

Charity Mail

Charity Mail provides the lowest prices for mailings of small PreSort Letters, for income tax exempt charities (ITEC).

How to register for Charity Mail.

To access Charity Mail, organisations must take the following steps:

1. Obtain an *Application for the Charity Mail Service* (8838713) from any Post outlet.
2. Complete the *Application for the Charity Mail Service* and forward it together with a copy of the 'Endorsement as an Income Tax Exempt Charity' (ITEC) letter – issued by the Australian Taxation Office (ATO) – to the address listed at the top of the application form.
 - The charity will need to obtain the endorsement letter from the ATO before lodging their application for the Charity Mail Service.
 - The organisation named in the ATO issued ITEC letter will need to match the details contained in the application form.
3. Australia Post will then issue an 8-digit approval (identification) number, which the charity will need to quote with each PreSort Lodgement. It is mandatory for Registered Charities to include their identification number as an inscription on all small letter envelopes.

What can be included in Charity Mail?

There are no 'content based' restrictions on mailings generated by an approved charity that contains material solely from that charity. PreSort Letters may contain material such as:

- Advertising/promotional material
- Statements/invoices
- Greeting cards, newsletters, acknowledgment letters etc.

Many charities, in acquiring new donors or soliciting donations, will make reference to other organisations. It is acceptable for a mailing from an approved charity to contain reference to, or material from, another organisation provided that:

- the reference to, or material from, another organisation supports the charitable purpose, and is;
- incidental to the main purpose of the mailing.

Examples that **WOULD** be acceptable under Charity Mail pricing include:

- A mailing from a charity promoting a fundraising event that contains an advertising flyer promoting the goods or services of a sponsor/s of the charitable event. (This mailing substantially relates to the charitable purpose and the promotional material is incidental to the purpose of the mailing.)
- A mailing from a charity containing a letter promoting a charitable event that also contains promotional copy within the letter promoting a sponsor's product. (This mailing substantially relates to the charitable purpose and the promotional copy is incidental to the purpose of the mailing.)

Examples that **WOULD NOT** be acceptable under Charity Mail pricing include:

- A non-ITEC approved organisation posting out a mailing to its customers promoting a Charity Golf Day where the proceeds from the event benefit an approved ITEC organisation. (The mailing is generated by a non-ITEC approved organisation.)
- An approved charity sends out a mailing containing material solely for another organisation that is unrelated to the purpose of the charity, such as monthly invoices. (The mailing is unrelated to the charitable purpose of the charity.)

For more information call 13 11 18 or visit auspost.com.au/charitymail

Page 1 of 1. Effective from April 2008.

Note that this Fact Sheet provides information on the Charity Mail service. Although every effort has been made to ensure the accuracy of the contents of this Fact Sheet at the time of publication, information is updated from time to time and may be subject to change.