



FUNDRAISING PROCESS

Marketing

Jacob's Well Marketing is available to assist in the promotion of your Jacob's Well fundraiser. In addition you will receive a fundraising kit comprising a Jacob's Well DVD, brochures and associated materials.

Any Jacob's Well branded material must be approved by Jacob's Well Marketing prior to publication.

Contact: marketing@jacobswell.org.au

Accountability

Jacob's Well fundraising initiatives must be approved by the Jacob's Well Management Team. Each fundraising project will be allocated a 4 – 6 digit reference number by Jacob's Well that must be included on the deposit slip or electronic transfer of monies (see Financial Records below). The Management Team will also provide support and advice whenever possible.

Financial Records

Financial records and donors' details (where applicable) need to be kept. This can be achieved by using the Jacob's donation forms available in the Jacob's Well brochure or from the website <http://www.jacobswell.org.au/pdfs/infrastructure.pdf> Please note: Jacob's Well Marketing can supply specific donation forms for your fundraising project.

Money must be banked immediately after any event or fortnightly for ongoing projects by direct deposit into our bank account Westpac 033 112 209002. Please include your fundraising reference number on all transactions. Once the deposit has been made please email info@jacobswell.org.au with full details of donors, breakdown of monies and if a tax receipt is required.*

Jacob's Well hopes to break the poverty cycle by sinking fresh water wells in villages, establishing health and resource centres and providing life changing education for children from tribal villages and the slums.