

Fundraising Guidelines

These guidelines have been developed to assist groups and individuals who wish to conduct fundraising projects to benefit The Cancer Council.

1. About The Cancer Council

Thank you for your interest in fundraising for The Cancer Council of the NT. Our mission is to minimise the impact of cancer on Territorians. Cancer affects 1 in 2 Australians and we rely on the support and generosity of people like you to help us in the fight against cancer. The Cancer Council works hard to both prevent cancer, and help people affected by a cancer diagnosis.

2. Where do the funds you raise go?

Donations from the public enable the Cancer Council to continue to assist those in need of our services. We provide psychosocial support as well as practical support services to patients their family and loved ones. We also provide programs to fight cancer to minimise the impact of cancer on Territorians.

3. Organising Fundraising

By **following some principles**, you can turn a good idea into fundraising dollars!

Step 1 – Set clear, achievable **targets** at the beginning E.g. How much you aim to raise; what is your timeframe?

Step 2 – You may have already had a fundraising idea in mind, however, it is still worthwhile **brainstorming** some other ideas with friends/family or your fundraising committee. Choose events that are fun for you to organise and fit into your lifestyle.

Step 3 – Pick the **best idea** (i.e. the one that gives you the best value for money, involves the least time and you are most enthusiastic about) and **start planning!**

When **planning**, things to consider include:

- **Timing** – if possible try not to schedule your event at the same time as public holidays or special occasions e.g. Mother's Day, or other events that might compete with yours e.g. Large sporting fixtures;
- Any licenses and permits that may be required (check local government website);
- **Teamwork** – Organising a fundraiser takes time and can be challenging. Why not put a committee together to help you do the work? The value of volunteers and helpers cannot be underestimated – they usually have hidden talents and the ability to access untapped donor/supporters outside your own network!
- **Sponsorship** is when a company pays to associate its name, logo and/or product with an activity. You may want to consider approaching sponsors to help cover any costs associated with your fundraiser. Before approaching sponsors, think what relevant benefits you can offer them. Any sponsorship for an event bearing

affiliation with the Cancer Council NT must have a “fit” with our principles. e.g. No affiliation with tobacco products / companies and not have a conflict of interest.

- Cancer Council involvement – due to limited resources The Cancer Council NT is only able to provide **minimal assistance** for your fundraiser. If you would like a representative from the Cancer Council to attend your activity, please advise as early as possible to allow enough time for us to source the most appropriate representative for you function/event.

4. Tips for organising successful fundraising events

Organising an event can be hard work so plan to raise the most amount of money in the most efficient and enjoyable way possible.

- Lower your event costs as much as possible i.e. goods, services, prizes and venues donated. Approach sponsors to cover costs such as printing, promotions.
- Maximise the opportunities to raise funds at the one event e.g. Have a head shave, raffle, jellybean counting jar, sell off decorations at the end of the event, have a trading table
- Utilise your own existing network of friends, workmates, recreational clubs to promote the event
- Get other existing community networks involved e.g. local CWA, fishing club, RSL
- Incorporate a ‘challenge’ into your fundraising i.e. Department/club v department/club;
- Make sure everyone feels recognised and appreciated for their help with the event;
- Delegate event tasks to people you can rely on and ask for help when you need it; and
- Take steps to ensure the event is as safe and enjoyable as possible

5. Fundraising for the Cancer Council

These guidelines provide the basis for a fundraiser/event to be organised by the Fundraiser on behalf of the Cancer Council of the Northern Territory. If accepted, by signing and returning the Fundraising Proposal and Agreement, these terms and conditions (guidelines) will form the basis of any dealings between The Cancer Council and the Fundraiser in relation to the fundraiser/event.

The fundraiser/event shall be conducted in the Fundraiser’s name and is the sole responsibility of the Fundraiser. The Cancer Council is not able to take a coordination role in all these activities and its officers cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the Fundraiser in the running of the fundraiser/event.

Because of the nature of our organisation and the high ethical standards under which we operate, there are some events that we cannot be associated with – such as any event that promote smoking. Unless the Fundraiser provides evidence of public liability insurance to cover themselves and their participants the Fundraiser cannot endorse activities that involve:

- Amusement rides;
- Animal or animal rides e.g. Rodeos, camp draft;
- Use of firearms or fireworks;
- Aerial risks e.g. Parachuting, paragliding, bungee jumping;
- Motor Vehicle and motor bike racing, including car rallies; and
- Marine risks (any activity on the water including swimming).

The Fundraiser's arrangements for the fundraiser/event should be planned with the approval of the Cancer Council NT. The Cancer Council NT expects a reasonable level of liaison and information about the fundraiser/event.

6. Using the Cancer Council Name and Logo

Any material or products requesting logo representation must be submitted to the Cancer Council NT together for approval. Permission for logo usage and will attract conditions, negotiated between the Cancer Council NT and the Fundraiser, especially if the use of logo is for marketing activities of the organisation, and a minimum donation amount may have to be guaranteed.

All material with which the Cancer Council NT name and logo is to be associated must first be approved by the Cancer Council NT. If the Fundraiser wishes to refer to promote the Cancer Council NT, it must refer to the Cancer Council NT as "Cancer Council of the Northern Territory." The Fundraiser has no right to the name "Cancer Council of the NT". Suggested wording would be "proudly supporting the Cancer Council of the NT" or "funds raised help The Cancer Council in their mission to defeat cancer."

7. Media and Public Relations

We can provide approved fundraisers with a sample media release, local media lists, sample sponsorship documents, tips for dealing with media and publicity ideas – but due to limited resources we cannot undertake media relations for the Fundraiser.

All printed material, including media releases must be approved by the Cancer Council NT. Printed material must be forwarded to The Cancer Council NT for approval prior to being printed or circulated.

8. Legal Implications

The information you give the Cancer Council NT will be available to the relevant authorities on request.

The event/fundraiser must meet requirements of relevant laws and regulations

10. Approval

For your fundraiser to be approved, you will need to complete and sign the Fundraising Proposal and Agreement form and submit to the Cancer Council NT.

If you have any queries about your application, please contact the Manager Corporate Services at Cancer Council NT.