

# 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 Australia Post retail 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 contains an advertising flier promoting the goods or services of a sponsor(s) of the charitable event. (The mailing substantially relates to the charitable purpose and the promotional material is incidental to the purpose of the mailing.)
- A mailing from a charity contains a letter promoting a charitable event that contains promotional copy within the letter promoting a sponsor's product. (The 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:

- An approved charity sends out a mailing containing material solely from 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.)
- A non-ITEC approved organisation sends out a mailing promoting to its customers 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.)

The information contained in this fact sheet is solely intended to provide a general understanding of the Charity Mail service, and does not constitute the actual terms and conditions governing the service. The actual terms and conditions are set out in the *PreSort Letters service guide* - 8833700 which is available on request.

# Fact Sheet – Charity Mail

## What qualifies for Charity Mail?

To be eligible for Charity Mail:

- organisations must be endorsed by the Australia Taxation Office as an Income Tax Exempt Charity (ITEC)
- you need to meet Australia Post's PreSort Letters requirements
- the minimum quantity is 300 barcoded articles per lodgement
- each lodgement must consist of Small articles with the same delivery standard.

## Article size, weight and type requirements

Charity Mail is available for *Small PreSort Letters only*.

Articles can weigh up to 125 grams.

Articles can be either envelopes or postcards, and plastic wrapped articles are accepted provided they are in Direct trays.

	Small
Maximum weight	125g
Minimum size	88 x 138mm
Maximum size	130 x 240mm
Maximum thickness	5mm
Shape	Oblong†
Common examples	DL (110 x 220mm), C6 (114 x 162mm)

† Oblong: deviating from a square by being elongated in one direction. It is preferred that the length is at least 1.2 times the width. Articles with a length less than 1.2 times the width may be accepted subject to satisfactory test results.

## Delivery standards

Charity Mail is delivered Monday to Friday with letters and other mail.

The delivery standard for regular mail applies.

## What will it cost?

Charity Mail prices are applicable only for Small articles.

Prices are effective from 28 June 2010 and are cents per article GST inclusive.

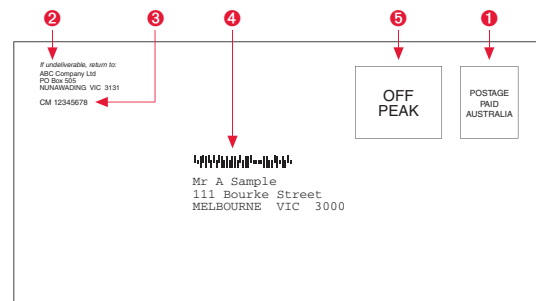
Size category	Weight up to	Regular delivery			Off Peak delivery				
		Direct trays		Residue trays	Direct trays		Residue trays	Unbar-coded trays	
		Same state	Other state		Same state	Other state			
Small	125g	37.2	38.3	42.2	51.0	35.6	36.7	40.5	50.5

## Correct addressing requirements and barcoding

You need to pay particular attention to addressing and barcoding.

Articles need the addressed side to be printed with:

- 1 the Postage Paid Imprint (unless a postage meter is used)
- 2 the return address, preferred here or on the back
- 3 the CM inscription/number. The inscription must be clearly visible when the articles are presented for lodgement. The requirement to print the inscription on each article will assist in ensuring that only approved organisations can access Charity Mail prices
- 4 an AMAS certified barcode where assigned, and a delivery address that observes the correct addressing conditions
- 5 the Off Peak Indicator (if the Off Peak delivery service is selected).



## AMAS processing

It is a requirement of the PreSort Letters service that barcoding is attempted for all articles in the lodgement, using current AMAS software (Address Matching Approval System) to assign DPID (Delivery Point Identifier) barcodes.

## Unbarcoded Charity Mail PreSort Small Letters

Customers have an option to lodge barcoded and unbarcoded Charity Mail PreSort Small Letters together as a single lodgement using the same lodgement documentation.

There is no restriction on the quantity of unbarcoded articles that may be included as part of a PreSort Letters lodgement.