



COMMUNITY FUNDRAISING TOOLKIT

If you require any further information regarding community fundraising for the Telethon Juvenile Diabetes Family Centre please contact:

Bec Johnson
General Manager
rebecca@telethonjdfc.org.au
Ph: 0424 290 877

Once you have decided how you would like to fundraise for the Telethon Juvenile Diabetes Family Centre, please find our terms and conditions and registration form at available at the end of this document or on our website www.telethonjdfc.org.au

Thank you so much for your support.

Introduction

Firstly, thank you for your interest in fundraising for the Telethon Juvenile Diabetes Family Centre. The funds you raise help us to support children with type 1 diabetes and their families. We hope you find fundraising for the Family Centre a rewarding experience, and a good way to feel connected with your community. This Community Fundraising Guide is here to help you with your fundraising efforts.

What is type 1 diabetes?

Type 1 diabetes is a lifelong, serious medical condition that occurs when the immune system destroys the cells in the pancreas that produce insulin, the hormone that regulates the level of glucose (sugar) in the blood. People with type 1 diabetes are dependent on insulin delivered by a pump or multiple daily injections for life, and must adhere to a strict daily regimen of blood glucose testing, dietary adjustments and physical activity in order to stay healthy. Dangerously high or low blood glucose levels are both life threatening. Low blood glucose can cause seizure, coma and death, and high blood glucose damages tissues in the body and can cause kidney failure, blindness and nerve damage.

Having a child diagnosed with type 1 diabetes changes a family's life forever. The daily routine of insulin injections, blood glucose testing, and adjustments to diet and activity, combined with the constant threat of the devastating risks associated with blood glucose levels that are too high or low can leave families exhausted, strained and vulnerable to breakdown.

What does the Telethon Juvenile Diabetes Family Centre do?

Families with children who have type 1 diabetes need support. The Family Centre helps families feel connected, informed and equipped to handle the challenges of type 1 diabetes. We offer in-depth diabetes education and clinical care in a community setting, rather than a hospital. We also provide critical opportunities to create networks and to enjoy the support and friendship of peers who understand the complexities of life with type 1. Our goal is to ensure that families with children with type 1 do not feel alone; we're in this together.

Where does the money go?

Funds raised for the Telethon Juvenile Diabetes Family Centre go towards establishing the facility and its programs:

- Purchasing equipment that will enable the Family Centre to serve as an education facility
- Installing kitchen facilities and creating programs to train children and families in the essential aspects of nutrition with type 1 diabetes
- Quality education resources
- The provision of counselling and support services for families affected by type 1 diabetes
- Informative and innovative workshops, speakers and seminars
- Play areas for children
- Retaining outstanding staff

Fundraising for the Telethon Juvenile Diabetes Family Centre

1. Decide on your fundraising activity
 2. Set your event budget
 3. Decide on your fundraising target
 4. Know your responsibilities
 5. Submit the Fundraising Activity Application Form to the Family Centre
 6. Set up your Everyday Hero fundraising page
 7. Market your event
 8. Organise your team
 9. Sourcing prizes or sponsorship
- After the event:
10. Tell us about it! And thank your supporters
 11. Deposit the funds you raised
 12. Organising receipts

1. Decide on your event or fundraising activity

There are lots of ways you can raise funds for the Family Centre - the options are endless! Think about what kinds of things the people in your community or at your work would get behind, and go from there.

If you're stuck for ideas, you could:

- Hold a quiz or karaoke night;
- Host a picnic performance – eg. Jazz/Opera in your local park;
- Take part in a walk-a-thon, marathon or bike ride or organise a sporting day or event – like a day at the races or barefoot bowls;
- Organise a Christmas, Valentines or fancy dress ball or dinner;
- Organise a sports tournament playing cricket, golf, tennis etc;
- Host an auction of items that would be a “once in a lifetime” opportunity Eg: have your name used as a character in a novel; kick the footy to Nic Naitanui; bowl a cricket ball to Steve Waugh. Someone in every community knows someone famous - ask around and see who you can get to be part of your event;
- Organise a river cruise, a fashion parade, a cultural event or food festival;
- Hold an exhibition/auction of art or hand painted designs by local personalities;
- Hold a raffle on a monthly basis;
- Give a donation to the Family Centre instead of corporate gifts at Christmas;
- Reduce your workplace paper and stationary usage and ask your employer to donate the amount saved;
- Talk to your employer about a Payroll Contribution Scheme;
- Create a promotion where your company donates a percentage or dollar amount from certain products sold during a certain time. Or create a voucher booklet to encourage return business donating a certain amount from each booklet sold;
- Some people also choose to give donations in lieu of wedding gifts, anniversary or birthday gifts or in memory of someone special (particularly at Christmas, Mother’s Day and Father’s Day).

If you already have an idea please read our terms and conditions and fill out our registration form, which is available at the end of this document and on our website www.telethonjdfc.org.au

2. Set your event budget

Before you start fundraising, it's essential you estimate all your expenses and income and make sure you have

a big enough margin to finish in the black! If you need a template to help you list your costs and estimate your income, contact Bec at the Family Centre and she can provide you with one.

A good way to start your budget is to calculate all of your set costs (ie. venue hire, entertainment, food and beverage, printing etc) and ensure that these costs will be covered in your income. Once your set costs are covered then you can concentrate on your fundraising activities.

Remember to try and keep your expenses to a minimum. A successful fundraising event should net an income of at least 60/40 (funds raised/expenses). This applies to events held and promoted specifically for the purpose of raising funds.

3. Decide on your fundraising target

The sky is the limit! The Family Centre appreciates every dollar you are able to raise for us – every donation, no matter how big or small, will be put to good use by the Family Centre.

Think about the ways in which you can maximize your fundraising potential. If you are running a fundraiser for the Family Centre at your work consider asking your employer if the company would be willing to match any funds raised by its staff. You might also try asking local businesses if they would be willing to sponsor your event with cash or in-kind sponsorship in return for some exposure, to help keep your costs down.

4. Know your responsibilities

The event organiser, not the Family Centre, is responsible for the coordination and management of the event, finances, prizes, publicity and/or goods and services required to run the activity. Where possible, we will support and advise you.

Make sure you consider and take out any necessary insurance for your fundraising activity as you will not be covered under Family Centre policies. It is important to have public liability cover if you are holding an event where members of the public will be attending. You can organise this through an insurance broker. If your event requires a large infrastructure set-up make sure your suppliers are trustworthy and that they have their own insurance coverage.

If you are running a raffle or selling alcohol you will need to get the correct licence from the Department for Racing, Gaming and Liquor – please check out their website before planning your event <http://www.rgl.wa.gov.au/>. If you hold a raffle, make sure you keep all your ticket stubs and take down all the details of the prize winner as Department for Racing, Gaming and Liquor may request these for an audit.

If you are holding an event in public or on property that you do not own you will need permission from the property owner or council. If you are preparing and selling food you will also need a license from your local council.

If you are holding a large event you need to make every effort to make sure your guests are safe. Mark out emergency exits with clear signage, if you are having a lot of people attending you may also need to hire some crowd controllers and consider First Aid support from St John's Ambulance. Make sure staff/volunteers know where all of these are located also and map out contingency plans in case of bad weather if you are holding your event outdoors. Consider whether your venue has enough parking for the amount of people attending. If not, you may want to advise your guests about public transport options.

5. Submit a Fundraising Activity Application Form

The Family Centre is obliged to approve and authorise all fundraising activities held on its behalf. Please make sure you only begin your fundraising once you have received an authorisation letter from the Family Centre. The

authorisation letter will only be sent to after you have read and agreed to the terms and conditions and filled in a registration form which is at the end of this document.

The Family Centre needs to have funds totalled and returned within 14 days of the event to comply with the Charitable Collections Act, so please ensure you are able to reconcile your income and expenses within this time frame.

When you have your Authority to Fundraise letter from us...

6. Set up your Everyday Hero fundraising page

Making donations online is convenient for you and your donors, as it reduces the need to handle cash or cheques and it generates receipts automatically. You can set up an event page through www.everydayhero.com.au and nominate the Family Centre as your charity. Then you will be able to forward your unique webpage link to all your friends and family via email or by posting it on facebook or twitter. If you need help setting up an Everyday Hero account call Bec at the Family Centre on 0424 290 877.

7. Market your event

Using the Family Centre logo

Using the Family Centre logo on posters, invitation, or a website helps show the legitimacy of your fundraising event or effort. The logo must be used in specific ways, however, to protect the Family Centre's brand. If you would like to use the Family Centre logo, ask Bec Johnson at the Family Centre for a copy of it, and please send Bec the materials to review before they are printed or published.

Publicity

Publicising your fundraising event can be very important in order to attract wide support. We have limited resources at the Family Centre, so we appreciate any effort you are able to make to publicise your event. We are happy to provide guidance and advice to ensure that your publicity is as effective as possible. We can also provide information sheets about diabetes, and statements about the Family Centre should you require them.

There are lots of ways of promoting your fundraising event:

- School newsletters;
- Facebook and other social networking sites;
- Shopping centre noticeboards or shop window displays;
- Websites;
- Community Radio;
- Your local Community Newspaper;

If you are producing a poster to publicise your event, make sure the information contained on it is brief, punchy and accurate. Don't mix more than two fonts on your poster and make sure the information is clear, well-spaced and easy to read. Consider approaching a printer to see if they can do a special deal for you in exchange for having a credit on your poster. Make sure you get a reliable group of people to distribute the posters. Display them around four to six weeks prior to your event.

Don't be afraid to ask people to help you in promoting your event. Often shops and schools will be happy to promote an event when they know that the money raised will be given to a good cause. Another good approach is to ask a local personality to help promote your event. This may be the local Mayor, local publican, an entertainer or sports person. Having the help of someone like this will draw more attention to your event and will present many more publicity opportunities.

These days one of the quickest ways to get the message around is by creating an event on your Facebook page and inviting all of your friends to it. Remember though that you must get the Family Centre's permission if you want to use our logo.

If you are speaking to the media or circulating a media release, it is important you don't make any statements without running it past the Family Centre office first. Target your media outlets, like local community papers and community radio, and concentrate your efforts on the ones relevant to your audience. Once you have sent your release to a media outlet, make sure you follow up with a phone call. If they would like more information about the Family Centre, get them to call Bec Johnson, the General Manager, on 0424 290 877.

Take photos

Remember to take lots of photos of your event to use for future promotion, or send to your local newspaper.

8. Organise your team

Many hands make light work so get your team or committee together by calling upon family, friends and co-workers to help you. Assign roles to your team members and if needed gather additional volunteers who can assist in the planning, implementation and running of your event.

9. Sourcing prizes or sponsorship

Are you planning on approaching businesses to source the donation of prizes or sponsorship? If so, please provide us with the name of each business in advance. This will assist us to maintain our relationship with key organisations that regularly support the Family Centre.

After the event:

10. Tell us about it! And thank your supporters

Tell us how you went! We love receiving photos, feedback and copies of media coverage from our community fundraisers.

Remember to thank your volunteers, donors and sponsors – a thank you letter within a week of the event is a good idea.

11. Deposit the funds you raised

If you did your fundraising through an Everyday Hero page you don't need to worry about depositing the money – it's all done for you.

If not, fundraising monies need to come to the Family Centre within 14 days of the event to comply with the law.

Payments can be made by:

Cheque

Made out to the Telethon Juvenile Diabetes Family Centre Ltd.

Direct Deposit

Telethon Juvenile Diabetes Family Centre

National Australia Bank

BSB: 086-420

Account: 14-746-4694

In Person

Contact Bec Johnson and arrange a meeting time to deliver the funds to our office.

12. Organising receipts

Any donation over \$2 can be claimed as a tax deduction. Mentioning that any donation over \$2 is a tax deduction might be an incentive for prospective donors.

If you think you will be collecting cash donations (that is when the donor has not received a material benefit in return for payment) you can request an official Family Centre receipt book.

The following are not donations and can not be claimed as a tax deduction: raffle tickets, event entry tickets, auction items, etc.

Telethon Juvenile Diabetes Family Centre 2014 Community Fundraising Activity Application Form and Terms and Conditions

Thank you for your interest in fundraising for the Telethon Juvenile Diabetes Family Centre.

Your generosity will help us support children with type 1 diabetes and their families to manage a very complex disease.

All individuals, groups or organisations who wish to raise money for charitable organisations must hold an authority to fundraise. Therefore, before you commence your fundraising, you will need to obtain an authority to fundraise from the Family Centre.

Below is an application form, along with the Family Centre's terms and conditions for holding a fundraising event or activity. Please read the terms and conditions carefully. If you accept and agree to them please complete, sign and return the application and registration form to the Family Centre, either at rebecca@telethonjdfc.org.au or via post to POS Box 1813 Osborne Park DC WA 6916. We will send you an email if your fundraising event has been approved.

We thank you and look forward to you helping us reach our goal.

Telethon Juvenile Diabetes Family Centre 2014 Community Fundraising Terms and Conditions

The Telethon Juvenile Diabetes Family Centre (the Family Centre) abides by the *Charitable Collections Act 1946*. The below terms and conditions have been developed to outline your obligations to the Family Centre to ensure we operate under the prevailing legislation.

Fundraising for the Family Centre

- Any individual, group or organisation, fundraising on behalf of the Family Centre must agree to and accept the following terms and conditions, and register, and have authorised by the Family Centre, their fundraising event or activity.
- If the Family Centre accepts your offer to fundraise, we will send you an authorisation letter to fundraise on our behalf. We are also happy to support your fundraising event by placing the information about your fundraising event on our Facebook page.
- You will not be authorised to fundraise for the Family Centre until you have received our authorisation letter.
- If the details of your fundraising event change from the original details provided in your registration form, it is essential that you advise the Family Centre, as this may result in a new authorisation letter being issued.
- The organisers of the fundraising event are to be the sole organisers and administrators of their event or activity, and the Family Centre will not take on any responsibility for the operation or conduct of the fundraising event.

Legal Requirements

- The organisers and any participants involved in the fundraising should ensure that they comply with any and all legislation, regulations, by-laws and codes applicable to any person who is:
 - collecting funds for a charitable organisation;
 - operating, managing or administering any raffle ticketing, game of chance, bingo, tipping or any other form of appeal to the public for donations or proceeds;
 - operating, managing and administering the fundraising event.
- The organisers of the fundraising event should contact the Department of Consumer and Employment Protection and the Gaming and Wagering Commission to find out what licences, approvals or permits may be required to conduct your fundraising event or activity. The Family Centre may request a copy of the

granted licence, approval or permit. The Family Centre will not be able to arrange a licence, approval or permit on your behalf.

- Please note that the Family Centre does not endorse or approve door to door or street collections under any circumstances.
- Any children under 16 years collecting donations as part of your fundraising activity should be accompanied by a parent/guardian.
- Must wear name badge during fundraising, which is consecutively numbered. The badge should indicate the name of the collector, the name of the charitable organisation and specify the period the authority shall remain in force.

Costs of the Fundraising Event

- The organisers' responsibilities include, (but are not limited to):
 1. all of the costs and liabilities associated with the event. The organisers are not permitted to incur expenses or other liabilities in the name of the Family Centre;
 2. organising appropriate cash handling systems for the fundraising event;
 3. reconciling all proceeds received from the fundraising event and arranging for the proceeds to be forwarded to the Family Centre within 14 days from the completion of the fundraising event.
 4. where applicable, provide the Family Centre with a copy of an statement of income and expenditure arising from the conduct of the event.
- The organisers of the fundraising event are not allowed to establish any bank or other lending institution account, cash or loan facility, in the name of or for the benefit of Family Centre.
- The Family Centre can provide official receipt books or can issue individual receipts for tax deductions to supporters of the fundraising event who have provided a gift or donation (i.e. have not received a material benefit or advantage in return for their payment). To obtain a receipt please forward the contact details of the supporter and their donation amount to the Family Centre.
- Collectors must give receipts for all monies received and goods sold. The receipts are to be consecutively numbered and bear the name and address of the organisation for which the appeal is being made.

Liability and Insurance

- The organisers of the fundraising event or activity are responsible, at their own cost, to ensure that all necessary and sufficient insurance, safety and first aid precautions are in place to conduct their fundraising event. Please contact your independent insurance adviser to determine the appropriate insurance and indemnity coverage for your fundraising.
- The Family Centre may request a copy of the insurance policy/certificate of currency for your fundraising event.
- The Family Centre does not accept any liability whatsoever for any fundraising event conducted by you or any other third party.

Sponsorship and Promotional Materials

- The organisers of the fundraising event are not to represent themselves or authorise any employee, agent or contractor to represent themselves as employees, agents or contractors of the Family Centre.
- You are required to advise the Family Centre of any proposed sponsors of the fundraising event, including sponsors of each individual participant, taking part in the fundraising event. The proposed sponsors will need

to be authorised by the Family Centre prior to the commencement of the fundraising event.

- The Family Centre name, logo and brand are not to feature on any of your marketing and promotional materials without prior approval from the Family Centre.
- All promotional materials of the fundraising event are to be approved by the Family Centre.
- All promotional and publicity materials should clearly state that the fundraising event is being organised by you/your association/your company etc and that the Family Centre is a beneficiary of the fundraising event.

Media

- The organisers of the fundraising event are not permitted to make any statement or issue any release to any form of media without first obtaining approval from the Family Centre.

Disclaimer

- If it appears to the Family Centre that the organiser(s) of the fundraising event have failed to adhere to any of the terms and conditions, the Family Centre reserves its right to withdraw its approval and authorisation for the fundraising event, at any time.



Telethon Juvenile Diabetes Family Centre
2014 Community Fundraising Registration Form

Fundraising Organiser's details

Contact Person/Organiser:

Company (if applicable):

Address:

_____ Mobile: _____

Business/Home Phone: _____

Email:

Please note most correspondence will be done via email.

Drivers Licence No:

Details of your fundraising *Your event will not be approved without completing below*

Category (please tick): Company Individual Club School

Name of fundraising event: _____

Description of fundraising (i.e. what exactly are you doing to raise money?): _____

Date of fundraising (please include start and finish dates if applicable):

_____ Locati

on of fundraising activity:

_____ Is the

fundraising open to the general public?

Yes Is there an entry fee/ticket cost (please specify cost): _____

No Is there an entry fee/ticket cost (please specify cost): _____

What is your estimated fundraising target? _____

What inspired you to raise funds for the Family Centre?

Previous fundraising

Have you raised funds for the Family Centre before?

Yes

No

Description of fundraiser (including dates):

Acknowledgment of terms and conditions

Please sign below to acknowledge that you have read the attached terms and conditions to fundraise for the Telethon Juvenile Diabetes Family Centre and that you accept and agree abide by them:

Name (please print clearly): _____

Signature: _____

Date: _____

Please return this form to the Telethon Juvenile Diabetes Family Centre

Email: rebecca@telethonjdfc.org.au

Post: PO Box 1813, Osborne Park DC WA 6916

