Community Fundraising Guidelines

FIONA ELSEY
CANCER RESEARCH INSTITUTE
fighting cancer through research

THANK YOU

The Institute greatly appreciates support from the community and the generosity of individuals and organisations who conduct and support activities held to benefit our work.

We hope you will enjoy raising funds to support our vital research work and bring hope to those touched by cancer. We appreciate your effort.

These guidelines are designed to support your fundraiser and help you. They also outline key responsibilities and obligations. Please take the time to read and understand them before submitting your Proposal to Fundraise form.

Whilst we at Institute would love to attend each event being held, this is not always possible; we will however strive to meet all requests and will respond as soon as possible.

The Institute relies on community donations to continue its life transforming work and we are very grateful for the amazing support we receive, your generosity to fundraise for us is part of this amazing community spirit.

If you require assistance or more information, please contact us on: 03 5331 3101 or email: events@fecri.org.au and tell us about your great fundraiser.

FIONA ELSEY
CANCER RESEARCH INSTITUTE
fighting cancer through research

WHY WE NEED YOUR SUPPORT

At current rates, it is expected that 1 in 2 Australians will be diagnosed with cancer by the age of 85.

The mission of the Fiona Elsey Cancer Research Institute is to advance the understanding and treatment of cancer by making an internationally recognised contribution to cancer research.

Opened in 1998, the Institute was inspired by Ballarat teenager, Fiona Elsey who lost her fight with cancer in 1991. Today, the Institute, led by Director of Research, Professor Kannourakis, is making enormous progress in unlocking the riddles of cancer, including a world-first trial into individualising chemotherapy treatments for patients.

The Fiona Elsey Cancer Research Institute relies on the generous support of the community to continue our operations. For over 20 years, we have worked hand in hand with our community and generous individuals who are passionate about fighting cancer through research.

With your support our research into more effective ways to diagnose and treat cancer can continue, creating better outcomes for those diagnosed and their friends and families. Community based fundraising events are a wonderful way to raise funds, whilst increasing awareness and understanding of the work of the Institute.

Your fundraising event will help us continue the fight against cancer.

To ensure your activity is safe, rewarding and fun, the Institute provides the following step-by-step guide. The guide will assist to outline your responsibilities in organising a safe and responsible activity.

The Institute requires all community-based fundraising activities involving members of the public and volunteers where the funds raised will be donated to the Institute to be approved by the Institute. Approval will be considered once we have reviewed your Proposal to Fundraise form. To get started, please follow the following guide:

The six-step guide for community fundraisers

Step 1 - What would you like to do?
Decide what type of fundraising activity you would like to organise.

Examples of activities include community forums, morning teas, casual dress days at work or school in return for a gold coin donation and events.

Step 2 - Is my activity legal? Do I have to comply with any laws?
Understanding your responsibilities, including fundraising laws in your State or Territory, is important. Depending on what activity you decide to conduct, you may need to check with local authorities to make sure you comply with local regulations.

You may be required to be registered as a Fundraiser before conducting any fundraising activities, so you will need to contact Consumer Affairs Victoria to check your obligations or, if you are fundraising in a different state, you'll need to ensure you comply within that States fundraising requirements.

Step 3 - Will my activity be suitable to the Institute?
Once you've decided on your activity, you will need to complete and sign the Proposal to Fundraise form and send it to the Institute for consideration.

The Institute will usually provide a response within two weeks from the date of receipt.

Step 4 - What will the Institute do?
The Institute will review your Proposal to Fundraise and, if the proposal is successful, the Institute will provide you with an Authority to Fundraise letter.

An Authority to Fundraise letter will only be provided once the Institute is satisfied that the proposed activity meets these Fundraising Guidelines and provides a reasonable net return on your investment of time and effort.

Step 5 – the Institute has authorised my activity ... what now?
You can start organising your activity! You may like to form a committee of volunteers/friends to help you.

You will need:
- a plan
- a budget.

You may also need a permit from your local government or fundraising authority.

Step 6 - The activity is over ... what now?
Please fill out the Remittance Statement and deposit the funds raised to the Institute within 30 days of completion of your fundraising activity.

Send thank you letters and follow up with all your sponsors and supporters.

Understanding Your Responsibilities

The fundraising activity must be conducted in the name of the person or organisation named in the Authority to Fundraise letter (the Community Fundraiser). The Community Fundraiser, not the Institute, will be solely responsible for the co-ordination and management of the activity, along with any finances, prizes, publicity and/or goods or services required to run the activity.

The Community Fundraiser must ensure that its officers, employees, agents, partners, volunteers, contractors and associates do not claim to represent the Institute, nor claim to have any authority to act on behalf of the Institute.

The fundraising activity is not, and must not be advertised as, an official Institute activity.

Public liability insurance

It is the Community Fundraiser's responsibility to ensure adequate public liability insurance cover is held in relation to the fundraising activity, and any other appropriate insurances.

Activities which may be deemed risky

The Institute reserves the right to refuse to grant authority for activities that it deems are too dangerous or pose an unacceptably high risk to you or the public.

The Institute will not endorse activities that may adversely affect the health of participants (for example, smoking) or which involve the use of firearms, missiles, explosives or fireworks. The Community Fundraiser must ensure that all fundraising activities comply with relevant Australian laws and regulations.

Privacy

The Institute respects your privacy. We will use the personal information you provide only to process donations and to send you further information about the Institute. If you have any questions about privacy please phone the Development Office on (03) 5331 3101.

Important requirements for community fundraising activities

Logos, media, information and approvals

The Community Fundraiser is responsible for generating publicity in the media about the fundraising activity. The Institute reserves the right to approve any media release, artwork, activity description or wording about the Institute before it is published or distributed. This is to ensure that the activity and the Institute's involvement are represented correctly. If in doubt about how to describe the Institute in any promotional material for your activity, please contact a member of the Institute Communications Team on (03) 5331 3101.

Use of the Institute logo

Use of the Institute logo may be permitted at the Institute's discretion and for a limited time and only for the purpose of the approved fundraising activity. Any placement of the Institute logo (by the Community Fundraiser or supporting commercial organisations) must be approved by the Institute. Guidelines on how to use the Institute logo will be supplied upon request, following approval of the fundraising activity.

Understanding Your Responsibilities

Use of the Institute's name

All printed promotional materials featuring the Institute's name or logo must be approved at the design stage by the Institute (prior to print and distribution). Please note that the Institute is printed as one word, lower case and in italics.

Once you receive the Authority to Fundraise letter from the Institute, you may use the following terminology on all promotional materials:
"Proudly supporting the Fiona Elsey Cancer Research Institute".

Example of correct usage:
Vintage Car Morning Tea – Proudly supporting the Fiona Elsey Cancer Research Institute

Example of incorrect usage:
Branding as an Institute event or activity.
E.g. The Fiona Elsey Cancer Research Institute Vintage Car Morning Tea.

Make sure you contact the Institute for approval of any media release, logo use, artwork, activity description or wording about the Institute before it is published or distributed.

Money matters

As the Community Fundraiser and activity organiser, you are responsible for all financial aspects of the activity, including record keeping, management of funds and depositing of
funds raised into the Institute bank account.

You must comply with the fundraising legislation and regulations that apply in your State or Territory.

You must also:

• Keep and provide the Institute with accurate financial records including a budget of your activity

• All funds raised must be deposited into the Fiona Elsey Cancer Research Institute account within 30 days of the fundraising activity.

The Institute cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented.
(Total expenses must be less than 40% of total proceeds).

TIP for record keeping: a simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, Cheques donated, donor sponsorship/tally sheets. A budget template is provided for your use in this kit.

Legal Matters

National, State and Territory laws

All fundraising activities must comply with all relevant National, State and Territory laws. In each State and Territory, there is a Fundraising Act or equivalent to which the Institute, and people fundraising on behalf of the Institute, must adhere.

Other regulations you should be aware of, in particular, relate to liquor licensing and preparation of food. It is also your duty, as the Community Fundraiser, not to make false statements while seeking donations. For example, if you say that 'proceeds' will be donated to the Institute, then all monies must be donated. If you plan to deduct your expenses from money raised, then you should say that 'net proceeds' will be donated to the Institute

You may also need to comply with the Gambling Regulation Act 2003 for certain activities such as raffles and bingo.

To find out more about fundraising legislation in your State or Territory, please contact the relevant authority listed below:

Victoria
Consumer Affairs Victoria
GPO Box 123 Melbourne 3001
Consumer Affairs Helpline: 1300 55 81 81 F: 8684 6199
Website: www.consumer.vic.gov.au

Australian Capital Territory
ACT Business Names, Incorporated Associations and Charitable Collections, Department of Justice & Community Safety
PO Box 255, Civic Square ACT 2608
T: (02) 6207 0473 F: (02) 6207 0487
Website: www.ors.act.gov.au

New South Wales
Office of Charities, Department of Gaming and Racing
GPO Box 7060, Sydney NSW 2001
T: (02) 9995 0666 F: (02) 9995 0611
Website: www.olgr.nsw.gov.au

Northern Territory
Racing, Gaming & Licensing Division of NT Treasury
PO Box 1154, Darwin NT 0801
T: (08) 8999 1800 F:(08) 8999 1888
Website: www.nt.gov.au/justice/licenreg

South Australia
Office of the Liquor and Gambling Commissioner
Lottery Licensing,
GPO Box 771, Adelaide SA 5001
T: (08) 8226 8500 F:(08) 8226 8588
Website: www.olgc.sa.gov.au

Tasmania
The Office of Consumer Affairs and Fair Trading
GPO Box 1244, Hobart 7001
T: 1300 65 44 99 F: (03) 6233 4882
Website: www.consumer.tas.gov.au/business_affairs/charities

Western Australia
The Administrative Officer, Charitable Collections Advisory Committee, Department of Commerce
Postal Address: Locked Bag 14 Cloisters Square WA 6850
T: 08 9282 0832 F: 08 9282 0948
Website: www.docep.wa.gov.au/charities

Queensland
Registration Services Fair Trading Operations
Department of Employment, Economic Development and Innovation
GPO Box 3111, Brisbane QLD 4001
T: 13 13 04 F: 07 3405 0731 (General)
Website: www.fairtrading.qld.gov.au

"Third Party" permits

Third party permits and permissions may also be required for your activity.

• Consider informing the police and St. John's Ambulance about your fundraising activity if it is a large event.
This includes street parties and parties held at home. Your State or Territory police service may have guidelines for parties held at home.

Proposal to Fundraise Form

Contact Details

Name (Community Fundraiser) _____

Position (if applicable) _____

Name of Community Group/Business (if applicable) _____

Postal Address _____

_____ Postcode _____

Mobile _____ Phone _____

Email _____

Event Details

Event Name (if applicable) _____

Date of event _____

Venue _____

Venue Address _____

Please provide an overview of your fundraising event:

_____

_____

_____

How did you hear about us?

_____

Proposal to Fundraise Form

Promotion

Will you be developing any promotional material for this event? (Please circle) YES NO

Would you like your event listed on our Institute website "Events Calendar"?

(Please circle) YES NO

Will you require our logo for any promotional material? (Please circle) YES NO

We note all promotional material using our logo and/or name **must be approved prior to printing.**

Please confirm the following:

I have read the Institute Fundraising Guidelines and agree to abide by them at all times. I confirm that by signing this Proposal to Fundraise, I am acting on behalf of and with the authority and power to bind those individuals and companies named as the Community Fundraiser. I confirm that my proposed fundraising activity complies with all relevant legislative and local government requirements and that all appropriate permits, licenses and insurance for fundraising in the State and/or Territory where the activity is to be held will or have been obtained. I will not exploit the position as a Community Fundraiser and/or the association with the Institute for personal gain. I agree that all personal and sensitive information associated with the proposed fundraising activity will be handled in accordance with all relevant privacy legislation. I confirm that any fundraising activity costs shall at all times be held to a percentage of revenue which is generally acceptable within the not-for-profit sector and by the public. The traditional percentage split is no more than 60/40 – overall activity revenue to activity costs. I will ensure that financial and activity reports are made available to the public and the Institute, including the amounts raised, how it was spent and the net proportion donated to the Institute. I confirm that any monies raised or donated during the fundraising activity will be used for the stated purpose for which they were raised and within any specified timeframe. I agree to seek permission to use the Institute name or logo on materials relating to the fundraising activity. I confirm that I have read and understood the above requirements and I agree, on my own behalf, and on behalf of those named as Community Fundraisers, to comply with them

☐ I confirm that I have read and understood the above requirements and I agree to comply with them.

Signed for and on behalf of the Community Fundraiser Date (dd/mm/yy)

…… ……

Please return this form to **or** events@fecri.org.au

The Fiona Elsey Cancer Research Institute
Ballarat Technology Park - Central
Suite 23,
106-110 Lydiard Street South
BALLARAT Vic 3350

Budget page 1

GUIDE ONLY
Certain categories may not be applicable to your event, only complete relevant fields.

Event Name:

Fundraising Activity Budget

Instructions:

1. Use the Budget worksheet to set the estimated budget for your fundraising event
2. Record estimated amounts for each item in each category
3. When you make a purchase, add the amount to the Actual column
4. Try to make the Total for each category be equal to or less than the Estimated (budgeted) amount
5. Return this Estimated budget to the Institute upon completion of your fundraising activity

		Estimated	Actual
Total Income	$		
Total Expenses	$		
TOTAL funds raised for Fiona Elsey Cancer Research Institute	$		

INCOME

	Estimated	Actual
Event proceeds		
Entry Fees		
Ticket Sales		
Other Income		
Other:		
Total Event proceeds		

	Estimated	Actual
Sponsorship		
Major sponsors		
Minor sponsors		
Other sponsors		
Other:		
Total Sponsorship		

	Estimated	Actual
Extra Sales		
Auction		
Raffle		
Sale of Photography		
Sale of merchandise		
Other:		
Other:		
Total Extra Sales		

	Estimated	Actual
Donations		
Donations		
Total Donations		

Budget page 2

GUIDE ONLY

Certain categories may not be applicable to your event, only complete relevant fields.

EXPENSES

Site	Estimated	Actual
Equipment hire		
PA, audio visual		
Permits, licences		
Venue Hire		
Site staff		
Tables and chairs		
Total Site		

Decorations	Estimated	Actual
Balloons		
Banners and signs		
Flowers		
Lighting		
Table centres		
Other:		
Total Decorations		

Refreshments	Estimated	Actual
Casuals		
Cutlery		
Drinks		
Food		
Linens		
Plates, glasses etc.		
Total Refreshments		

Prizes	Estimated	Actual
Auction Items		
Goodie Bags		
Ribbons, trophies		
Thank you gifts		
Certificates		
Other:		
Total Prizes		

Promotion	Estimated	Actual
Advertising		
Distribution		
Graphic Design		
Paper / Stationary		
Photocopying		
Photography		
Postage		
Printing		
Website		
Total Promotion		

Program	Estimated	Actual
Car parking		
Accommodation		
Marshall / Staff		
Other production costs		
Performers		
Speakers		
T Shirt / Clothing		
Team signs / numbers		
Travel / Transport		
Total Program		

Miscellaneous	Estimated	Actual
Couriers		
Fuel		
Insurance		
Phone Calls		
St Johns		
Volunteer expenses		
Total Miscellaneous		

Other Expenses	Estimated	Actual
Dry cleaning / laundry		
Other:		
Other:		
Other:		
Other:		
Total Other Expenses		

Statement

Fundraising Remittance Statement

Please send to FECRI within 4 weeks of event completion

Fiona Elsey Cancer Research Institute (ABN: 15 108 331 657)

Your Details

Event number: _____

Contact person: _____

Contact number: _____

Address: _____

_____

This remittance statement is for your donation of the following amount:

Donation: $_____ **Method:** ☐ Cash ☐ Cheque ☐ Bank Deposit

Donation date: _____

Please transfer all donations to the Fiona Elsey Cancer Research Institute and post the completed Remittance Statement to:

The Fiona Elsey Cancer Research Institute, Ballarat Technology Park - Central

Suite 23, 106-110 Lydiard Street South BALLARAT Vic 3350 or email: **events@fecri.org.au**
Please provide your event number as the transaction reference.

Account name:	Fiona Elsey Cancer Research Institute
BSB:	633 – 000
Account Number:	128 174 802
Reference:	[your event number]
Bank:	Bendigo Bank

On behalf of all of us at Fiona Elsey Cancer Research Institute, we would like to take this opportunity to thank you for your support.

"fighting cancer through research"