



FUNDRAISING INFORMATION & GUIDELINES

FOR THE AUSTRALIAN ROTARY HEALTH RESEARCH FUND



Australian Rotary Health Research Fund
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FUNDRAISING INFORMATION

Thank you for choosing to support the Great Australian Bike Ride.

This event will help raise awareness of mental illness around Australia and funds raised by this ride will be used to continue the funding of research into mental illness.

These guidelines include some helpful tips and ideas to help you in your fundraising endeavours for the Great Australian Bike Ride.

We hope you have a lot of fun using these tips and your own creativity to generate support amongst your friends and community.

If you are raising funds for **The Ride** download the Fundraiser Registration Form for the Ride; if you are raising funds for **The Challenge** download the Fundraiser Registration Form for the Challenge. Both forms are available at www.greataustralianbikeride.org.au

Should you have any questions about fundraising please contact Ted Atkinson, Community Relations, Australian Rotary Health Research Fund, 02 8837 1900

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AUSTRALIAN ROTARY HEALTH RESEARCH FUND

The Australian Rotary Health Research Fund (ARHRF) is Australian Rotary's largest community service program, dedicated to improving the health of all Australians.

Established in 1981 the Australian Rotary Health Research Fund has funded pioneering research in areas such as cot death, adolescent health, breast, colon and prostate cancer, motor neurone disease, Ross River virus and malaria.

In 2007 alone, the ARHRF provided funds for research and funded 26 rural medical scholarships, 68 indigenous health scholarships and 4 rural nursing scholarships.

In recent times the ARHRF's work has focused on research and community initiatives directed towards mental illness, having now become Australia's largest non-government provider of funding for mental health research. In 2007, the Fund supported 22 mental health research grants and 13 mental health program evaluations as well as helping facilitate over 50 community mental health forums.

In any one year, one in five Australians will be affected by depression, schizophrenia, bipolar disorder, eating disorders or some kind of phobia. Three million Australians will experience a major depressive disorder. Five per cent of Australians experience anxiety so crippling that it affects every aspect of their lives. In 12 years time, mental illness will surpass cancer and cardiac disease as the greatest cause of disability in Australia.

Mental illness directly or indirectly affects all Australians. It impacts across communities, although its effects are magnified in rural and remote areas due to isolation.

Depression alone costs Australian businesses at least \$12 million per day. In Australia, 6 million workdays are lost each year to absenteeism from depression. In addition to the impact upon an employee, the total cost of depression to an employer is \$483 per annum, per employee. This is for each and every employee, not only those with depression.

The ARHRF is doing something about these problems.

By raising awareness of the issues, the Fund is helping reduce the stigmas associated with mental illness.

By funding high quality research and programs that aid prevention and improve treatment and services the ARHRF is making a real difference to peoples' lives.

FUNDRAISING GUIDELINES

These guidelines have been developed to assist you in fundraising efforts and to outline your responsibilities when fundraising for the Australian Rotary Health Research Fund (ARHRF).

Proposal to Raise Funds

Please read these guidelines carefully before filling out a *Fundraising Proposal* form.

Once you have thought through both the scope and details of your event/activity to raise funds, the next step is to fill out a *Fundraising Proposal* form so that the ARHRF can assess your application.

Approval for an application is based on whether the ARHRF is satisfied that:

- ✓ the event/activity is in line with the ARHRF's aims and values
- ✓ the event/activity will produce a reasonable return after expenses
- ✓ the event/activity is not high risk
- ✓ applicants have appropriate experience to run the event/activity
- ✓ applicants have understood and agreed to the fundraising guidelines

Every event/activity will have risks associated with it which also means potential risks for the ARHRF. Risks include physical harm to participants or contributors to the event/activity, not being able to raise the anticipated funds as well as the risk to the ARHRF's reputation (for example if the event/activity is not well managed or receives bad publicity). Your application will be assessed on its risks, but most importantly how the risks will be managed. It is essential that you continue to manage all risks if your event/activity is approved.

To ensure your event/activity meets our criteria we may contact you to discuss the proposal further.

Authority to Fundraise

Any person or organisation wishing to raise funds must, by law, have an 'Authority to Fundraise'. Once your event/activity is approved, we will provide you with confirmation and identification badge giving you authority to fundraise for the ARHRF. Until you have received this letter you are not authorised to fundraise, or advertise that you will be fundraising, for the ARHRF.

Each state and territory has different legislation, so please read the charitable fundraising guidelines issued by your state or territory government.

It is important to continue liaising with the ARHRF after you have received initial approval for your event/activity. Additional or altered plans for the event/activity must be approved by the ARHRF.

It is also important for you to remember that the event/activity you hold will not be an ARHRF event/activity. It is an event/activity to raise funds that will be donated to the ARHRF upon completion. When promoting your event/activity, suggested wording is: "*Funds raised will support the research of the ARHRF ...*"

What the ARHRF can provide

The ARHRF does not have the resources to assist with each event/activity individually, but on request, subject to resources and availability may be able to supply:

- ARHRF information leaflets
- ARHRF fact sheets
- ARHRF newsletter
- ARHRF donation forms (which we will process and receipt)
- ARHRF banners or posters for the event

Some events may need a representative of the ARHRF to either speak at or accept a cheque on behalf of the ARHRF. Due to the large number of requests we cannot guarantee that a representative will be able to attend your event/activity. Please let us know on your *Fundraising Proposal* form if you need an ARHRF representative and we will let you know if this is possible. Any additional needs you have to carry out your event/activity should also be outlined on your form.

Finances

Accurate records must be kept to enable the ARHRF to comply with the regulations of the various charitable fundraising acts. This means you must:

- Keep a balance sheet recording income and expenditure of your event/activity.
- Keep expenses to a minimum and take all reasonable steps to ensure the total expenses are no more than 60% of total proceeds.
- Record and account for all expenses. Cash receipt books and cheque/credit card donation forms are available from the ARHRF
- Open a special bank account if you are planning a large event and close it at the end of the event
- Return within fourteen days of the completion of the event/activity all money raised and all financial documentation.

The ARHRF will provide you with a receipt book. Money raised should be returned as a lump sum, however in some circumstances the ARHRF can assist in processing payments including credit card donations.

If you require payments or receipts to be processed, please return payments or payment details to the ARHRF immediately after the event/activity.

It is important to note that not all payments will be tax-deductible. As a general rule only straight donations (for which nothing is given in return) are tax-deductible. Items such as tickets or auction purchases are not normally tax-deductible. If contributors will require tax-deductible receipts, you should note this on your application, as you will need to discuss this with the ARHRF before your event/activity.

Legal Accountability

If you want to hold a fundraising event, a raffle or a competition there might be legal or insurance issues. Make sure you check out any possible issues before you are too far advanced in your planning.

The fundraising event/activity will be the sole responsibility of the approved applicant and the applicant must ensure all requirements of current and relevant laws and regulations are met. These may include:

- Insurance (it is the responsibility of the applicant to arrange public liability cover)
- Licences and Council Permission (i.e. local council approvals).
- Provisions of the Charitable Fundraising Act and Regulation

For more information please read the charitable fundraising guidelines issued by your State or Territory

Use of the ARHRF Name and Logo

When we approve your event/activity we may endorse the use of the ARHRF's name or logo for your promotional material. However each time you wish to produce materials (either electronic or physical) with the ARHRF's name or logo you must obtain written approval from us first. This includes, but is not limited to, press releases, brochures and signage.

Our logos are registered trademarks and are protected by law. They must not be changed or modified in any way. If we approve the use of our logos we will provide the logos to you along with our style guides. Approval must be granted by the ARHRF before printing, distributing or displaying any publicity material for your event/activity.

It is important that you refer to the appropriate ARHRF entity for different purposes. For all publicity and promotion purposes please use '**Australian Rotary Health Research Fund**'. For all cash gifts (cheque, credit card or postal orders) please ensure payment is made to '**The ARHRF Bike Ride**'.

Sponsors

Approaching companies for sponsorship for your event/activity can be a great way to minimise expenses, however it is important to gain approval from the ARHRF before approaching sponsors to ensure they are not current or prospective sponsors of the ARHRF.

Publicity & Promotion

We want your fundraising event/activity to be a success and hope that many people will support it. We have found that the best support comes when people have some interest in the area that you are fundraising for, or have either read or heard about the event/activity. The most common ways of gaining publicity are:

- a story in your local media – radio, television or newspaper
- an article in your work, church or school newsletter
- producing a poster or flyer to be distributed through targeted sources
- send information to local Rotary, Probus or Lions clubs and special interest groups
- recruit the help of friends, family and colleagues to spread the word
- banners to promote the event

Helpful Hint - always promote the goal of your fundraising drive and ensure that this message is heard by the people you would like to attract to the event/activity.

PLANNING YOUR FUNDRAISER

Events

Organise a committee. You may wish to organise a group of friends who can help you with the many tasks involved in staging an event. Make sure you meet them well in advance to consider all the factors involved in running a fundraiser event.

Organise a venue

Choose a venue that will fit in your price range or you can get for free. Consider parking, insurance, catering and audio-visual needs.

Permits and insurance

Before running an event make sure you have the appropriate permits from council or other bodies.

Public liability insurance

The ARHRF does not provide public liability insurance for events run by fundraisers. If you are holding an event, we recommend you hold it at a venue that already has public liability insurance.

Promote your fundraiser

Your friends and family are always the best place to start. Consider email, word of mouth and online social networking. Local media are often interested in getting behind good causes as well.

Risk management

Make sure you have considered all risks - physical or financial - before undertaking an event.

Bank the funds

After your event is completed make sure you bank all the funds raised and then send them to the ARHRF within two weeks

Tax Deductions

People who support you in your fundraising quest with a donation of \$2 or more are eligible for a tax deduction. However people paying to take part in a fundraising event (dinner, party etc) may not be eligible for a tax-deductible receipt for the full amount.

People paying for goods and receiving a material benefit (i.e. food, items at a garage sale, or taking part in a competition) will not be eligible for a tax-deductible receipt.

If people are sponsoring you to take part in an activity they will be eligible for a tax-deductible receipt.

Raffles, Garage Sales, Cake Stalls

The rules for conducting raffles vary from state to state, so please contact the relevant Office of Charities in your state before running a raffle.

CORPORATE SPONSORSHIP

Many local businesses are willing to get behind members of the community involved in fundraising. The ARHRF is happy for you to seek out corporate sponsorship so long as it doesn't conflict with the major sponsors of our event. Please contact us and we will try our best to accommodate your sponsors. It's also worth checking with your own boss to see if your work will support you.

YOUR ONLINE PROFILE

Everyone taking part in the Great Australian Bike Ride will have a profile page on the website www.greataustralianbikeride.org.au. This is the site for all your friends to track your fundraising efforts as well as your progress around the country when the Ride is on. They can also donate directly and support you through the site.

BANKING AND FUNDS

Once you have raised your money please send it to the ARHRF as soon as reasonably possible. You can do this by

- 1) Sending a cheque payable to the ARHRF
- 2) Direct deposit - but you must contact the ARHRF and advise details of the deposit

If you are holding a fundraising event, you must return the money raised within two weeks of the event being staged.

FUNDRAISING TIPS

- **Start early !**
- Set clear goals - it will help motivate you in your fundraising and also those around you.
- Be courageous - you should be proud of the generous thing you are doing so make sure you ask everyone you know to support you.
- Pick a great idea - choose an idea that works best for you, your time and resources. If you are looking for inspiration for a fresh idea, ask those around you. Great ideas can come from anywhere!
- Transform your work drinks or social function into a fundraising activity. Or why not ask for a casual day at work, with a small donation attached?
- Sponsorship - most companies have funds allocated in their budget to support community-based activities such as fundraising. They will probably like to know what you will do in return for them such as displaying their logo or promoting them. Before approaching sponsors, decide what relevant benefits you can offer.
- Remind your supporters of where the money goes - it helps to know the difference that your \$\$\$ will make to the people with mental illness whose lives will be made that little bit easier because of generous donations.
- Say thanks - even if you're just passing on the thanks from the ARHRF. We certainly appreciate every dollar your friends can spare.

A TO Z OF FUNDRAISING IDEAS

Auction - clothing, household goods or even favours, such as washing someone's car

Ball - organise an evening with dinner and music for your work - include a raffle or auction

Bingo night

Charity dinner – at a local restaurant, add a small surcharge

Chocolate drives

Dollar for dollar - ask your employer or local business to match the donations you raise.

Fashion Parade

Fancy dress Party

Garage sale

Gifts - on your birthday or special occasion, ask for a donation instead of a present.

Give it up - be sponsored to give up something for a month.

Guessing competition - sales figures, stock price, weight of the cake, sweets in a jar

Head Shave

Karaoke night

Lamington Drive

Lawn bowls day – arrange a bowling party at a local bowling club

Long lunch - get everyone to pay for the privilege of having an extra long lunch.

Morning tea - hold a morning tea and charge a gold coin donation.

Odd jobs day - offer your services to your family or neighbours for a day.

Quiet time - ask people to sponsor you to be silent for a day or two!

Raffles - Check legalities in your state first.

Sausage sizzle

Skill auction - offer your services to the highest bidder.

Sponsor your boss - ask your boss to front reception for an hour or deliver the mail to everyone in return for a staff collection.

Swear box – any swearing means a donation in the box.

Trivia competition - pit the greatest minds in the company against each other.

Video-a-thon – hold a marathon session at home

Wine and Cheese Night – ask a local wine cellar to donate the wine or sell it at cost

Your own ideas: They're often the best!

Zodiac Evening - Invite an astrologer along and charge for horoscope readings.