the good we can do together.

FAQ's

Learn more about Impact's processes

What happens if the price of a tangible donation changes

If a charity is unable to deliver a donation as outlined in its donation declaration, it becomes necessary to adjust the amount or conditions of the donation. Impact will communicate this change to donors with existing subscriptions and create new donation products for future donations.

What happens if a charity wants to stop using Impact

If a charity decides to stop using Impact's services, the process is designed to be smooth to ensure minimal disruption. Upon notification, Impact will work closely with the charity to identify all existing subscriptions and services currently in use before creating a transition plan to support the charity.

How might Impact respond if a complaint is made against a charity

Impact takes such complaints seriously and will initiate a thorough investigation to assess the validity and severity of the concerns raised. During this period, Impact reserves the right to temporarily pause or suspend the listing on its platform. This precautionary measure ensures that potential donors are protected. The pause or suspension remains in place until the investigation is complete and a resolution is reached, ensuring that all parties involved are treated fairly and that any necessary corrective actions are implemented effectively.

Do charities need to promote Impact

While promoting your donation products can be beneficial for increasing donations, there is no requirement to promote Impact. Our team is happy to work together to create complimentary marketing materials if this is of interest to your organisation.

Further FAQ's can be found at: www.charityimpact.org/faq-s



**Contact us
for further
information**

info@charityimpact.org | www.charityimpact.org