



childhood cancer

helping families just like yours

Community Fundraising Guidelines

Thank you for your interest
in helping children
with cancer and their
families in South Australia.



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 (CCA) receives no government funding and therefore relies solely on the generous support of the community.

Your support means that we can continue to provide vital services and support to children and families through their cancer journey.

Fundraising for CCA in 6 easy steps

- 1** Decide what type of fundraising activity you would like to organise and what is required to host your activity.
 - 2** Complete the Fundraising Application Form attached to let us know about your event.
 - 3** 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.
 - 4** Get ready to fundraise!
 - 5** Within 14 days of finishing your fundraising, send any funds raised along with the Fundraiser Results Summary back to CCA.
 - 6** Don't forget to thank your supporters. Send them a photo, give them a shout out on social media and 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!

**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**



You'll see: fundraising is a fun and very rewarding way to make a difference in a child's life!

Fundraising tips and 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

Up for a challenge?

- Chop your hair off
- Ride around Australia, run a marathon...
- Start a weight loss challenge

How far would you go to make a difference?

Something to celebrate

- Birthday
- Anniversary
- Baby shower

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 a pay, you and your colleagues could make a difference in the lives of children with cancer and their families

To find out more, please visit childhoodcancer.asn.au/help-us/workplace-giving/

- Ask your manager about your company's match giving scheme. Are they willing to match the amount you raise dollar for dollar?

At school

- Join our School Fundraising Program
- Get crafty and sell your work of art (handmade cards, jewellery, cupcakes...) at your next school fair
- Organise a crazy hair day, odd socks day or even a pyjama day!
- Plan an eco-day, dress in green and organise some recycling or litter picking with your friends
- Hold a mini Olympics and get the entire school involved

You can also support our existing events!

To find out more about our current calendar of events, please visit:

childhoodcancer.asn.au/events-fundraising/childhood-cancer-association-events/



Yes, we can help!

We can assist you to make your fundraising activity a great success.

What we CAN provide you with

- Signage to display at your event
- Brochures about CCA services to distribute
- Tin(s) to collect donations
- Merchandise (Elliot & Baby Elliot soft toy dogs – CCA Mascot)
- An Authority to Fundraise Letter to show that your event has our approval
- Tax receipts to donors (for all donations over \$2)
- Promotion of your event on our website and social media
- A link to create very own online Fundraising page
- A thank you certificate once your fundraiser is completed to acknowledge your support

What we CANNOT provide you with

- CCA 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 CCA corporate partners and/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 is the Childhood Cancer Association's mascot and friend to children with cancer. Every child diagnosed with cancer in SA receives their own Elliot to help them through their journey. You can raise additional funds at your event by selling Elliot. plush toys!

Promotion of your fundraising activity

Social Media

Now it's time to tell the world about your awesome project!

When promoting your event on social media don't forget to tag the Childhood Cancer Association on Facebook, Twitter or Instagram ([childhoodcancer](https://www.instagram.com/childhoodcancer/)) to let everyone know about your favourite cause.

Media

If 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.

CCA name and logo

If you wish to use CCA's name on promotional material as part of your fundraiser, you will need CCA's prior permission.

All promotional materials (flyers, letters, press releases etc.) must be approved by CCA prior to circulation.

In the promotion of your event, please make sure it is clear that

the fundraising activity is not run by CCA. (i.e. You can name your event 'Twilight Market supporting the Childhood Cancer Association' but not 'The Childhood Cancer Association Twilight Market'.)

Your communication must also clearly state the amount or percentage of funds that will go to CCA. (i.e. "\$2 from every sale will go to CCA" or "80% of the proceeds from this event will go to CCA".)

CCA representative

A representative from CCA may be arranged to attend your event or a formal cheque presentation.

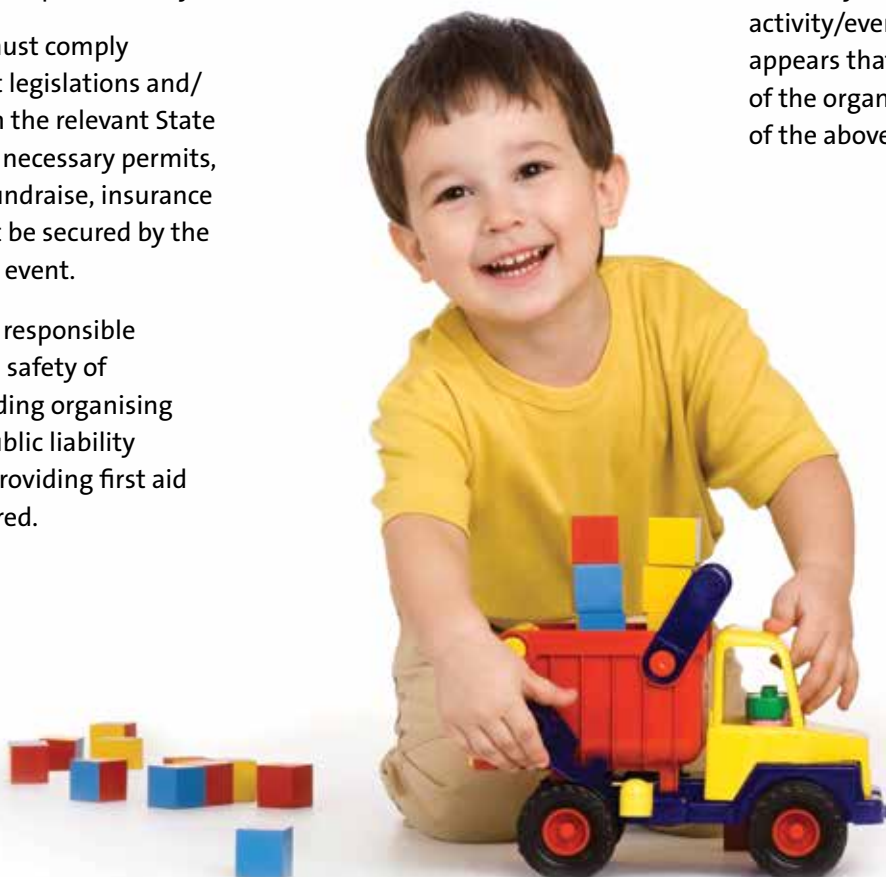
At least four weeks' notice is required and participation at the event will be subject to staff availabilities.



Your responsibility as a fundraiser

Any person, organisation or group (referred to below as the “organiser”) who decides to fundraise for CCA must accept the following responsibilities:

- The fundraising activity should only proceed once the Fundraising Application Form is submitted to and approved by CCA, and the organiser has received a Letter of Authority.
- The fundraising activity cannot be used for personal or commercial gains and all monies collected only be distributed to the purpose outlined in this application.
- The event will be conducted in the organiser’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 organising appropriate public liability insurance and providing first aid services if required.
- The organiser must request approval for the use of CCA’s name and logo on any communications.
- The organiser holds all funds raised from the public on behalf of CCA 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 CCA 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.
- No person under the age of 16 shall act or be permitted.
- The organiser agrees to release CCA to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify CCA 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

CCA 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 financial records relating to your fundraising activity.

Copies of receipts and invoices for expenses must be provided.

If you are organising a large fundraising event, you must provide CCA 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.

Donors receipts

CCA will provide 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

Sending the funds to CCA

The proceeds from your fundraising activity must be forwarded to CCA 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 or money order

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 CCA is not the organiser, we are unable to cover any liability on your behalf.



How will your support help?

All donations, whether big or small, make a significant difference to the lives of children living with cancer, and their families.

Below are examples of how your support will make a difference.

\$30

An Elliot for a child diagnosed with cancer

Since 2004 Elliot has been the Childhood Cancer Associations mascot and friend to children with cancer. An Elliot is given to every child who is diagnosed with cancer at the Women's and Children's Hospital.

\$50

Education support through home tutoring, for a child with cancer

The Home Tutor Scheme provides home based educational support for children who are currently receiving treatment for cancer, and are unable to attend school as a result of their diagnosis.

\$100

Bereavement support for a parent who has lost their child to cancer

Bereavement support is provided to parents to assist them through the grieving process. Following the loss of a child to cancer. Support includes counselling, support groups and special family days.

\$1,000

A month of accommodation for a country family to stay at our Michael Rice Units

Free accommodation is provided for country/ interstate families, whilst their child is undergoing treatment at the Women's and Children's Hospital in Adelaide.

Did you know?

Each year in South Australia an average of:

60 children are newly diagnosed with cancer

10 children relapse

10 children sadly lose their battle with cancer

