

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



FUNDRAISING EVENT GUIDELINES

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1. Introduction

Congratulations! You have made the decision to organise an event in Albury-Wodonga with the purpose of raising much-needed funds for the Albury Wodonga Regional Cancer Centre. This in itself is admirable and you are to be congratulated on your initiative.

The Albury Wodonga Regional Cancer Centre Trust Fund is extremely grateful for your support of this very worthy local cause and we have put together this manual to assist with organising your event.

2. Albury Wodonga Regional Cancer Centre background

Cancer has touched almost everyone in one way or another. Whether it has been ourselves who have fought and survived, or we have watched as family, friends or colleagues have travelled through the cancer journey. The good news is that although widespread, there are more and more people beating a cancer diagnosis through improved levels of care.

In an extraordinary example of 'people power,' members and supporters of the Albury Wodonga Cancer Foundation lobbied for many months for an integrated cancer centre to be built in our region. They met with state and federal government representatives, generated significant media interest and obtained 17,000 signatures on a community petition.

The Border Mail
bordermail.com.au
Thursday, May 5, 2011

YES!



**CONFIRMED: BORDER WINS
FIGHT FOR CANCER CENTRE**

In May 2011, the Federal Government announced it would fund the development of a \$65 million Albury Wodonga Regional Cancer Centre (AWRCC). The Victorian Government contributed a further \$5 million towards its fit out. The new integrated centre opened in September 2016, giving our residents access to cancer services that are among the best in Australia.

3. Albury Wodonga Regional Cancer Centre facilities

The Albury Wodonga Regional Cancer Centre features the most modern cancer treatment facilities of the day. It has brought cancer services together under one roof offering a place to educate, support, research, diagnose and treat all forms of cancer.

The Albury Wodonga Regional Cancer Centre includes:

- 30 inpatient beds;
- 28-chair day chemotherapy facility;
- Three radiotherapy bunkers;
- 17 medical and allied health consulting rooms;
- An education and training facility;
- A Wellness Centre;
- Two paediatric treatment chairs connected to the current paediatric unit;
- A PET/CT scanner facility on the Albury Hospital site;



4. Who is the Trust?

The Albury Wodonga Regional Cancer Centre Trust Fund has been established by the Albury Wodonga Cancer Foundation to support cancer services in the region, in particular the Albury Wodonga Regional Cancer Centre. See awcancertrust.org.au for more details.

4.1. Mission

To raise funds to support cancer services in the Albury Wodonga region to provide quality care to patients and families.

4.2. Board of Governance

A high level local executive group from business, industry and government oversee the management of the Trust Fund.

Member name	Organisation	Role on the board
Michelle Hensel	Teacher's Aide	Chairperson
Anne-Marie Humphries	Practice Principal & Senior Financial Adviser Huon Financial Planning Pty Ltd	Secretary
Anthony Liston	Chief Financial Officer, Hume Transport	Treasurer
Di Thomas	Freelance Communications Advisor	Member
John Watson	Group Case Manager, The Personnel Group	Member
John Mollison	Manager, Bendigo Bank, Wodonga Branch	Member
Colleen Gorman	Director, Next Stage Transitions	Member
Kerry Strauch	Manager, Community Programs and Services, The Centre for Continuing Education Wangaratta	Member
Dr Craig Underhill	Medical Oncologist, Border Medical Oncology	Member
Bryan Blake	Director, Cookinburra International	Member
Ray Snell	Director, Snell Management Services	Member
Renea Maskall	Bookkeeper, BDS Huon	Member

4.3. Our staff

Kristy McMahon is the Manager of the Albury Wodonga Regional Cancer Centre Trust Fund. Kristy brings 18 years of experience in project management, event management, marketing, communications and facilitation experience to the role. Kristy is a breast cancer survivor and has an extensive family history of cancers, so she has a real understanding of the cancer journey. She is also a passionate supporter cancer research and the provision of services to regional communities. Kristy works at the cancer centre from Monday to Thursday.

Working alongside Kristy at the Trust Fund on a part-time basis is Media and Communications Coordinator, Sally Evans. Sally has extensive experience in the media and communications industry and can assist with arranging media and promotion of your event. She is also available to assist you to plan and coordinate your event, so please make sure you get in touch with her when required.



5. How your event donations will be used

The Albury Wodonga Regional Cancer Centre Trust Fund will liaise closely with the governing body of the Albury Wodonga Regional Cancer Centre to ascertain funding priorities. Both the governing body of the Trust Fund and the Regional Cancer Centre will allocate your donation to the service area most in need.

Some examples of how your donation will be used include:

- The purchase of new life saving cancer equipment and the ongoing maintenance or upgrading of essential cancer equipment;
- Professional development programs and training for staff;
- Supporting cancer research through clinical trials; and,
- Supporting other unique cancer-related projects such as the Wellness Centre.

6. Your responsibility as a fundraiser

6.1. Registering the event with the Trust Fund

If you decide to proceed with organising the event as a fundraiser for the cancer centre, it is important to establish initial contact with Trust Fund staff. We will most likely be extremely grateful for the support but there may be occasions where we choose not to align ourselves with certain events and organisations if there is a perceived conflict of interest, or a previous negative experience.

Therefore before commencing any fundraising activities for the Albury Wodonga Regional Cancer Centre Trust Fund, you and/or your organisation as the official fundraiser are legally required to gain approval and authorisation to run the event from the Trust Fund.

Please complete and return the attached registration form as the first step and we will be in touch to confirm that your proposed activity has been approved.

If we do decide to partner with you, please note the following important information:

- Please only direct potential donors to the Trust Fund's official website (awcancertrust.org.au) for online and electronic donations, rather than request donations go to an alternative bank account and be then passed on to us (this reduces donor scepticism and ensures the Trust Fund's integrity as a registered charity);
- The media and communications coordinator's role is to provide general advice to community event organisers as well as assist with increasing awareness of the event through our extensive community contacts and networks. Please do not rely on the communications coordinator to complete significant event duties as this is ultimately your event and your responsibility; and,
- Please continue to liaise with the media and communications coordinator in the lead up to your event, especially if the event details change significantly.



6.2. Your legal obligations as a fundraiser

All fundraising activities must comply with all relevant Australian Federal and State Government laws. In New South Wales, please refer to the *Charitable Fundraising Act 1991* and see www.olgr.nsw.gov.au (Office of Liquor, Gaming and Racing) for more details. In Victoria, please refer to the *Fundraising Act 1998* and see www.consumer.vic.gov.au for more details.

Whilst the Media and Communications Coordinator does offer advice and support for external fundraisers, the Albury Wodonga Regional Cancer Centre Trust Fund is not to be recognised as the organiser of your event. As a consequence, all issues involving financial and public liability, and public safety are the total responsibility of the fundraiser. The Trust Fund will not be liable for any expenses incurred in organising or promoting the event.

Unless specifically negotiated, approval of a fundraising activity does not imply exclusivity and the Trust Fund reserves the right to enter into similar arrangements with other fundraising organisations, subject to the same criteria.

6.3. Public liability insurance

The Albury Wodonga Regional Cancer Centre Trust Fund does not provide public liability insurance for external organisations or individuals fundraising for the cancer centre.

The fundraiser is responsible for obtaining adequate public liability insurance in respect to the fundraising activity (including all components involved in the staging of the activity). The Trust Fund reserves the right to request proof of this insurance if required.

Please see section 7.6 for more information on insurance.

6.4. Use of the Trust Fund brand and logo

Generating publicity before your fundraiser is a great way to help raise funds, increase ticket sales, increase local support and raise awareness of the cancer centre. However due to the large number of supporter activities, our resources are limited. Please note the following:

- The Trust Fund can provide you with our supporter logo for your marketing materials but approval needs to be gained prior to circulating any marketing materials with this logo present;
- The Trust Fund can post information about your activity on its website and social media accounts with enough notice and pending approval;
- The Trust Fund may not be able to provide a representative to attend your activity so please discuss your needs with the Media and Communications Coordinator;
- The fundraiser is not authorised to speak on behalf of the Trust Fund;
- Telemarketing, door-knocking and the soliciting of donations in public places is not permitted;
- Any communications produced by the fundraiser must specify the percentage of funds that will go to the Trust Fund;
- The fundraiser has a responsibility to make it clear that the fundraising activity is not the Trust Fund's own event, but an activity to raise funds for the cancer centre. Do not use the Trust Fund name in any way that might reduce respect for the Trust Fund brand or cause confusion in the mind of the public;
- The correct terminology in using the Trust Fund name is 'Albury Wodonga Regional Cancer Centre Trust Fund' and no alternatives or abbreviations can be used;
- Fundraisers cannot use the 'cancer centre' or 'Trust Fund' in the title of their event, e.g. The Cancer Centre Gala Dinner, or Run for the Trust Fund; and,
- The most appropriate wording when communicating the relationship between the fundraiser and the Trust Fund is, "This event is proudly supporting the Albury Wodonga Regional Cancer Centre Trust Fund".



7. What you need to know:

7.1. Event planning

Planning is the most important part of running a successful event. Event management planning includes all activities and issues associated with the event and how you are going to plan for them. Remember to consider:

- Key objectives and measures;
- Project plan listing all the tasks required to deliver the event (include who is responsible, deadlines and whether tasks have been completed);
- Project budget; and,
- Site plan or map.

It is important to establish a committee with identified roles and responsibilities, in order to effectively share the workload so you are not burdened with all event duties and the onus does not entirely sit with you.

7.2. Budget

In order to successfully plan your event, you will need to develop an accurate and comprehensive budget with income and expense columns.

7.3. Venue

Correct site selection is a critical success factor for an event. Be sure that the site you select matches your expectations of size, location and available facilities. The cost of the venue may also play a role as to where you select.

If you wish to use a recreation reserve, public reserve, park or area of open space within a town or city, you will need to book it through the council municipality. You will also need an event permit from the local council (see section 7.6 for more information).

7.4. Program

The program content should be selected to support the concept underpinning the event. Activities should be tailored to meet these requirements. A range of performers to keep people interested from the event's start to finish should be chosen to complement activities. If your event is targeted at children, remember to also cater for parents and carers in the programming.



7.5. Marketing and promotion of your event

As an event organiser, you will be required to be an effective communicator. You will need to plan ways to promote your event to the community and key stakeholders and relay messages to participants on the day of the event.

Below is a list of local marketing methods you may wish to utilise for events staged in Albury Wodonga:

Print advertising

- *The Border Mail* newspaper
- NECANA newsletter – Defence newsletter
- *Out & About* – Quarterly publication produced by *The Border Mail* which has a calendar of events for the region. Contact *The Border Mail* on (02) 6024 0501 for edition deadlines and details.

Radio

Triple M The Border 105.7, Hit 104.9 The Border, 1494 AM 2AY, Edge FM/3NE, ABC Goulburn-Murray

Television

PRIME7, WIN, Southern Cross Ten

Noticeboards

Many local cafes and businesses around Albury Wodonga have noticeboards where you can place a promotional poster or information about your event. Please check with the cafe/business owner before putting up the poster. If your event is a sporting event, local gyms and sporting facilities may also have a noticeboard where you can display a poster and information about your event.

Online tourism and event websites

Below are some suggested free websites to promote your event (subject to website owner approval). Details you may include are date, time, location, a short blurb about the event, the event website, cost to attend, event co-ordinator contact details as well as a picture or logo in jpg format.

- alburywodongaaustralia.com.au/events.asp
- visitalburywodonga.com/whats-on
- Northeastvictoria.com.au
- visitvictoria.com/
- visitnsw.com/
- murrayriver.com.au/events/vic/

Online news calendars

The below local news websites will also list community events:

- bordermail.com.au/submitevent.aspx
- mycommunityconnect.com.au
- wodonga.iprime.com.au/index.php/lifestyle/infonet
- 2ay.com.au/community_2ay

7.6. Event safety and regulations

Any event, regardless of size, will have risks associated with it and it is important that the event organiser has given consideration to potential risks and importantly, the measures that will help mitigate the risk.

Public liability insurance is mandatory for all events with a minimum of \$10 million cover. You may also need to ensure that there is adequate insurance cover for any volunteers. Various insurance



companies offer a community group insurance scheme with cover available for most community events, celebrations and festivals. Two organisations are localcommunityinsurance.com.au and communityinsurance.com.au

If you are planning an event on public land that involves amusement rides, busking, camping, advertising or selling goods then you may require a permit from the local council. You can collect permit application forms for these activities from the council offices and both Albury and Wodonga councils have dedicated events staff who can assist you.

7.7. Post event

A thorough assessment to measure whether you have achieved the event's purpose, aims and objectives is required. Aspects of the event that are successful need to be documented along with suggested areas of improvement. Feedback should be sought from both patrons and staff in an effort to make an informed assessment of the event's overall impact.

It is important to acknowledge the hard work of all those involved in your event. Regardless of the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated.

Of course you must also thank each and every one of your donors and corporate supporters. Whether it's a verbal thank you when you receive their donation, or an email, letter or phone call post event- your donors will appreciate this recognition and may even spread the word about your fundraising activity.

7.8. Miscellaneous

Effectively promoting the Trust Fund's cause

When you are marketing an event, selling raffle tickets, recruiting event volunteers etc, we find it very worthwhile to convey the following message:

The Albury Wodonga Regional Cancer Centre Trust Fund's point of difference is that it is a 100% local charity. All of the money raised stays in our local region to help our family, friends, colleagues, and others in our community going through the cancer journey.

This message shows the community their funds, time and resources are truly making a difference at a grassroots level.

The Albury Wodonga Regional Cancer Centre Trust Fund would like to wish you the best of luck with your event planning and preparations.

Thank you in advance for your support!