

The Cancer Council NT
Casi House Units 2 & 3
25 Vanderlin Drive
Wanguri NT 0810
Ph: (08) 8927 4888
Fax: (08) 8927 4990
Email: admin@cancernt.org.au
www.cancercouncil.com.au

Fundraising Guidelines

These guidelines have been developed to assist groups and individuals who are developing 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 defeat cancer, a disease that affects 1 in 3 Australians. We rely on the support and generosity of the 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 it.

2. Where do the funds you raise go?

What happens when you donate a dollar to the Cancer Council of the NT? The funds you raise are spent responsibly. We are delighted to advise you that in excess of 85c from every dollar raised goes directly to our services across the state. Services such as oncology care and support and education facilities for cancer patients and their families who need to travel away from home for treatment. There is also the free Cancer Help line, the breast care nurse and the ostomy coordinator. There is much more that we do – and much more to be done – but we need your help.

3. Organising Fundraising

3.1 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!**

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

- **Timing** – don't 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.
- **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.
- Cancer Council involvement – due to limited resources The Cancer Council 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 early enough 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. get 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
- Take steps to ensure the event is as safe and enjoyable as possible
- Take lots of good quality photos! Use a professional/experienced photographer where possible. (Send us photos to use on our website).

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.

5.1 “Fundraiser” means the individual or organisation holding the fundraiser/event on behalf of The Cancer Council.

5.2 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.

5.3 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. We also 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
Marine risks (any activity on the water including swimming)

Unless the Fundraiser provides evidence of public liability insurance to cover themselves and their participants

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

5.5 If you have a business you may wish to donate a percentage of sales over a period of time to The Cancer Council. You will need to contact The Cancer Council's head office to make arrangements that satisfies the Cancer Council and Department of Gaming and Racing guidelines for working with a trader.

6. Using the Cancer Council Name

6.1 Please remember that the event will not be The Cancer Council's event, but an event to raise funds for donation to The Cancer Council.

6.2 All material with which The Cancer Council name and logo is to be associated must first be approved by The Cancer Council. If the Fundraiser wishes to utilise The Cancer Council name and/or logo on any materials or products, the Fundraiser must obtain from The Cancer Council.

6.3 If the Fundraiser wishes to refer to promote The Cancer Council, it must refer to The Cancer Council as "The Cancer Council of the NT." The Fundraiser has no right to the name "The Cancer Council of the NT" nor is the Fundraiser given the right to raise funds in that name.

6.4 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. Using the Cancer Council Logo

7.1 Any material or products requesting logo representation must be submitted to The Cancer Council together for approval.

7.2 Permission for logo usage and will attract conditions, negotiated between The Cancer Council 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.

8. Media and Public Relations

8.1 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.

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

9. Legal Implications

9.1 The information you give The Cancer Council will be available to the Chief Secretary's Department on request.

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

10. Approval

10.1 For your fundraiser to be approved, you will need to complete and sign the Fundraising Proposal and Agreement form

10.2 You will be notified by mail if your Proposal is successful

10.3 The Cancer Council will issue you with an event number

10.4 If you have any queries about your application, please contact the Public Relations Coordinator at your local Cancer Council office.

Thank you for supporting the Cancer Council of the Northern Territory – your important contribution will make a difference to people living with cancer and their families.