

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 Complete the Fundraising Application Form (attached) to let us know about your event. Upon approval of your fundraising activity, we will send you an Authority to Fundraise letter to confirm that we have received your details and allow you to go ahead.

3 Create your online fundraising page at everydayhero.com.au/event/CCACCommunityFundraising (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?

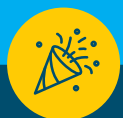
Why not consider running your event every year – it gives your friends and supporters something to look forward to!

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

FUNdraising ideas



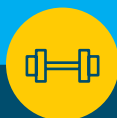
Party time

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?

Chop your hair off

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

Start a weight loss 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

Set up a weekly/monthly casual day

Organise a sport tournament, baking competition... they are great for team building too!

Promote our Workplace Giving Program – For as little as \$5 per pay, you and your colleagues could make a difference in the lives of children with cancer and their families. To find out more, please contact our team.

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

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

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)

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



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 [@childhoodcancer](#) on

 Facebook

 Twitter

 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 through everydayhero, which can provide you with your very own fundraising webpage.

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:

everydayhero.com.au/event/CCACCommunityFundraising

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

Anyone who donates through your everydayhero 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.



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

Westpac

Name

The Childhood Cancer Association Inc.

BSB

035 213

Account Number

305 852

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.

Fundraising Application Form Page 1

Fundraiser details

Name _____ Date _____

Organisation (if applicable) _____

Address _____

Postcode _____

Home phone _____ Mobile Phone _____

Email _____

Do you have a special connection with the Childhood Cancer Association?

(ie: parent/relative/friend of child with cancer, bereaved family)

If not, what made you decide to support the Childhood Cancer Association?

I would like to receive Hand Prints, the Childhood Cancer Newsletter

Fundraising information

Name of proposed activity _____

Location and address of the proposed venue _____

Postcode _____

Date of event _____ Time _____

Brief description of activity _____

How will funds be raised?

(For example, \$x amount from each ticket sale)

How will the activity be promoted?

(Please refer to the community fundraising guidelines regarding promotional material)

Fundraising Application Form Page 2

Fundraising activity budget

Total estimated income \$

Total estimated costs \$

Details of expenditure anticipated

Estimated net revenue to be donated to Childhood Cancer Association \$

Comments

Childhood Cancer Association support

Please select which of the following resources you may need (subject to availability):

Collection tins

A Childhood Cancer representative to attend your event

Childhood Cancer Association signage

Merchandise (our team will be in contact with you to discuss our range)

Childhood Cancer brochures

I would like to create a free online fundraising page
– please send me a link to get started!

Authorisation

I, _____ have read, fully understand and accept the terms and conditions of the Childhood Cancer Association Fundraising Toolkit.

I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity and values of the organisation.

I also accept my obligation to remit the funds raised to Childhood Cancer Association within 14 days of the event's conclusion.

Signature

Date

Printed name

Please contact us if you have any questions – we are here to help!

Kate McKeegan

Community Relationships Manager

kate@childhoodcancer.asn.au

08 8239 1444

[illegible]

Fundraiser Checklist



Send your 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](#))