



AUSTRALIAN
MELANOMA
RESEARCH
FOUNDATION

COMMUNITY FUNDRAISING INFORMATION BOOKLET



Welcome

Thank you for taking action to help highlight Melanoma by fundraising for us.

Australia has one of the highest incidence Melanoma in the world and is often referred to as 'Australia's National Cancer'. Through Research, Awareness and Early Detection programs the Australian Melanoma Research Foundation (AMRF) aims to reduce and prevent the incidence of Melanoma in Australia. Every dollar you raise will help us to:

- Provide funding for research which investigates pathways to new treatment options. Identifying the current gap in research funding, AMRF support the next generation of Melanoma researchers in Australia by providing grant fundings to post-graduate students and early career researchers.
- Educate people in the community about ways to reduce their Melanoma risk with our Awareness and Early Detection programs.

AMRF is an independent, not-for-profit charity that is not government funded, we rely on the generosity of donors and fundraisers -people like you- in addition to our fundraising initiatives to provide the vital funds to continue to fund research into Melanoma and change patient outcomes. Your passion and commitment to make a difference for improved outcomes for all shines through in all of your fundraising and we thank you for your dedication and hard work.

To guide and 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



Three steps to fundraising!

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

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 – maybe the kids can help?

Garage Sale – this can be a fun way to spring clean

Auctions – this can take your de-clutter to a new level and pay-off

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

Local fun run – City to Bay Events or similar in your state -join in a fun run and ask friends to sponsor you

Movie night – Cinemas often sell discounted movie tickets for group bookings and why not organise raffles at the event.

Quiz /Trivia Night or Bingo– a great social gathering with facts and figures and lots of laughs

Sausage Sizzle – with the support of your local retail stores: hardware store or supermarket.

Sports days – Golf days are a popular choice but can be with your local Bowls or Tennis clubs.

Open Gardens is becoming a popular choice,

Shave for a Cause- another popular fundraising event.

Music Festivals – why not make your passion into a fundraiser with your friends and community supporting you.

Online Events – this is becoming more popular and can be driven on all social media channels,

You come up with a new and different idea, get in touch and we will support you, then we can also further discuss any restriction that may be in place, that we need to be mindful of.

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 AMRF.

How to register with the AMRF

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

Please fill in the form and return (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 Raisely

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

Raisely is a fundraising platform that is an easy tool to engage your network, from registering for the event to fundraising online.

Raisely 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 tax invoice instantly from Raisely. This is also easier and most cost effective for us!

How to fundraise for AMRF

1. Click on the link for 'Fundraise for AMRF': <https://fundraiseforamrf.raisely.com/>
2. Go to the 'sign up' button in the top right hand corner
3. Sign up using your details.
4. Customise your page
5. START FUNDRAISING!
6. Here are some top tips to help you reach your fundraising goals!
https://www.melanomaresearch.com.au/wp-content/uploads/2020/10/AMRF_Fundraising_Tips.pdf

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 \$10 donation' or 'I am 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 in your State or Territory, for example in SA is www.olg.sa.gov.au to find out if you need to register.

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

- Collection tins: Ask AMRF to send you collection tins 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:

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

Promote your event

Here are a few ideas to promote your event;

- Invite friends via Facebook, Twitter, Instagram, Email, SMS, word of mouth
- 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 on the night.

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. 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

Send your fundraising proceeds to us

The sooner you bank your fundraising dollars, the sooner it can start working for Research, Awareness and Early Detection into Melanoma!

Funds must be given to the AMRF within 28 days of completing your fundraising activity.

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

Electronic transfer direct to the Australian Melanoma Research Foundation.

Please email ceo@melanomaresearch.com.au

- to advise transfer date and amount.

Account Name: **AMRF**

BSB no: **065 125** Acc no: **1029 3607**

1. 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 and check our website for more Fundraising Tips.

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 relevant Office of Liquor and Gambling website in your location.

Can I access any information about Melanoma?

Please visit our new website <http://www.melanomaresearch.com.au/> for more information about Melanoma.



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 and admin@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: _____