



Fundraising Guidelines

childhoodcancersupport.org.au



Childhood
CANCER
SUPPORT

Thank you for helping to raise funds for Childhood Cancer Support

Before you start, you will need to review these guidelines to ensure your upcoming fundraising event is not only successful and fun, but also in accordance with the law.

Your event needs to be run safely and meet all the financial and legal requirements. That way, not only will it go smoothly with great results but will ensure all your efforts goes towards making a real difference to those in need.

Don't worry

This booklet provides all the guidelines, forms and great ideas you'll need.



Authority to Fundraise

Childhood Cancer Support is legally required to approve and authorise all volunteer fundraising activities. Once your fundraising application is received, reviewed and approved, Childhood Cancer Support will provide you with a letter giving you confirmation of your legal authority to conduct your fundraising event. Approval will be granted when Childhood Cancer Support:

- a) has received a written and signed application form
- b) is satisfied that the fundraising activity will produce a reasonable return after expenses have been deducted
- c) is satisfied that the fundraising activity fits in with the aims and values of the Childhood Cancer Support and complies with these guidelines
- d) is satisfied the fundraising activity is not high risk.

Once the authority to fundraise letter is issued, these guidelines will form the basis of the terms and conditions of the fundraising activity. "The fundraiser" means the individual or organisation holding the fundraising activity on behalf of Childhood Cancer Support.

Responsibility

Authorisation

The fundraising event will be run in the name of the person listed on the authorisation form and this person will be solely responsible for the activity. The fundraiser, not Childhood Cancer Support, will be responsible for the coordination and management of the event, finances, prizes, publicity and/or goods and services required to run the activity.

However, where possible, support and advice will be offered by Childhood Cancer Support to the fundraiser.

In your correspondence and promotion of the event, please ensure you make clear that the fundraising activity is not a Childhood Cancer Support event but instead is an activity to raise funds for a donation to Childhood Cancer Support.





Public liability insurance

Childhood Cancer Support is unable to provide public liability insurance for fundraising events organised by a third-party. You will need to consider insurance to cover your fundraising activity to protect property, participants and the public. Arranging the appropriate type and level of insurance for your activity is strongly recommended.

Childhood Cancer Support reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky. This may include activities involving:

- Animals or animal rides
- Motor vehicle and motor bike racing
- Dangerous machinery
- Clock or time trials, racing or similar competitive events

Childhood Cancer Support will not endorse events that may adversely affect your health (e.g. smoking) or which involve the use of firearms, missiles, explosive or fireworks. All fundraising activities must also comply with Australian laws and regulations.

Media and promotional materials

Generating publicity before your fundraiser starts is a great way to help increase ticket sales, get local support and raise awareness about the cause. You are responsible for generating your publicity however Childhood Cancer Support is able to provide a media fact sheet (on page 12) about Childhood Cancer Support and how the money raised will be used.

The fundraiser is not authorised to speak on behalf of Childhood Cancer Support, only about the fundraising activity. Please also remember to make clear you are raising money in aid of Childhood Cancer Support but that you do not represent Childhood Cancer Support.

All printed promotional materials must be approved by Childhood Cancer Support prior to print and circulation.

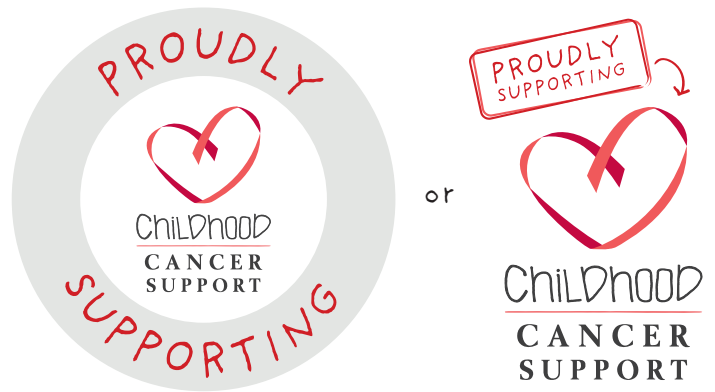
Please refer to the organisation as Childhood Cancer Support and do not use any abbreviations.

Third-Party Community Fundraising Logo Use

The Childhood Cancer Support community logo is available upon request.

Any placement of the logo (by yourselves or supporting commercial organisations) must be approved by Childhood Cancer Support.

Always leave a blank space around the logo. Guidelines on how to use the logo are supplied upon request.



Never use the logo as per the following examples:

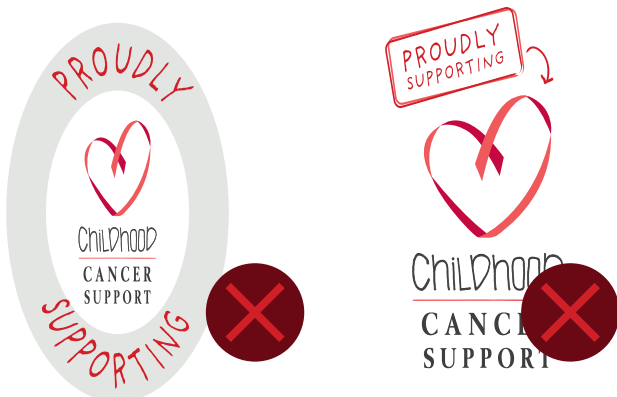
DON'T Stretch:



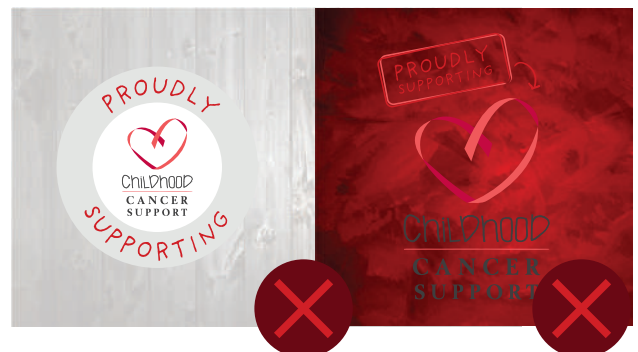
DON'T change colors:



DON'T Squeeze:



DON'T use it in a similar background:



Approaching companies for support

Prior consultation

Childhood Cancer Support is regularly speaking to companies regarding their support. As such, please do not approach the national or state office of a company for prizes or sponsorship without prior consultation with us. Although these policies may be frustrating, they serve several important purposes.

The Impact of your fundraising

By fundraising for Childhood Cancer Support, your donations can:

- Provide regional families access to free long and short-term accommodation close to vital treatment centres. Our community of units is a safe haven; a home away from home for families that help ease the enormous financial stress.
- Allow our families access to services such as transport to medical appointments, the airport, shops etc, helping to navigate unfamiliar cities easier – at no cost.
- Provide access to support services and networks both locally and regionally to help when their child has a new or existing cancer diagnosis.
- Provide access to trained and qualified support services staff who walk beside our families and provide both emotional support and guidance at home, in hospital, in our community units or over the phone.



Let's get you started

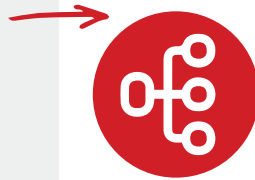
From sausage sizzles and raffles to car washes and completing a personal challenge, there are so many ways you can fundraise!



Step 1 FUNDRAISING APPLICATION

Complete your online fundraising application at www.ccs.org.au/get-involved/become-a-fundraiser/ where you will also find a copy of our very important Terms and Conditions. By completing an online fundraising application you will be agreeing to our Terms and Conditions.

There is also an application form and our Terms and Conditions at the end of this document. You can complete this and return it to admin@ccs.org.au or **PO BOX 8118 Woolloongabba QLD 4102**. Once we've received your application, we'll be in touch to talk through your fundraising event, help with any tips and ideas and provide the resources you may need.



Step 2 MAKE A PLAN AND SET A BUDGET

All successful events start with a great plan! Decide on all the important aspects of your event and make sure you write your plan down. Just a few things to include in your plan:

- a. What you are going to do
- b. Date
- c. Time
- d. Venue
- e. How the fundraising is generated
- f. Set a budget of expected income & expenses
- g. Attendees
- h. Advertising

Set a budget – consider how much are you hoping to raise, how you will raise this and what expenses you will have to run your event.



Tip: if you do have costs to run your event, see if you can have those donated by the supplier!



Step 3
DECIDE HOW TO COLLECT YOUR MONEY

You can do this two ways, online or manually. We will talk through both options with you to find the best fit.

(Please do not set up online fundraising pages on external sites such as Facebook or Everyday Hero.) If unsure which is best for you give us a call on 07 3844 5000.



Tip: don't forget to donate to yourself first and remember that your friends and family will follow your lead!



Step 4
ASK!

Ask friends, family and colleagues to donate to your page or event. Ask local businesses to donate items to your raffle, ask your work to dollar match. Ask for help to organise your event – remember many hands make light work.



Step 5
TELL EVERYONE

If your event is open to the public, talk with your local media about how they could help advertise your event. If it is a private event, use your network.

Whether it's public or private, creating a Facebook event page is a great way to share details, see who's coming to your event and communicate a range of information with attendees and those that are interested.

Important! Always make sure any media releases are approved by Childhood Cancer Support before they are given to the media. If you are unsure or have questions, let us know as we can help!



Sharing on Social Media

Here are our top tips to help you make the most of your social media:

- **BE YOURSELF** - ensure that the tone you use in your messages is always genuine, authentic and sounds like you! Your friends and family know who you are, and they are more likely to respond to a post or tweet that sounds like you, than something that sounds too formal or overwritten.

- **BE PERSONAL** - consider not only broadcasting your efforts to all of your followers/friends but targeting individuals on a more personal level, through private message. Facebook, Twitter and Instagram include personal message functionality which you can use for this purpose. People are more likely to respond to a more personal request, than one that is broadcast to everyone.

- **MIX IT UP** - If you have multiple social media accounts, post different imagery and messaging across them to keep your followers and friends engaged and excited about your fundraising journey.

- **SAY THANK YOU** - Whenever you update your friends and followers about your progress and where you're at with your fundraising journey, make sure to thank those who have already contributed. Including a final post after your event thanking your supporters and letting them know how you went is also a great way to get those last-minute donations.

- **BE ACTIVE** - Our research shows that fundraisers who connect and share their progress raise more than those who don't!

- **BE ENGAGING** - Your personal journey that drew you to Childhood Cancer Support is what will drive people to donate, so the more information you can give them about your charity, why you chose us and why you are passionate about the cause, the more likely people will be to donate to you and your efforts.

- **SHARE YOUR STORY** - If you're approaching your fundraising for very personal reasons, don't be shy about letting people know. Stay true to yourself and what you love, and your supporters will see your genuine passion for your cause.



Resources

Representing Childhood Cancer Support

There are a range of resources that we can supply to help with your fundraising. If you would like to create your own resources and want to use our logo, please send it through to us for approval before printing and distributing to ensure that our guidelines are being met.

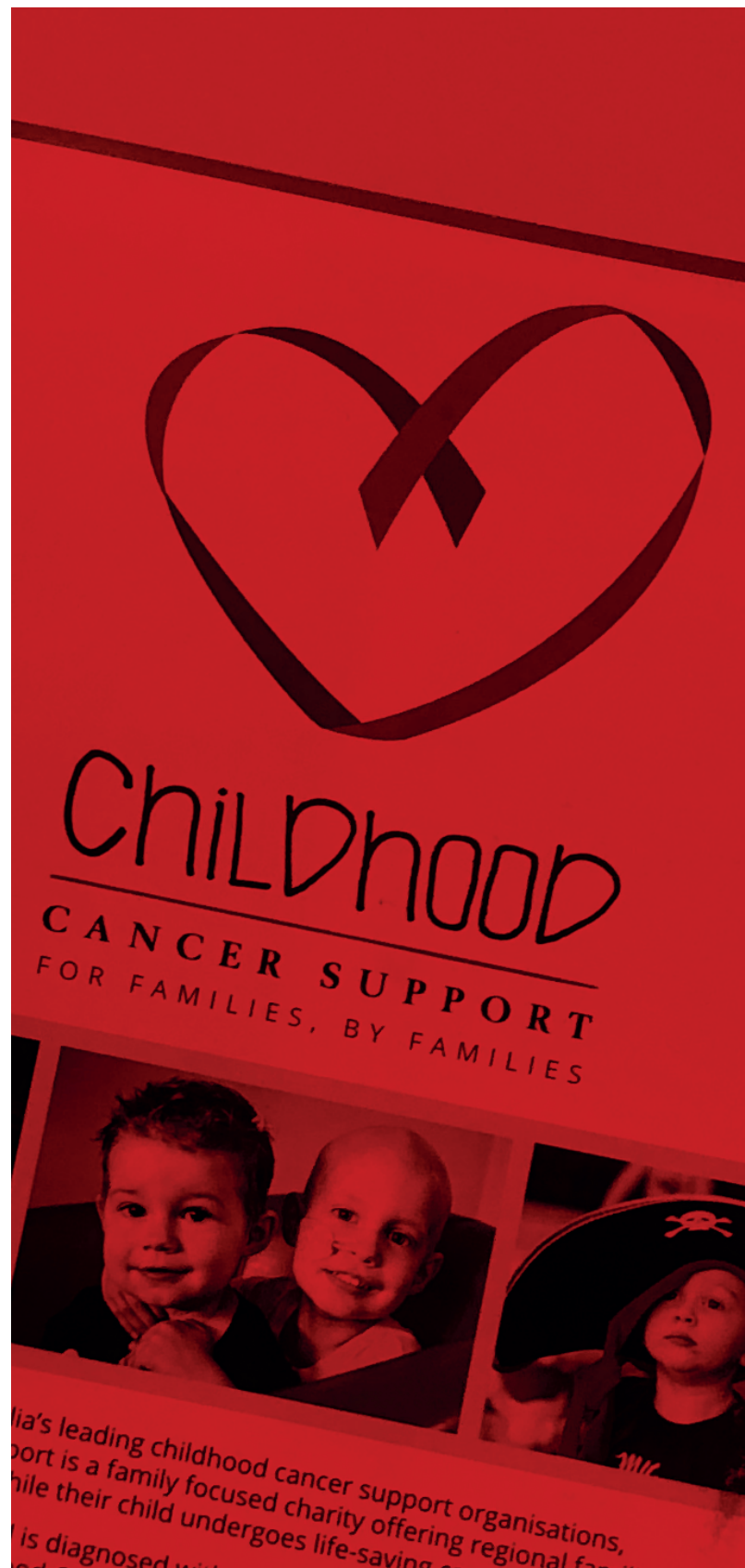
It is also important that your event is identified as an independent fundraiser for Childhood Cancer Support.

To help you please use one of the suggested phrases:

- Funds raised will go towards supporting the work of Childhood Cancer Support
- Proudly supporting Childhood Cancer Support
- Raising funds to support the work of Childhood Cancer Support

Resources we can provide:

- Letter of authority to fundraise
- Poster template
- Brochures
- Collection containers
- Signage templates
- Information sheet
- Thank you certificate
- Receipt request form



Donation collection



Banking

Now that your event is over, it's time to bank your hard-earned fundraising dollars!
Please bank all funds raised within 48hrs of your event.

Direct Debit/at the Bank

If you would like to bank directly to our account, please use the details below:

Bank: Commonwealth Bank of Australia

BSB: 064 240

Account: 10134925

Name: Childhood Cancer Support Inc

Reference: your unique code.

Your unique code will be given to you so please make sure you use this on ALL your deposits.
Also please let us know of your deposits so we can keep an eye out for them and make sure they are matched to your event.

By Post

All cheques and money orders, made payable to "Childhood Cancer Support" can be posted to:

Childhood Cancer Support

PO Box 8118

Woolloongabba Qld 4102

Remember: never send cash through the mail and always include your contact details and your unique code so that we can match up your fundraising.

Other options

You can also drop any money raised into our offices or pay in your funds by credit card.
Just give us a call on 07 3844 5000.



Tip: if your work or a local business would like to donate cash via a cheque to your fundraising event, don't forget to let us know so we can send them a tax-deductible receipt!



Tip: If you're fundraising over a few weeks, make sure you are banking your money regularly so your supporters can see how you are progressing.

Thank, thank, thank.

From your volunteers collecting cash and selling tickets to the companies who've donated and the media who advertised, saying thank you to everyone who helped make it happen is one of the most important components of any successful event. Certificates of appreciation are a great way to recognise those that contributed time, donated items, etc. Posts on FB and your fundraising page is another.



Tip: After your event, don't forget to share how much money you've raised! Your supporters love to see how well you've done.

Remember: whether you've raised \$100 or \$1000, shout it from the rooftop! Every dollar makes a huge difference for our families so be proud of the contribution you've made.



Childhood Cancer Support Fact Sheet



Childhood Cancer Support is a not-for-profit organisation who, for over 40 years, has been dedicated to providing families affected by childhood cancer with a place to live that looks and feels like home. Childhood Cancer Support is a family focused charity, founded by a dedicated group of parents who realised there was an urgent need to provide a safe and family-focused environment for regional families whilst their child undergoes life-saving cancer treatment.



Childhood Cancer Support primarily supports regional families who find it difficult to access affordable accommodation while their child is undergoing treatment. The average stay for our families is approximately, a demanding and challenging, 6-10 months.



Most families are rarely able to get home during their treatment period. By providing families with accommodation, at no cost, the burden and related financial stress experienced by families during this critical time is greatly reduced.

Our accommodation facilities and support also opens up opportunities for families and friends to visit and contribute love and support. By sticking to a no-cost policy, Childhood Cancer Support seeks to remove the emotional and financial stress of living away from home. We provide stability to the lives of children diagnosed with cancer and their families through the provision of not only accommodation but also support services and other social activities.



Over the years, thousands of families have been assisted by Childhood Cancer Support while their child received treatment. We provide families with a community that cares, because we recognise that this is a battle that cannot be fought alone.

For more information call us on 07 3844 5000.

Application Form



First Name

Last Name

Organisation

Street Address

Suburb

State

Postcode

Mobile

Email

Overview of your Activity

Fundraising Goal

\$

Date of Event

/ /

Do you require the use of our logo?

 Yes

If no, leave blank.

Would you like a Childhood Cancer Support representative to attend your event if available?

 Yes No

I have read and agreed to the fundraising terms and conditions as outlined by Childhood Cancer Support

Signature

Name

Date (DD/MM/YYYY)

Childhood Cancer Support Fundraising Terms and Conditions



By co-ordinating a fundraising event to raise money for Childhood Cancer Support, you agree to these Third-Party Fundraising Terms and Conditions:

1. Following the receipt and review of your fundraising application in relation to the fundraising event, Childhood Cancer Support ("CCS") will provide you ("Approved Fundraiser") with a letter advising approval and authority to fundraise. You must have this authority to fundraise before you commence raising funds for Childhood Cancer Support.

2. Childhood Cancer Support reserves the right to decline approval of any Fundraising Event and/or to withdraw its approval of a Fundraising Event at any time if it appears that the Fundraising Event is likely to fail to adhere to any of the terms and conditions mentioned in this document, or for any other reason deemed necessary at Childhood Cancer Support's discretion.

3. Approved Fundraisers must comply with any obligations under applicable legislation and/or regulations in the State or Territory in which they are conducting their Fundraising Event and must apply for any permits, licenses, insurance and authorities that may be required. This is inclusive of all raffles, bingo, vending tickets, other games of chance or any public appeal. Different states have their own legislation, which should be checked beforehand with the state or territory government or local council. Approved Fundraisers are responsible for reviewing and ensuring compliance with relevant legislation.

4. You declare that you are over 18 years of age and note that any person under the age of 18 conducting a Fundraising Event must be appropriately supervised by an adult.

5. You release Childhood Cancer Support and all persons or corporations associated directly or indirectly with CCS from all known and unknown claims, liability, demands and proceedings arising due to any loss, damage, expenses or personal injury which may be sustained by you, or by any third party as a result of or in connection with your Activity.

6. You accept all risks that may arise from the Fundraising Event, including the risk of injury or loss of life to you and any third parties.

7. Childhood Cancer Support accepts no responsibility for any loss, liability or injury, occupational health, safety and welfare claims arising from any Fundraising Event. It is the responsibility of the Approved Fundraiser to ensure the safety of themselves and any attendees of their Fundraising Event, including providing first aid services if they are needed.

8. Approved Fundraisers are responsible for obtaining and maintaining any appropriate insurance for their Fundraising Event, including public liability insurance.

9. Childhood Cancer Support's public liability insurance does not cover people who chose to fundraise on our behalf. Childhood Cancer Support are not liable for assessing or managing any risks associated with the Fundraising Event you are organising.

10. You will be provided with copies of Childhood Cancer Support Community Supporter logo which is available to be used on promotional material. The official Childhood Cancer Support logo must not be used for community Fundraising. It is only used for Childhood Cancer Support official events.

11. Fundraising Events must be referred to as supporting Childhood Cancer Support and at no time can a fundraising activity be referred to as an official Childhood Cancer Support event.

Name: _____

Position: _____ (if relevant)

Signature: _____ Date: ____ / ____ / ____

Witness _____ Date: ____ / ____ / ____