

# Fundraising Toolkit

Raise funds for the Childhood Cancer Association to make a difference to the lives of South Australian children and their families affected by cancer.



childhood cancer

helping families just like yours

# How will your fundraising help?

The Childhood Cancer Association provides ongoing and practical hands on support for children with cancer and their families.

The Childhood Cancer Association receives no ongoing government funding and therefore relies solely on the generous support of the community.

**Your support means that we can continue to provide our range of 30 vital services and support to children and families through their battle with cancer.**



Sibling  
Support



Professional  
counselling



Home  
Tutoring



Daily hospital  
visits



Accommodation for country /  
interstate families



Respite accommodation  
for all families



Bereavement  
Support

# Fundraising in 5 easy steps

**1** Decide what type of fundraising activity you would like to organise, pick a name and start listing what is required to host your activity.

**2** Read the rest of this Toolkit and complete the online Fundraising Application form at [childhoodcancer.asn.au/apply](https://childhoodcancer.asn.au/apply). We will be in contact with any questions, then send you an Authority to Fundraise letter to allow you to go ahead

**3** Create your online fundraising page at [fundraise.childhoodcancer.asn.au](https://fundraise.childhoodcancer.asn.au) (if applicable) and get ready to fundraise!

**4** Within 14 days of finishing your fundraising, send funds raised.

**5** Don't forget to thank your supporters. Send them a photo, give them a shout out on social media or send them a letter with your fundraising result.

## Next year?

Why not consider running your event every year – it gives your friends and supporters something to look forward to!

**You'll see: fundraising is a fun and very rewarding way to make a difference in a child's life!**

## Any questions?

We are only a phone call away!  
Please contact our Fundraising team on 08 8239 1444  
or email us at [info@childhoodcancer.asn.au](mailto:info@childhoodcancer.asn.au)

# FUNdraising ideas



## Party time

Bingo night, quiz night, trivia night... let the fun begin!

Organise a gala dinner, a 70's, 80's, 90's party or even a danceathon

Fashion show, charity concert: use your special talent for a good cause

And remember nothing beats a good old sausage sizzle!



## Up for a challenge?

Shave, cut or colour your hair

Walk, Run or Cycle — Pedal across the State, run a marathon, take on a stair climb challenge

Start a 'go without' challenge

**How far would you go to make a difference?**



## Something to celebrate

Birthday

Anniversary

Baby shower

Wedding

**Ask for donations in lieu of presents and change someone's life!**



## At work

Host a casual clothes or funky sock day in your workplace and collect donations.

Host a morning tea or bake sale, this is a great way for your team to come together and raise funds.

Give a virtual High Five to Kids with Cancer. Donate \$5 and create a mural of coloured hands around your workplace - its a great way for staff and customers to get involved. Contact us for more information

Ask your manager about your company's match giving scheme. Are they willing to match the amount you raise dollar for dollar?

## You can also support our existing events!

To find out more about our current calendar of events, please visit: [childhoodcancer.asn.au/latest](https://childhoodcancer.asn.au/latest)

## Be creative!

Almost anything can be a fundraiser





# Yes, we can help!

## Name, logo... let's get things right!

The way you name your event is very important!

When you pick a name, make sure it is clear that the fundraising activity is run by you and not the Childhood Cancer Association. (i.e. You can name your event 'Twilight Market supporting the Childhood Cancer Association' but not 'The Childhood Cancer Association Twilight Market'.)

If you wish to use the Childhood Cancer Association's name or logo on promotional material as part of your fundraiser, you will need our prior permission.

All promotional materials (flyers, letters, press releases etc.) must be approved by our team prior to circulation.

You will also need to clearly state the amount or percentage of funds that will go to the Childhood Cancer Association. (i.e. "\$2 from every ticket sale will go to CCA" or "80% of the proceeds from this event will go to CCA".)





## What we CAN provide you with

Once you have completed the Fundraising Application form at [childhoodcancer.asn.au/apply](https://childhoodcancer.asn.au/apply), we will issue you with an Authority to Fundraise Letter to show that your event has our approval.

A link to create your very own online Fundraising page (see page 9)

Promotion of your public event on the Childhood Cancer Association's website, social media and newsletter (subject to editorial discretion)

Signage to display at your event

Brochures about our services to distribute

Tin(s) to collect donations

Merchandise to sell  
(See our range online at [childhoodcancer.asn.au/store](https://childhoodcancer.asn.au/store))

A representative from the Childhood Cancer Association may be arranged to attend your event or a formal cheque presentation. (At least four weeks' notice is required and participation at the event will be subject to staff availability)

Tax deductible receipts to donors (for all donations over \$2).

*Please note that legally a tax receipt cannot be given to anyone who will receive a benefit in return for their money (ie: raffle tickets, tickets to an event...) Gifts of services (ie: MC, DJ...) are not tax deductible.*

*Please use the attached Donor Receipt Tracking Form and we will send them a receipt with 10 days.*

A thank you certificate once your fundraiser is completed to acknowledge your support



## What we CANNOT provide you with

The Childhood Cancer Association staff to coordinate or run the event itself

Funding or reimbursement of expenses incurred

Newspaper, radio, TV coverage

Application for permits, licences, insurance

A list of contacts to promote your event

Prizes, auction or raffle items

Access to the Childhood Cancer Association corporate partners, sponsors or ambassadors to support your event (attendance, prizes, auction items...). These companies and our ambassadors are already generously supporting the Childhood Cancer Association and should not be approached directly.



## Elliot



Elliot is more than just an adorable, fluffy friend that kids of all ages adore — he’s our mascot and he’s also a best mate for children with cancer.

Every child who’s referred to us is given an Elliot to help them

on their journey, and he also plays a really important role in our fundraising activities.

Every cent of every dollar from a sale helps more families affected by childhood cancer.

## Merchandise



You can raise additional funds at your event by selling merchandise!

Check out our range online at [childhoodcancer.asn.au/store](https://childhoodcancer.asn.au/store)





# Spread the word!

## Get social!

Spread the word about your fundraising activities with friends and beyond. Social media is the best way to keep everyone in the loop!

When sharing your event, don't forget to tag [@childhoodcancr](#) on

 Facebook

 Instagram

## Dollar for Dollar matching

Many workplaces offer match giving schemes where they can match dollar for dollar what an employee has raised for charity. That will double your impact in no time! Don't forget to bring it up at your next team meeting.

## Sponsorship

You can approach local businesses for raffle items, auction prizes or even to host a collection tin to boost your fundraising activity.

We can provide you with a support letter to assist you in contacting them, don't hesitate to get in touch with our team.

Please get all sponsorship proposals approved by our team before you approach businesses.

## Media

If the media requires information about the Childhood Cancer Association, please contact the Childhood Cancer Association marketing team. You are not authorised to speak on behalf of the Childhood Cancer Association, only about your fundraising activity.

All media releases must be approved by our marketing team before distribution.





# Fundraise Online

One of the easiest ways to fundraise for the Childhood Cancer Association is online. You can have your own online fundraising webpage or create a **Facebook fundraiser**.

It's free and easy to set up, can be personalised with your own text, photos, fundraising target... just send your page link to your friends, family and colleagues and they can donate in just one click!

**To set up your page, go to:**

[fundraise.childhoodcancer.asn.au](https://fundraise.childhoodcancer.asn.au)

Click on "Start a Fundraiser" and follow the prompts! It only takes 5 minutes to have your page up and running!

Anyone who donates through your fundraising page can leave you a special message and you can thank all your supporters individually too. They will also immediately receive a tax-deductible receipt.

All donations are automatically transferred to the Childhood Cancer Association - leaving you free to focus on your fundraising activity.

## What next?

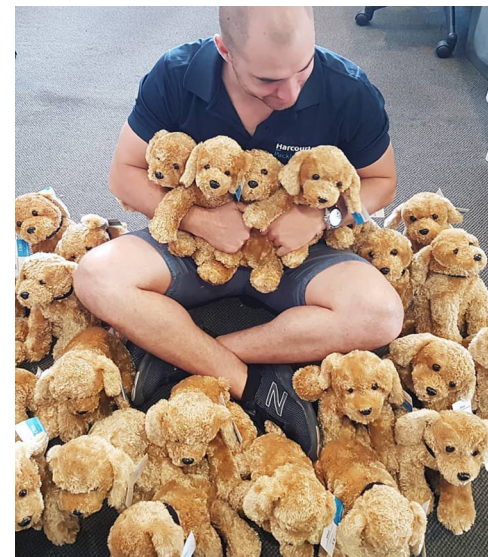
### Personalise your page

Add a photo of yourself or your team

Share your personal story to help others to connect with our cause. Why are you supporting the Childhood Cancer Association? Why are you taking on this challenge?...

### Spread the word

Share your fundraiser to inspire donations and support from family, friends, and colleagues.



If you choose to set up your **fundraiser in Facebook** you can select "Support charity" when creating a new post. Then type in 'Childhood Cancer Association' and you'll be able to select our charity in North Adelaide. It's quick, simple and easy! Also, don't forget to tag us so we can see your fundraiser too.

# Your responsibility as a fundraiser

## **Any person, organisation or group (referred to below as the “organiser”) who decides to fundraise for the Childhood Cancer Association must accept the following responsibilities:**

The fundraising activity should only proceed once the Fundraising Application Form is submitted to and approved by the Childhood Cancer Association, and the organiser has received a Letter of Authority.

The fundraising activity cannot be used for personal or commercial gains and all monies collected can only be distributed for the purpose outlined in your application.

The event will be conducted in the fundraiser’s name, who will be solely responsible for managing the fundraising activity in an appropriate and responsible way.

The organiser must comply with all relevant legislations and/or regulations in the relevant State or Territory. Any necessary permits, authorities to fundraise, insurance or licenses must be secured by the organiser of the event.

The organiser is responsible for ensuring the safety of the event, including organizing appropriate public liability insurance and providing first aid services if required.

The organiser must request approval for the use of the Childhood Cancer Association’s name and logo on any communications.

The organiser holds all funds raised from the public on behalf of the Childhood Cancer Association until the fundraiser is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made, and that these are sent to the Association within 14 days of the event taking place.

The organiser can deduct any necessary costs of organising the fundraising activity as long as these are properly documented and are fair and reasonable (i.e. total expenses must be less than 30% of total income raised).

No door to door, street or telephone approaches should be made to the general public for donations in connection with the event.

Children under the age of 16 years must be accompanied by an adult when collecting donations.

The organiser agrees to release the Childhood Cancer Association to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify the Childhood Cancer Association for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.

We reserve our right to withdraw authority to the fundraiser/activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

# Financial matters

## Prepare a budget

The Childhood Cancer Association cannot pay expenses associated with your fundraising activity, nor can it be liable for any losses incurred by you, in any circumstances.

The organiser must take all reasonable steps to ensure that the expenses do not exceed 30% of the total proceeds of the fundraising activity.

## Keep accurate records

You are required to keep all financial records relating to your fundraising activity.

Copies of receipts and invoices for expenses must be provided for reconciliation purposes

If you are organising a large fundraising event, you must provide us with an accurate statement of income and expenditure for your fundraising activity within 30 days of the conclusion of the event. If your fundraising is ongoing, this statement must be provided once per quarter.

## Donor receipts

The Childhood Cancer Association will provide tax deductible receipts for all donations over \$2 once the following information has been received:

- The Fundraiser Results Summary
- The name, address and donation details for each donor

Please note that legally a tax receipt cannot be given to anyone who will receive a benefit in return for their money (ie: raffle tickets, tickets to an event...).

Gifts of services (ie: MC, DJ...) are not tax deductible.

## Sending the funds to us

The proceeds from your fundraising activity must be forwarded to the Childhood Cancer Association within 14 days of the completion of the fundraising.

You can remit your funds by sending us a cheque, direct payment into our bank account, making a credit card payment or via personal delivery to our office.

### For direct payments, please use the following bank details:

#### Bank

Beyond Bank

#### Name

Childhood Cancer Association

#### BSB

325 185

#### Account Number

04070344

Please include your Authority to Fundraise number (found on your letter of Authority) as a reference.

## You can mail us a cheque

### Please make payable to

The Childhood Cancer Association

### And post to

The Childhood Cancer Association  
PO Box 1094  
North Adelaide SA 5006

## Liability

All aspects of financial and public liability and public safety are your responsibility. As the Childhood Cancer Association is not the organiser, we are unable to cover any liability on your behalf.





# Fundraiser Checklist



Complete the online application form



Set up an online fundraising page



Save your Authority to Fundraise letter and take it to your event



Have FUN! Knowing that every dollar you raise will have a direct impact on the lives of children with cancer and their families.



Set your fundraising target



Within 14 days, send the funds to the Childhood Cancer Association so we can help children with cancer and their families when they need it most.



Plan your budget (see page 11)