



AUSTRALIAN  
MELANOMA  
RESEARCH  
FOUNDATION

# COMMUNITY FUNDRAISING INFORMATION BOOKLET



# Welcome

Every hour, another Australian is diagnosed with melanoma. Thank you for taking action to help fight Melanoma by fundraising for us.

Every dollar you raise will help us to:

- Channel funds to researchers looking at new ways to treat and perhaps one day, cure melanoma
- Educate people about ways they can reduce their melanoma risk
- Support individuals and their families living with melanoma

Because the Australian Melanoma Research Foundation [AMRF] is an independent, community-based charity that is not government funded, we rely on the generosity of donors and fundraisers (people like you) to provide the vital funds to continue the melanoma fight. Your passion for fighting melanoma shines through in all of your fundraising and we thank you for your dedication and hard work.

To help you make the most of your next fundraising event, this booklet is packed with new ideas and helpful hints. You'll also find important information about your rights and responsibilities when fundraising for the AMRF, as well as guidelines to help make it easy for you to ensure the AMRF is represented in a consistent and accurate way.

We hope you find this information booklet helpful. If after reading it, you have questions or would like more information, please feel free to contact us:

**Australian Melanoma Research Foundation**  
**PO Box 574**  
**KENT TOWN DC SA 5071**

**Phone: 0419 822 969**  
**Email: [ceo@melanomaresearch.com.au](mailto:ceo@melanomaresearch.com.au)**



## Three steps to fundraising!

- Step 1** Determine your event
- Step 2** Gain approval for your event
- Step 3** Plan your event

### **Step 1 Determine your event**

Community fundraising is a fun way to bring together friends, family and work colleagues while supporting the Australian Melanoma Research Foundation.

Fundraising can be as simple as a donation from friends, a raffle at your workplace or hosting a trivia night.

Here are a few ideas to help you get started:

**Art or crafts stall** – let your imagination go wild – try making greeting cards, scarves or jewellery to sell

**Auction** – Auction off donated items such as sports memorabilia, mystery flights and small appliances

**Bingo** – an oldie but a goodie

**Car Wash** – get your friends together and have a fun day washing cars

**Casual day** – ask your friends at your work or school to pay to dress casual for a day

**Fair** – organise a fun day of competitions, pig racing, pony rides, food stalls

**Garage Sale** – use your garage, shed or car boot to display your wares – collect items from family and friends to sell

**Local fun run** – join in a fun run and ask friends to sponsor you

**Movie night** – Cinemas often sell discounted movie tickets for group bookings

**Quiz night** – a great social gathering with facts and figures and lots of laughs

**Raffle** – ask local businesses to donate prizes and run your own

**Sausage Sizzle** – some retail stores such as Bunnings support the community by offering fundraising teams the opportunity to hold a BBQ outside their store.

**Sports days** – golf tournaments, round robin tennis, bowls day, darts night

**Trivia night** – a great social gathering with facts and figures

## **Step 2      Gain approval for your event**

Gaining approval from us for your event is important to ensure we can assist you where required and that your event meets important criteria.

To do this, you need to complete an 'Agreement to Fundraise' Form and have it approved by the Australian Melanoma Research Foundation.

### How to register with the Australian Melanoma Research Foundation

The Agreement to Fundraise form has been included later in this information booklet.

Please fill in the form and return it to us (contact details on front page of booklet). We will contact you to discuss your event and once approved, send you an Authority to Fundraise Letter. This letter can be produced upon request when asking for donations or sponsorship.

### A few words about Everyday Hero

As well as registering with the Australian Melanoma Research Foundation, you may also register your event with Everyday Hero (EDH).

We have partnered with EDH to provide members of the community with an easily accessible and straight forward, hassle free way of dealing with the money side of fundraising. EDH is an online contribution pathway.

EDH helps you to create an online webpage with your details, the details of your event and of course our details, to allow people to donate online. Funds are then sent directly to the AMRF via electronic transfer.

You won't have to handle money and the donor is sent a receipt instantly from EDH. This is also easier and most cost effective for us!

### How to register with Everyday Hero

1. Visit [www.everydayhero.com.au](http://www.everydayhero.com.au)
2. Go to the 'register' tab in the top right hand corner
3. Register
4. Choose 'Create your Individual Page'
5. Specify your event type
6. Choose the Australian Melanoma Research Foundation as your nominated charity
7. Customise your page as you like
8. START FUNDRAISING!

How easy is that!

### Step 3 Plan Your Event

Now that you have approval from us to fundraise and you have your Authority to Fundraise letter, you are ready to plan the details of your event.

#### Planning your event

Set yourself ambitious yet attainable goals of what you want to achieve. Start fundraising early and leave yourself plenty of time to meet (and exceed) your target! For example, your goal might be: 'To ask 50 people for a \$5 donation' or 'I aim to have 50 people attend my fundraiser'. Determine what steps you might need to achieve these goals.

Why not get your friends involved and start an organising committee?

Remember to read up on guidelines surrounding raffles and issuing tax-deductible receipts. Also consider any risks involved and how best to manage these at your event. Raffles and other fundraising activities sometimes require permission to conduct. If you are unsure about your activities, go to the Office of Liquor and Gambling website at [www.olgc.sa.gov.au](http://www.olgc.sa.gov.au) to find out if you need to register.

Here are some ideas to raise even more funds at your event:

- Collection boxes: Ask AMRF to send you collection boxes that can be displayed at your event or in your office or local shop.
- Try seeking sponsorship to keep your costs as low as possible. Why not approach local businesses or friends and family for donations of raffle items or prizes?
- Do you know the **number one** reason people donate to charities? Because they were asked! It's that simple. So it goes without saying that the more people you ask, the more you will raise!

#### Know your budget

Deciding and sticking to that budget is the best way to maximise profit and minimise cost. A well planned event is one that has considered all costs associated with the event so there are no hidden costs. The last thing anyone would want to see is you being out of pocket!

A budget can be very straight forward or more detailed if required. See example below:

<b>Income</b>	<b>Amount</b>
Ticket Sales (100 people x \$80 per head)	\$8,000
Raffle proceeds	\$1,500
<b>TOTAL</b>	<b>\$9,500</b>
<b>Expenditure</b>	
Venue Hire	\$ 400
Stationery costs	\$ 200
Food and Drinks	\$2000
Marketing	\$ 150
<b>TOTAL</b>	<b>\$2,750</b>
<b>PROFIT</b>	<b>\$5,500</b>

### Promote your event

Here are a few ideas to promote your event;

- Invite friends via Facebook, email, printed invite
- Ask your school to promote your event in their newsletter
- Ask your workplace to support you



### **After your event**

If you have sponsors for your event, make sure to thank them for their support.

It is a great idea to send people a thank you letter with pictures of the event. You should also include the amount of money raised.

### Let us know how your event went!

We'd love to have a short report from you about your event so we can put it on our website and Facebook page. Please email/post us information including;

- Amount raised
- Pictures of the event
- Short report of how the event went (how many people, where, what the event was etc.)
- List of sponsors and supporters

**Please email report and pics (in jpeg format) to: [ceo@melanomaresearch.com.au](mailto:ceo@melanomaresearch.com.au)**

Send your fundraising proceeds to us

The sooner you bank your fundraising dollars, the sooner it can start working in the fight against melanoma!

Funds must be given to the Australian Melanoma Research Foundation within 28 days of completing your fundraising activity.

There are two ways you can send your funds to us;

1. Electronic transfer direct to the Australian Melanoma Research Foundation.

Please email [ceo@melanomaresearch.com.au](mailto:ceo@melanomaresearch.com.au) to advise us of the transfer date and amount.

Account Name: AMRF

BSB no: 065 125      Acc no: 1029 3607

2. Send a cheque/money order to:

Australian Melanoma Research Foundation  
PO Box 574  
KENT TOWN DC SA 5071



**Thank you for fundraising for us. We hope this information booklet was helpful.  
We look forward to hearing from you soon.**

## FAQ's

### ***Can I use the Australian Melanoma Research Foundation Logo?***

You are more than welcome to use our logo on your promotional material. Please note that you will need to send us any material which uses our logo to us for approval.

### ***Do I need event insurance?***

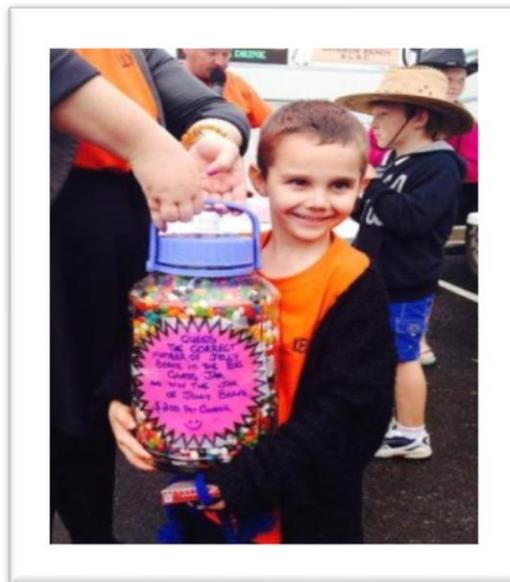
Due to the costs related to insuring every event, we are not able to offer insurance to people holding events to raise funds for us. You must make your own decision as to whether this is necessary and factor it into your budget.

### ***Do I need a licence to hold a raffle or competition?***

Each state and territory in Australia has different regulations regarding licence requirements. Please go to the Office of Liquor and Gambling website at [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au) for further information.

### ***Can I access any information about melanoma?***

Please visit our website <http://www.melanomaresearch.com.au/> for more information about melanoma. We can also provide printed resources for your event.



## ***Agreement to Fundraise***

Before you begin organising your fundraising event, please complete this form and return it to the Australian Melanoma Research Foundation. We will provide you with an Authority to Fundraise letter once your event has been approved.

### *Fundraiser contact details*

Name: \_\_\_\_\_

Company/Group Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### *Fundraising activity/event details*

Fundraising activity/event name: \_\_\_\_\_

Activity/event date: \_\_\_\_\_ Venue: \_\_\_\_\_

Event description: \_\_\_\_\_

\_\_\_\_\_

How will funds be raised? \_\_\_\_\_

Do you plan to make this a regular event? Yes  No

Will any other organisation benefit from your event? Yes  No

Please provide details: \_\_\_\_\_

Are you seeking sponsorship for your event? Yes  No

Please provide details: \_\_\_\_\_

### *Budget information*

Approximately how much money do you intend to raise? \_\_\_\_\_

How much will your event cost? \_\_\_\_\_

What percentage of funds do you intend to donate to us? \_\_\_\_\_

*Note: All monies deducted as expenses must be fair and reasonable. Up to 40% of total funds raised is reasonable.*

OBLIGATIONS AS A FUNDRAISER:

1. I have read and understood the information provided to me in this Toolkit.
2. I understand that the Australian Melanoma Research Foundation reserves the right to withdraw approval for the activity/event at any time if there is the likelihood that the event does not meet with set criteria.
3. I understand that I cannot make a claim against the Australian Melanoma Research Foundation for any damage, loss or injury arising at or from the fundraising activity/event outlined in this agreement.

Signature of applicant

Name of applicant (print)

Date

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Returning this form

Email: ceo@melanomaresearch.com.au

Post: PO Box 574  
KENT TOWN DC SA 5071

For further information, please call 0419 822 969

**Internal Use Only**

Date Form Received: \_\_\_\_\_

Reviewed by: \_\_\_\_\_

Is the event approved?      Yes       No

Date Authority to Fundraise Letter Sent: \_\_\_\_\_