

YOUR FUNDRAISER

YOUR FUNDRAISING MAKES A DIFFERENCE

TOOLKIT



IT ALL MAKES YOUR FUNDRAISING MAKES A DIFFERENCE A DIFFERENCE

Thank you for fundraising for Flinders Foundation.

Flinders Foundation needs people in the community like you to make new medical discoveries and improved health outcomes possible.

We value our fundraisers and share your desire to make life changing impacts for people.

Your generous support will give people hope including those who are currently living with disease and those who will soon be diagnosed. You can help people and their families who are currently in need by making their lives healthier and providing more precious time to spend with their loved ones.

YOUR GENEROSITY IS VITAL

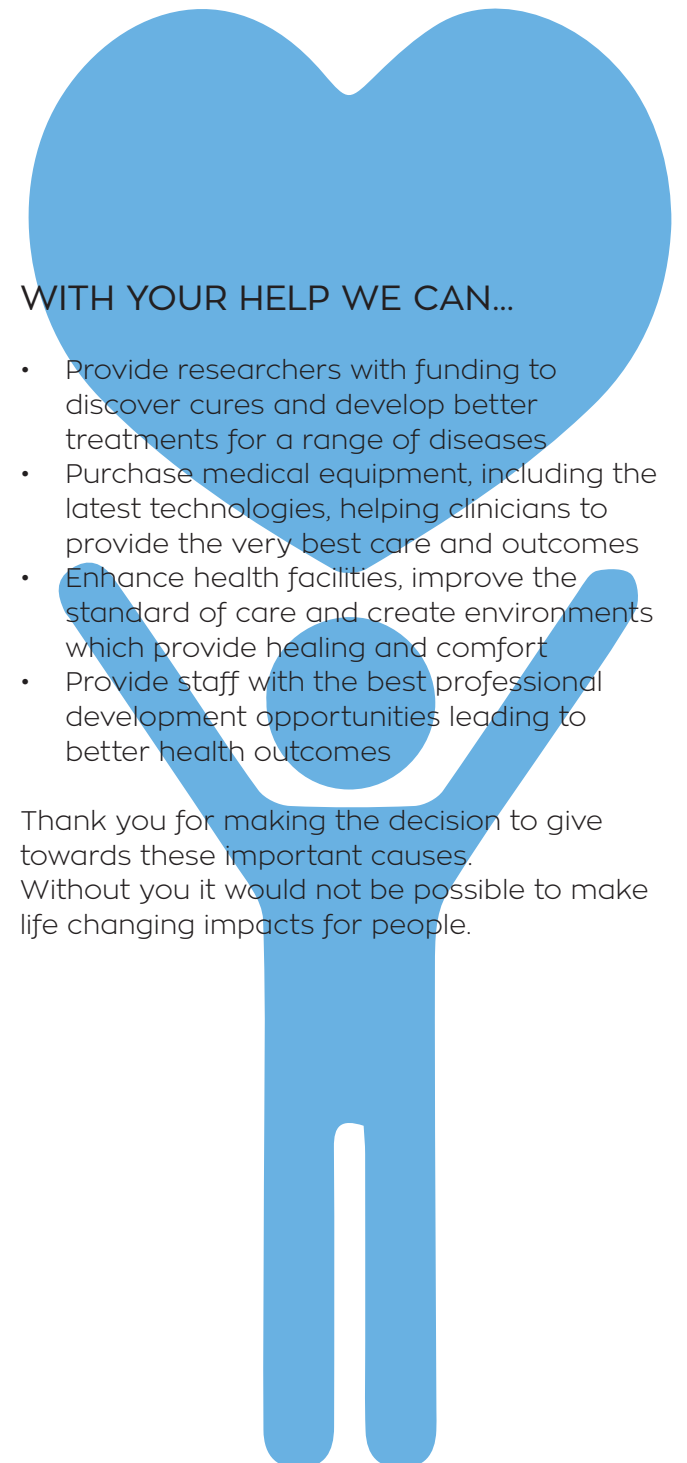
We rely on fundraising for new treatments and cures to be developed, new technology to be made available, and for health facilities to be enhanced.

We're very excited to hear about your fundraising plans and we're sure you're just as excited to get started! This booklet aims to provide you with lots of ideas, inspiration, and practical advice for making your fundraising a success. We're here to help you along the way, so if you have any questions please get in touch with our fundraising team on (08) 8204 5216.

WITH YOUR HELP WE CAN...

- Provide researchers with funding to discover cures and develop better treatments for a range of diseases
- Purchase medical equipment, including the latest technologies, helping clinicians to provide the very best care and outcomes
- Enhance health facilities, improve the standard of care and create environments which provide healing and comfort
- Provide staff with the best professional development opportunities leading to better health outcomes

Thank you for making the decision to give towards these important causes. Without you it would not be possible to make life changing impacts for people.



HELPFUL FUNDRAISING IDEAS IDEAS



There are so many different and creative ways you can raise funds for Flinders Foundation. Here are a few ideas to get you started:

Art exhibition

Hold a competition for artists to enter. Their works could be sold off and the funds donated to Flinders Foundation.

Auction

Organise an event with friends, family and colleagues and include an auction to raise more funds. Seek out local businesses who may be interested in donating goods for auction.

BBQ

Any excuse for a barbie! See if you can get sausages and bread donated and host a BBQ. Approach your local Bunnings or link into a community event.

Bingo

An old favourite! Get a group of friends together and hold a bingo night. The guys from Bogan Bingo will make your event easy boganbingo.com.

Birthday party

In lieu of a birthday present or a cake, ask your friends to make a donation to your fundraising.



Casual day

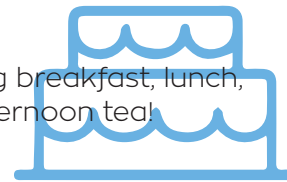
Hold a gold coin casual day at your workplace or school. What about a theme? For example: Pyjamas, super heroes or crazy hair day are just a few you could choose.

Challenge

Ask people to sponsor you for giving up alcohol, sugar, coffee or take away food.

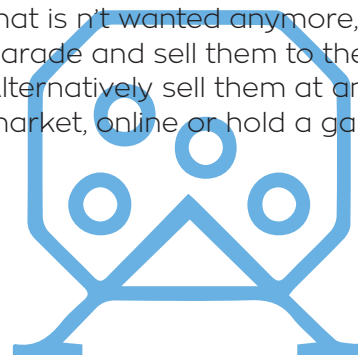
Eat

Everyone loves food! Organise a fundraising breakfast, lunch, dinner, morning or afternoon tea!



Fashion

Get together with friends and donate clothing that is n't wanted anymore, hold a fashion parade and sell them to the highest bidder. Alternatively sell them at an exciting weekend market, online or hold a garage sale.



Get sponsored

Walk, swim, run, ride...whatever you like! Set yourself a goal and ask your friends and family to sponsor you.

Golf day

Host a golf day for friends, colleagues and clients.

Raffle

Source prizes from local businesses and get the community behind your fundraising efforts.



Quiz night

Host a quiz night. Include a silent auction and fundraising games such as heads/tails, coin toss to boost your fundraising.

Sports event

Arrange a party to celebrate a sporting event. Run a sweepstake for the Melbourne Cup, Australian Open, AFL and donate a percentage of the takings to Flinders Foundation.



Workplace sports match

Holding workplace sporting matches between departments is always popular, whether it's football, basketball, or dodge ball. Organise for teams to be sponsored to play each other and charge a fee to enter.

GET A BOOST YOUR FUNDRAISING BOOST

Encourage donations

Make a large donation to your online fundraising page yourself to set a standard for donations, or make sure the first donation is one of the largest. You will find that if you donate \$50 to your page, your donors will donate higher than you.

Matched giving

Lots of employers have match giving schemes where they will match dollar for dollar what you have raised. Alternatively your workplace may like to give a donation towards your fundraising target.

Donation tin

Ask your Flinders Foundation contact to send you a donation tin that can be displayed at your event, office or shop.

Posters

A lot of places like libraries, gyms and cafes offer bulletin board areas where you can put up flyers. Please send your marketing material to Flinders Foundation for approval before distributing.

Sponsorship

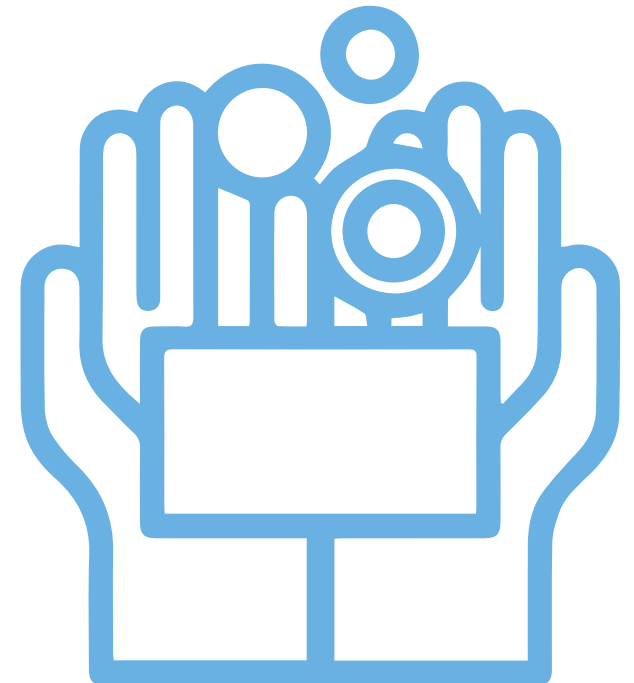
Approach local businesses for raffle items and auction prizes. Phone a potential sponsor and ask for the best contact name to send your sponsorship/ donation request letter to. Speak to your Flinders Foundation contact for a Sponsorship Template Letter. Please get all sponsorships approved by Flinders Foundation before you approach businesses as there may be a conflict of interest with our current sponsorship arrangements.

Events

If you decide to put on a fundraising event, think about how you can leverage your fundraising. Get a sponsor for your event, include a silent auction, wine wall and raffle. Have collection tubs on tables and ask people to donate.

Ask

It's that simple! The more often you ask the more money you will raise.



SETTING IT UP

SETTING UP YOUR ONLINE FUNDRAISING PAGE

Fundraising online is a simple and effective way to help you reach your fundraising target.

Advantages to fundraising online include no handling of cash, transferring funds, or organising donation receipts – it is all taken care of. Once you've filled in the Fundraising Registration Form we will send you a link to start up your online page.

1

Step ONE

Go to flindersfoundation.org.au, click on the fundraising button and select 'Set up your online fundraising page'

2

Step TWO

Fill in the simple online fundraising registration form

3

Step THREE

Design your page

Tips for your fundraising page

- 1 Add your photo.
- 2 Add a personal story about why you are supporting Flinders Foundation– or simply cut and paste this one: “I’m raising money to support Flinders Foundation to make medical discoveries and improved care possible for a wide range of diseases and medical conditions – I need your help to reach my fundraising goal. Any donation would be greatly appreciated.”
- 3 Set yourself a fundraising goal.
- 4 Post updates and photos of your fundraising efforts. The more interactive you make your page, the more people feel connected with your cause and want to reward your hard work.
- 5 Share your page on your social media accounts. People respond better to your requests for donations if you ask them to support you directly. You can also copy your link and share via email and text message.

For example:

“Please help me raise funds for the Flinders Foundation to help them influence health outcomes through research and patient care <insert your page URL>.”

Change this paragraph to:

Make sure you tag #FlindersFoundation

And join our online community

Facebook logo: @FlindersFoundation



@FlindersFound



@FlindersFoundation



[linkedin.com/company/flinders-foundation](https://www.linkedin.com/company/flinders-foundation)



GETTING LEGISLATION AND RESPONSIBILITIES IT RIGHT

Authority to fundraise on behalf of Flinders Foundation

Please wait until you have received your reference number and Authority to Fundraise Letter from Flinders Foundation prior to the commencement of any fundraising activity.

Naming your event/activity

Any fundraising activity must be conducted in your name and is your responsibility. The way you name your fundraising event, or fundraising Facebook page is really important – it needs to be clear this is your event/activity and not an event/activity that Flinders Foundation is running on behalf of yourself.

For example:

Acceptable

Kate's Long Table Lunch – proudly supporting Flinders Foundation

Not Acceptable

Flinders Foundation Long Table Lunch

Legal implications and licences

All fundraising activities must be legal and comply with relevant Australian Federal and State laws. Flinders Foundation and people fundraising in support of the Foundation must adhere to 'Collections for Charitable Purposes Act 1939' when carrying out your event/activity. Some activities carried out at your event may require a license (e.g. a raffle or the sale of alcohol).

Lotteries

Lotteries can be a great way to boost your fundraising dollars, especially if you can get your workplace or a sports/social club involved. You do not need a license to conduct a Minor Lottery (e.g. one where the total prize pool value is \$5,000 or less). A license is required for a Major Lottery (e.g. one where the prize pool value exceeds \$5,000). For the full list of lottery requirements contact Consumer Business Services. (<http://www.cbs.sa.gov.au/licensing-and-registration/lotteries/>)



IT'S LEGISLATION AND RESPONSIBILITIES IMPORTANT

Liquor licensing

Selling drinks at an event such as a quiz night can be a great way to boost your fundraising. Remember though - if you wish to sell or supply alcohol at an event a limited liquor licence is required. Licences must be applied for from Consumer Business Services. (<http://www.cbs.sa.gov.au/licensing-and-registration/liquor/>)

Contact Consumer and Business Services for guidelines and application forms:

Phone 131 882
91 Grenfell Street
Adelaide SA 5000
www.cbs.sa.gov.au



Health and safety

If you are running an event, make sure you check for any hazards and put measures in place to minimise injury. Consider first-aid provision and if necessary get appropriate support from an organisation like St John's Ambulance. If you sell food in a public place, food hygiene laws apply.

Contact your local council for information and guidelines.

Permits and permissions

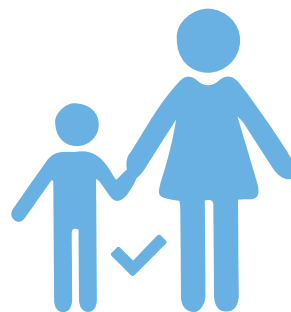
If you are fundraising in a public place, make sure you have permission from the property owner or council.

Collections

Please speak to Flinders Foundation about getting a donation tin and identification badge for collections. You can also take your Fundraising Authority Letter when collecting for anyone who asks for verification. Your Flinders Foundation contact will also discuss the locations in which you can and cannot collect money. The law requires donation tins to be properly sealed, numbered and clearly labelled with the Flinders Foundation logo.

Minors

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



Door knocking

Please **do not** door knock to individual houses to collect donations or promote your fundraising activity.

Insurance

Your fundraising will not be covered by Flinders Foundation insurance. Depending on what type of activity you're holding, it may be advised that you take out cover for yourself and your event participants. High risk events will need to be covered by your own public liability insurance.

Speak to your Flinders Foundation contact should you need assistance with this application.



KEEPING IT LEGISLATION AND RESPONSIBILITIES SIMPLE & EASY

Marketing and branding

You as the fundraiser are responsible for the marketing and promotion of your fundraising event. This includes the design, production and distribution of any marketing materials. Flinders Foundation must approve all marketing materials (e.g. invitations, media releases, posters, letters, signs and certificates of appreciation).

Prior to using the Flinders Foundation logo on any printed, promotional material or products, you are required to obtain permission from the Flinders Foundation.

Please do not change the logo that we provide to you in any way, nor reproduce it out of proportion. Any signage, banners or promotional material that is provided by the Flinders Foundation for the activity must be returned in their original state within two days of the completion of the activity unless alternative arrangements have been agreed upon.

Sponsorship

Sponsors can be a great way of obtaining publicity for an event and businesses/ organisations are often very happy to help charitable events. However, before approaching any company for sponsorship, please contact Flinders Foundation first to discuss. Consulting Flinders Foundation beforehand is necessary as there may be a conflict of interest with our current sponsorship arrangements.

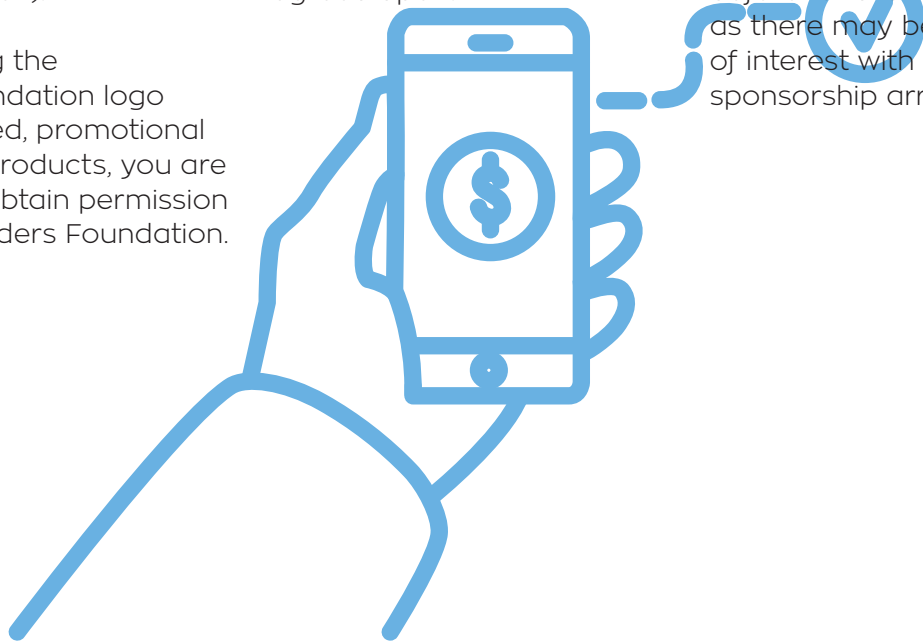


Media coverage

Media is a great way to get some free advertising for your event.

Please check with Flinders Foundation before approaching the media.

All press releases must be approved by our office before they are distributed. If any representative of the media require information about the Flinders Foundation please refer them onto the Flinders Foundation.



HOW MONEY MANGEMENT TO

It's really important that you keep accurate financial records.

It's the law.

Record all monies received and outgoing and keep copies of receipts and invoices.

This will ensure you are not over spending and keeping to your budget.

How you can send your funds to Flinders Foundation....

- **Bank your funds**
over the counter at Westpac or direct deposit using our bank details
BSB 035-045
Account 367922
Include your name and Flinders Foundation Event reference number.
- **Send a cheque**
made payable to Flinders Foundation with your name and reference number.
- **Make a credit card payment**
Call Flinders Foundation office with your name and reference number.

- Bring the cash you have raised to the Flinders Foundation office. Get in touch with your Flinders Foundation contact prior to doing this.
- **Set up an online fundraising web page** where people can donate to you directly. Contact the Flinders Foundation to receive help on how to do this.

Please do not bank funds into your own bank account, funds must be given to Flinders Foundation within 14 days of completing your fundraising activity.

Your costs

Flinders Foundation can't cover the cost of the expenses that you incur in organising your fundraiser – for example, money you might spend on buying sausages for a BBQ.

However, you can deduct them from the proceeds as long as you send us the original receipts – and you ensure you do all that you can to minimise those initial costs.

Your total expenses must be less than 40% of the proceeds.

No expenses should be made in the name of Flinders Foundation.

Receipts

All donations over \$2 are tax deductible. Legally, they can't be given to anyone who will be receiving goods in return for their money. For example receipts can't be issued for auction items, raffle tickets and event tickets.

Please use the **Donor Receipt Tracking Form** for the details of anyone that require a tax receipt and we'll send them one within two weeks.

We recommend that you carefully consider the risks associated with collecting cash and, where possible, enable people to donate directly to us online through your online fundraising page. We can only issue receipts up to the value of the net funds we receive, and only where appropriate financial records have been provided.



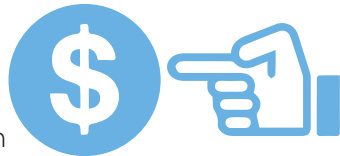
MORE OTHER WAYS TO GET INVOLVED WAYS

There are so many ways you can get involved with Flinders Foundation.



- **Give a regular monthly gift**
The generosity of regular givers enables us to provide support to everyone who needs us. Giving a monthly gift allows us to plan more efficiently to support the people who need us most. Becoming a regular giver is safe and easy, your monthly gift will be automatically debited from your credit card and you can choose to adjust or cancel your gift at any time

- **Make a donation**
Make a donation and support Flinders Foundation

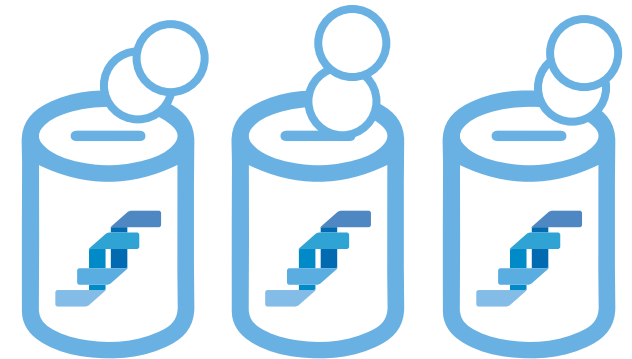


- **Become a corporate partner**
Payroll, workplace giving and corporate sponsorship are important and provide much-needed support to Flinders Foundation

- **Attend a Flinders Foundation event**
Flinders Foundation relies on community support and our events are always lots of fun! You can join our mailing list to be notified about our events.
- **Invite Flinders Foundation to speak at your business or community group**
We would love to share our stories and the vital work we do
- **Volunteer**
We have lots of events and volunteering opportunities available
- **Have a donation tin on your counter**
Placing a donation tin on your counter or in your reception area can be very rewarding with very little effort. Alternatively, if you sign up as a tin collector, your role will be delivering tins to local shops and businesses in your area, and returning them to us when they are full



- **Consider us in your will**
A bequest or gift in your will is a very real way to make a positive difference to Flinders Foundation.



To find out more ways to get involved go to flindersfoundation.org.au

FUNDRAISING REGISTRATION FORM

Every individual/group/ fundraiser of the Flinders Foundation is required to complete and return this form, prior to receiving an Authority to Fundraise letter.

Questions? Please contact us at info@flindersfoundation.org.au or (08) 8204 5216.

Contact Details

Name First	Last
Email	
Phone ()	Mobile
Address	
Suburb	State

If you are organising a fundraiser on behalf of your workplace, community group, sporting club or other organisation please provide details below.

Name of Organisation	ABN
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Fundraising Event/Activity Information

Name of Event/Activity
Description
Proposed date/time
Location

How will funds be raised?

<input type="checkbox"/> Donation Tins	<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Entry Fee
<input type="checkbox"/> Silent Auction	<input type="checkbox"/> Raffles	<input type="checkbox"/> Sales of Merchandise/Goods
<input type="checkbox"/> Other (please explain) _____		

I have read the Flinders Foundation Fundraising Toolkit carefully and understand the content. I agree to conduct my fundraising activity in accordance with these guidelines and to make every effort to uphold the good name and character of the Flinders Foundation. I understand that I cannot claim against Flinders Foundation for any damage or injury incurred as a result of this fundraising event.

I understand that the Flinders Foundation reserves the right to withdraw approval of this activity at any time should the event or the activity organiser/s fail to comply with the Flinders Foundation Guidelines. I understand that the Flinders Foundation and its staff and volunteers cannot be held responsible for any loss or damage that occurs as a direct or indirect result of this activity. I am in a suitable physical and mental condition to organise and run this activity and have considered any and all risk that may be associated with this event.

Signature	Date
<small>(You must be 18 years or over to sign)</small>	

Print full name _____

Please return the completed and signed paperwork to **Flinders Foundation**
Email info@flindersfoundation.org.au
Post Flinders Drive, Bedford Park SA 5042

Flinders Foundation respects your privacy. We would like to keep you informed of our activities, however if you do NOT wish to receive further information please tick this box.

Internal use only
Date application form received / /
Activity Approved YES / NO
Further Information required YES / NO

DONOR RECEIPT TRACKING FORM

Name of Event/Activity _____

Reference Number _____

Activity Organiser (Name of main contact) First _____ Last _____

Email _____

Phone () _____ Mobile _____

Please note
 Tax deductible receipts cannot be issued for goods or services in return for a donation (including raffles, auction items.)

 Only donations over \$2 are tax deductible.

Please record donor details on this form for any receipts that you need Flinders Foundation to send. Receipts will be sent directly to the details you provide below, so please ensure details are complete and correct.

DONORS REQUIRING RECEIPTS					
Title	First name	Last name	Address	Email	\$

DONOR RECEIPT TRACKING FORM

DONORS REQUIRING RECEIPTS (page of)					
Title	First name	Last name	Address	Email	\$

FUNDRAISING PLAN TEMPLATE

Fundraising activity	Information	Date	Anticipated income
Quiz Night	Organise a quiz night with a silent auction and bar	January	\$2,000
Donation request	Share online page on social media and email	February	\$1,000

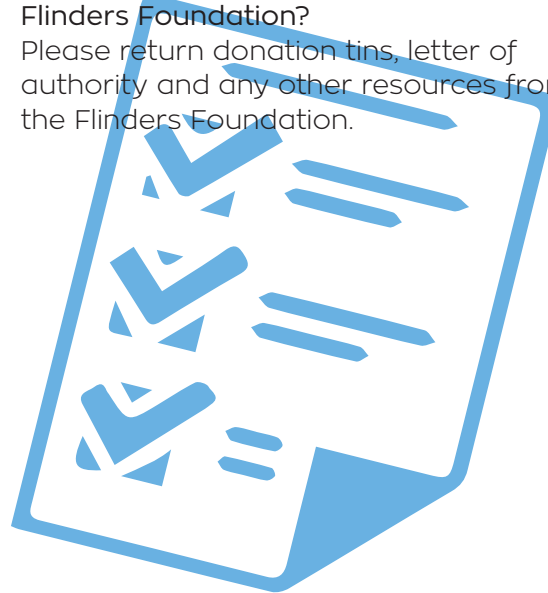
CHECK TWICE CHECKLIST DO ONCE

CHECKLIST

- Have you received your fundraising Reference Number and Fundraising Authority Letter?
- Have you set up your online fundraising page?
- If you are running an event, does it need public liability insurance?
The responsibility for insurance sits with the event organiser.
- Is a permit or licence required for your event?
Verify this at cbs.sa.gov.au
- Have you got approval?
Make sure you have your Flinders Foundation contact approve all promotion/marketing material, media press releases, sponsorship requests and use of the

Flinders Foundation logo.

- Do you require any Flinders Foundation signage or donation tins?
Make sure you talk to Flinders Foundation about resources you require so they can help you boost your fundraising.
- Have you banked your money?
Please bank your fundraising within three weeks of completing your activity.
Please include your reference number.
- Have you returned items to Flinders Foundation?
Please return donation tins, letter of authority and any other resources from the Flinders Foundation.



THANK YOU'RE AMAZING YOU

On behalf of Flinders Foundation thank you for your support.

We are excited to have you as part of the team.

Send us photos and your inspirational stories... we love to hear from you and we like to use your stories in our publications, social media and on our website, as part of our thanks to you, and to inspire other people like you.

Contact us
Flinders Foundation
P: (08) 8204 5216
E: info@flindersfoundation.org.au
W: flindersfoundation.org.au
A: Flinders Drive, Bedford Park SA 5042

