



ALBURY WODONGA REGIONAL CANCER CENTRE TRUST FUND

Fundraising Guide

Contact details:

Albury Wodonga Regional Cancer Centre Trust Fund

PO Box 326, Albury NSW 2640

Phone: (02) 6064 1538

Email: events@awcancertrust.org.au

Website: awcancertrust.org.au

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



Thanks for your support!

Thanks for your interest in fundraising for the Albury Wodonga Regional Cancer Centre Trust Fund. With your support, we can ensure that more people in our region have access to the cancer treatment and support they need, close to their home and families.

This Fundraising Guide is designed to assist you with organising your own fundraising event or initiative. It contains everything you need to know to get started, including fundraising tips and ideas, guidelines and how we may be able to assist.

If you have any further enquiries or would like to organise items such as banners or donation boxes, please contact us on (02) 6064 1538 or email events@awcancertrust.org.au

Good luck and we look forward to partnering with you to help local families impacted by cancer.



table of contents

- 4 About the Albury Wodonga Regional Cancer Centre Trust Fund
- 5 How your donations will be used
- 6 Steps to fundraise
- 6 Fundraising ideas
- 8 Fundraising tips
- 8 How we can help
- 9 Your responsibility as a fundraiser
- 10 Banking the funds
- 11 Registration form
- 12 Others ways to get involved



1. About the Albury Wodonga Regional Cancer Centre Trust Fund

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

Opened in 2016, the Albury Wodonga Regional Cancer Centre is regarded as one of the leading cancer services in regional Australia.

It provides day treatment and inpatient care for chemotherapy, radiation, immunotherapy and clinical trials. It also houses a number of support services and staff, including a Wellness Centre.

The Albury Wodonga Regional Cancer Centre Trust Fund is a not-for-profit organisation which aims to support the centre in delivering the best available cancer services to our region. We do this by investing in new equipment, staff training and development, cancer research and the Wellness Centre.

The Trust Fund is a 100% local charity, with all money raised staying in our region to help our friends, family, colleagues and others in our community impacted by cancer.

Board of Governance

The Albury Wodonga Regional Cancer Centre Trust Fund is governed by a high level local board including business, industry and government representatives.

It is supported by three part-time staff members including a manager and media and communications coordinator, as well as community ambassadors known as “Cancer Pals” and a volunteer fundraising committee.

Our board members are:

Member name	Organisation	Role on the board
Michelle Hensel	Teacher's Aide	Chairperson
Anne-Marie Humphries	Principal, Huon Financial Planning Pty Ltd	Secretary
Anthony Liston	Chief Financial Officer, Hume Transport	Treasurer
John Watson	Councillor, City of Wodonga	Member
John Mollison	Retired bank manager	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	Oncologist, Border Medical Oncology	Member
Bryan Blake	Director, Cookinburra International	Member
David Baker	Director, Baker Motors	Member
Renea Maskell	Bookkeeper, RJ Sanderson & Associates	Member
Di Thomas	Freelance Communications Advisor	Member



2. How your fundraising will be used

The Albury Wodonga Regional Cancer Centre Trust Fund will work with stakeholders of the Albury Wodonga Regional Cancer Centre to allocate your donation to the service area most in need.

Our four main areas of consideration are:

- New life-saving medical equipment;
- Professional development and training for staff;
- Cancer research through local clinical trials; and,
- Wellness Centre programs and support.

What impact will your fundraising have?

\$10

can help facilitate **support groups** to connect patients with others going through a similar journey.

\$20

can help offer **free exercise programs** to help build strength and fitness during and after cancer treatment.

\$50

can help offer **free oncology massage** to assist with stress and the side effects of cancer treatment.

\$100

can help provide **free counselling sessions** to help patients and carers cope with the emotions surrounding a cancer diagnosis.

\$500

can help offer further **training and development** to our staff so they stay up-to-date with the latest cancer treatment.

\$1000

can help fund **local research** into better ways of fighting cancer.

\$5000

can help fund **new specialist medical equipment** to better diagnose and treat cancer.



3. So you've decided to fundraise ... what next?

Step 1: Decide what type of fundraising activity you would like to organise. You will find some great fundraising ideas below.

Step 2: Complete our fundraising registration form online at awcancertrust.org.au/host-a-fundraiser. A hard copy is also attached to this guide.

Step 3: We will send you a Letter of Authority to fundraise to confirm we have received your details and approved your fundraising activity.

Step 4: The fun bit – fundraise!

Step 5: Within 30 days of finishing your event, bank your funds via one of the methods listed on page 10.

Step 6: If any donors require a tax receipt, record their name, contact details (email address preferred) and amount donated. Pass this information onto us and we will send receipts to each individual.

Step 7: Let us know you have banked the funds and we will acknowledge your fundraising efforts with a thank you letter and Certificate of Appreciation.

4. Fundraising ideas

Why not use a good cause like the Albury Wodonga Regional Cancer Centre as an excuse to have some fun? Get your friends, family or wider community together for a fundraising event, or have them involved in your fundraising activity.

There are so many ways to raise money for charity, but here are some ideas to help get you started:

At home with your friends and family

- Host a dinner party and ask guests to donate what they would have spent at a restaurant.
- Hold a karaoke night where people can sing along to their favourite tunes, and put them in the mood to donate. If you don't have a karaoke machine, there's a good chance one of your friends do!
- Opt for a night in with board games or pampering. Ask guests to donate money they would normally have spent on a night out.

Challenge yourself

- Be brave and shave, wax or colour your hair.
- Get sponsored to give up a guilty pleasure like alcohol, chocolate or social media for a month.
- Walk or cycle to work and donate the money you save.



At work

- Host a morning tea and ask your colleagues to donate an hour's wage.
- Provide a donation box on your workplace counter so customers can donate their spare change. Secure lockable donation boxes are available from the Albury Wodonga Regional Cancer Centre Trust Fund.
- Ask your boss to go dollar-for-dollar, and match what you raise.

At school or sporting clubs

- Organise a lamington, chocolate or pie drive. Contact your local bakery or a confectionary distributor for a delicious range of options.
- Choose a theme, such as sports team, super hero or crazy socks, and ask people to dress up for a day and bring in a gold coin donation.
- Make a coin trail and see what distance you can cover with donated gold coins.

In the community

- If you have a beautiful backyard, why not share it with everyone? Host an open garden and charge visitors a gold coin donation to enter.
- Organise a movie night. Most cinemas will offer heavily discounted rates for groups. Sell the tickets at a price of your choice and donate the profits.
- Approach your local pub or community centre about organising a trivia or bingo night. You host the night and guests pay to play.
- Organise a dinner at your favourite restaurant. Negotiate a good price with the restaurant then charge a set price to cover the food and a donation.

Other ideas:

- Raffle
- Sausage sizzle
- Golf, bowls or tennis day
- Auction dinner
- Car wash
- Fashion parade
- Art or crafts stall
- Guest speaker night
- Cake stall
- Wine tour
- Street or garage sale
- Donations in lieu of birthday gifts
- Plant, book or second hand items stall at a local market
- Garage sale



5. Fundraising tips

Like you, we want your fundraiser for the Albury Wodonga Regional Cancer Centre to be the best it can be. We have put together a few tips and ideas to help you plan a successful event that is enjoyable for you and everyone involved.

- **Set an ambitious yet achievable goal** – you may be surprised at the impact you can have once you get started.
- **Get the ball rolling** – show that you're serious about fundraising by making the first donation.
- **Start with family and friends** – email or message your close contacts to tell them what you're doing and how they can support you.
- **Tell people why** – The most important thing to add to your communications is why you are fundraising. Let people know why this cause is especially important to you.
- **Stand out in the crowd** – While there are many worthy charities out there, the Trust Fund's point of difference is that we are 100% local. Let people know that all money raised will stay in our region to help local families impacted by cancer.
- **Share on social media** – post about your fundraising activity on social media networks such as Facebook, Twitter or Instagram, and don't forget to tag us!
 - * Facebook: @AWRegionalCancerCentre
 - * Instagram: @awcancertrustfund
 - * Twitter: @awcancertrust
- **Thank your supporters** – no matter how big or small the donation, let them know how grateful you are and that they are helping local families impacted by cancer.

6. How we can help

While you are responsible for the planning and organisation of your fundraising event, there are many ways we may be able to assist you. These include:

- Use of our logo on authorised material;
- A Letter of Authority to fundraise to show that your event has our approval;
- Albury Wodonga Regional Cancer Centre Trust Fund resources such as brochures, banners and secure donation boxes;
- A Trust Fund representative to speak at your event, depending on timing and availability; and
- Tax receipts for donations over \$2.

If your event is open to the public, we can help with online promotion through our website and social media channels. For bigger events, we can also assist with putting together a media release and the distribution to local media outlets.



Online fundraising

Fundraising online is a quick and easy way to collect donations.

It is simple to set up your own fundraising page, and personalise it with your own story and images. You can then send your page URL to supporters and share it on social media.

Donors to your fundraising page pay by credit card and are automatically issued with a tax receipt. Your page will keep track of your fundraising tally.

Please ask us how you can set up your own fundraising page by phoning us on (02) 6064 1538 or email events@awcancertrust.org.au

Please note that while the Albury Wodonga Regional Cancer Centre Trust Fund is here to help support your fundraising activity, we are unable assist with its planning and organisation. The Trust Fund is the beneficiary of your event and can not help with prizes, auction or raffle items, venues, entertainment or permits.

7. Your responsibilities as a fundraiser (terms and conditions)

- Your fundraising activity should only proceed once the registration form has been submitted to and approved by the Albury Wodonga Regional Cancer Centre Trust Fund. You will receive a Letter of Authority to fundraise once this has occurred.
- 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.
- 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.
- Telemarketing, door-knocking and the soliciting of donations in public places is not permitted.
- While our staff can offer support and advice 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.
- Your communications should clearly state the amount or percentage of funds raised that will go to the Trust Fund.
- The fundraiser is not authorised to speak on behalf of 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.
- The most appropriate wording when communicating the relationship between the fundraiser and the Trust Fund is, the event is "proudly supporting the Albury Wodonga Regional Cancer Centre Trust Fund".
- Please continue to liaise with the Trust Fund in the lead up to your event, especially if the event details change significantly.



Public liability insurance

The Albury Wodonga Regional Cancer Centre Trust Fund does not provide public liability insurance for external organisations or individual fundraising activities.

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.

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.

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 your local council.

8. Banking the funds

Once the hard work is done, there are a number of ways you can deposit the funds.

Our preferred method:

1. DIRECT DEPOSIT

Deposit your donations at your local bank in to our account:

Bendigo Bank

Account: Albury Wodonga Regional Cancer Centre Trust Fund Inc.

BSB: 633-000

Account No: 150854123

Be sure to notify us of your deposit by emailing events@awcancertrust.org.au

2. ONLINE

Pay securely by credit card at awcancertrust.org.au/donation

3. IN PERSON

Hand over the donations in person at the Albury Wodonga Regional Cancer Centre Trust Fund. Make an appointment by phoning (02) 6064 1538 or email events@awcancertrust.org.au



9. Registration form

Thank you for your interest in running an event in support of the Albury Wodonga Regional Cancer Centre Trust Fund.

There is a requirement for any fundraising event or initiative to pre-register with the Trust Fund by completing the registration form below, or online at

awcancertrust.org.au/host-a-fundraiser

Please also make sure you have read and understood section 7 of this guide, your responsibilities as a fundraiser, before completing this registration form.

Thank you for your consideration and support.

FIRST NAME: _____ SURNAME: _____

ORGANISATION (optional): _____

EMAIL: _____

PHONE NUMBER: _____

NAME OF EVENT: _____

PROPOSED DATE OF EVENT: _____

EVENT LOCATION: _____

SUBURB: _____ STATE: _____ POSTCODE: _____

PRIVATE (by invitation only) or **PUBLIC EVENT** (anyone can attend and may be listed on our website and social media pages). Please circle

Private event Public event

DETAILS OF YOUR EVENT (eg barbecue, movie night or morning tea)? _____

HOW WILL FUNDS BE RAISED (eg ticket sales, raffle or auction)? _____

IS THE ALBURY WODONGA REGIONAL CANCER CENTRE TRUST FUND THE SOLE BENEFICIARY OF MONIES RAISED FROM THIS EVENT/INITIATIVE? Please circle

Yes No

If no, please list other beneficiaries _____

HOW WILL THE EVENT BE PROMOTED? _____



Event disclaimer

I have read and understood the Albury Wodonga Regional Cancer Centre Trust Fund *terms and conditions*.

Financial liability, 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.

The fundraiser will adhere to all conditions outlined in section 7 of the *terms and conditions* in relation to the use of the Trust Fund's brand and logo.

The fundraiser agrees to forward samples of all promotional materials and correspondence such as media releases in relation to the event to the Trust Fund for approval before publishing, promoting or distributing materials.

☐ I have read and agree to the above terms and conditions.

Signed: _____ Date: _____

Please return to:

Albury Wodonga Regional Cancer Centre Trust Fund
PO Box 326, Albury NSW 2640
Phone: (02) 6064 1538
Email: events@awcancertrust.org.au

10. Other ways to get involved

Fundraising is just one way you can show your support for local families impacted by cancer. There are many ways you can help the Albury Wodonga Regional Cancer Centre Trust Fund including:

- Becoming a corporate friend;
- Leaving a gift in your will;
- Becoming a "Cancer Pal" community advocate;
- Joining our Fundraising Committee; or
- Making regular online donations.

If you would like further information, contact us on (02) 6064 1538 or email events@awcancertrust.org.au

We wish you all the best with your fundraising activity, and thank you for your wonderful support!