

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



Fundraising Guide

JUNE 2025



With your support – we shine!



www.awcancertrust.org.au



Thanks for your support!

Fundraising for the Albury Wodonga Regional Cancer Centre Trust Fund is a meaningful way to support patients, their families, and medical advancements in cancer treatment and care.

We are a 100% local charity, with all money raised used to support cancer services in the Albury Wodonga region. By fundraising for the Trust, you can be assured that your money stays local to support family, friends, colleagues and others in our community impacted by cancer.

This guide provides practical steps, tips, and ideas to help you organise successful fundraising efforts. Donations and funds raised go towards areas most in need and are spent within one of 4 Pillars: The Wellness Centre, Research and Clinical Trials, Education and Training and Specialist Equipment.

About the Albury Wodonga Regional Cancer Centre Trust Fund

Our vision is to raise funds so that every person diagnosed with cancer in our regional community has access to high quality cancer treatment and support services close to home and to their loved ones.

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

The Cancer Centre 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 Trust Fund is a not-for-profit organisation which aims to support the Cancer 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. As a 100% local charity, all donations remain here in our community.

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. Our Board members:

Name:	Position:	Project/Role:
Michelle Hensel	Chair	Leadership Stakeholder Engagement Sector Experience People and Culture
Richard Lukins	Secretary	Sector Experience Stakeholder Engagement Information Technology and Digital, Finance and Accounting
Anne-Marie Humphries	Treasurer	Strategy Finance and Accounting Operations Risk, Legal and Governance
Dianne Thomas	Board	Stakeholder Engagement Leadership Sector Experience Operations People and Culture
Kerry Strauch	Board	Strategy People and Culture Stakeholder Engagement Leadership
Bryan Blake	Board	Risk, Legal and Governance Strategy People and Culture Sustainability
Anthony Liston	Board	Finance and Accounting Risk, Legal and Governance Strategy Sustainability
David Baker	Board	Leadership Strategy Operations Stakeholder Engagement People and Culture

[Continued]

Name:	Position:	Skills category:
Bradley Robertson	Board	Strategy Risk, Legal and Governance Leadership Stakeholder Engagement Sustainability
Shona Stanton	Board	Stakeholder engagement People and Culture Sector Experience (Allied Health) Operations
Craig Underhill	Board Ex-Officio	Sector Experience (Clinical Specialist) Stakeholder Engagement Operations Leadership

The Board are supported by three part-time staff members:

Andrew Mackinlay is the Manager of the Albury Wodonga Regional Cancer Centre Trust Fund. With over 25 years of experience in sporting clubs and having run his own small business, Andrew has cultivated a profound passion for community engagement. His connection to the centre is deeply personal, having witnessed numerous family members and friends receive treatment there. In addition, he has previously spearheaded fundraising initiatives for the Trust, further strengthening his commitment to its mission. Andrew works from Monday to Thursday 8am to 4pm at the Trust Fund.

Justine Rofe is the part time Media and Communications Officer. With expertise in media relations and communication, Justine manages the

Trust's website, social media, event promotion and the quarterly Shine newsletter. Justine is the primary contact for media enquiries and is passionate about connecting with donors and fundraisers. Having experienced cancer herself in 2020, she's inspired by the community's support for those in need. Feel free to reach out to Justine for guidance and support, Monday to Friday 8:30am-3pm.

Leanne Habgood is the part time Administration Officer and is available Monday to Friday 8:30am-3pm for all your enquiries. With experience supporting not-for-profit organisations, Leanne ensures day-to-day functions so the team can focus on their fundraising mission.

The Albury Wodonga Regional Cancer Centre Trust Fund Team:
Leanne Habgood, Andrew Mackinlay and Justine Rofe.





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 Pillars of consideration are:



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.



YOU'VE DECIDED TO FUNDRAISE...

What next?

After gathering feedback from several successful community-led fundraising groups, we've combined their top recommendations into the following steps to help you plan an event that is successful and enjoyable for you and everyone involved.

1

Decide what type of fundraising activity you would like to organise.

2

Gather your Fundraising helpers and **plan your event**. Include timelines, roles and responsibilities and agree upon a fundraising goal.

3

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

4

Engage with the Trust Fund team to discuss your event in greater detail and work out **how we can best support your event**.

5

Receive your **approval to fundraise** on behalf of the Trust Fund. Letter of Authority to Fundraise to confirm we have received your details and approved of your fundraising activity.

6

Promote your event via your friends, family members, work colleagues, social media pages and the local media outlets. Consider including the following messages in your communications:

- Tell people why you are fundraising for the Trust Fund. Let people know why this is especially important to you.
- Stand out in the crowd and make sure to let everyone know that you are fundraising for a 100% local charity. Let people know that all the money raised will stay in our region to help local families impacted by cancer.
- Acknowledge your supporters and sponsors (if you have them), no matter how big or small their support for your event.

7

The fun bit - Run your event and enjoy every moment! It will be over before you know it!!

8

Within 30 days of finishing your event, bank your funds via one of the methods listed on page 11 and send us an email to confirm the deposit.

9

Thank your supporters. No matter how big or small the donation is, let them know how grateful you are and that they are helping local families affected by cancer.

10

Gather feedback, **review**, measure success against your fundraising goal/s and plan for any future event/s.

11

Relax, take a deep breath and know that your commitment to the Trust Fund has helped many in our community.

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:

COMMUNITY EVENTS:

- Host a bake sale.
- Organise a fun run, walkathon or cycling event.
- Plan a trivia night or quiz competition.
- Hold a charity auction featuring donated goods or experiences.

ONLINE CAMPAIGNS:

- Create a crowdfunding page with a compelling story.
- Run a social media challenge to raise awareness and donations.
- Host a virtual event like a concert or talent show.

CORPORATE SPONSORSHIPS:

- Partner with local businesses for matching donations.
- Arrange for corporate donations or employee giving programs.
- Secure sponsorship for events or campaigns.

PERSONAL CHALLENGES:

- Encourage supporters to take on challenges like marathons, mountain climbs, or hair-shaving events.
- Create a milestone-based fundraising challenge (e.g. Raise \$100 for every kilometre walked).

DONATION DRIVES:

- Collect recyclable items like cans and bottles to raise funds.
- Organise a clothing or toy drive with proceeds going to the charity.
- School and Workplace Activities:
 - Hold a casual dress day where participants donate to dress down.
 - Host a “gold coin donation” morning tea or bake sale.
 - Start a competition between classes or departments to raise the most funds.



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 Board Member attending and speaking at your event.
- Trust Fund Banner.
- Collection tins, EFT Square Terminal and Donation Kiosk.
- Use of our small marquee for your event.
- Engagement with the local media outlets.
- Your event shared on the Trust Fund social media pages and website.
- The creation of an online fundraising page for your event on our platform. Donors can make online payments directly to your event and are automatically issued a tax receipt. Your fundraising page enables you to keep track of your fundraising tally.
- Tax receipts for donations over \$2.00.

We will provide you with a Letter of Authority to Fundraise on our behalf, once your application has been approved.

TERMS AND CONDITIONS

These guidelines will assist you in the requirements around community fundraising, handling donations and planning an event. Once registered you will be sent an 'Authority to Fundraise' letter, which is required by law for any person wanting to conduct a fundraising event. Your Authority to Fundraise for Albury Wodonga Regional Cancer Centre Trust Fund is valid for a set period, which is set out in the accompanying letter, however, we reserve the right to withdraw this authorisation at any time by notice to you.

THE FUNDRAISER AGREES TO:

- Your fundraising activity should only proceed once the registration form has been submitted and approved by the AWRCCCTF. You will receive a Letter of Authority to Fundraise, notifying you of approval.
- AWRCCCTF can provide you with our supporter logo for your marketing materials. Approval of all marketing material that contains our logo is required prior to publication and promotion of your event.

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, doorknocking and the soliciting of donations in public places is not permitted.
- While AWRCCCTF staff can offer advice and help support your fundraising event, the AWRCCCTF is not to be recognised as the organiser of your event. All matters involving financial liability, public liability and public safety remain the responsibility of the event organiser and not the AWRCCCTF.
- The AWRCCCTF is not liable for any expenses incurred in organising and promoting the event.
- Unless specifically negotiated, approval of a fundraising activity or event does not imply inclusivity and the AWRCCCTF reserves the right to enter into similar arrangements with other fundraising organisations subject to the same criteria.
- Your communication should clearly state the amount of percentage of funds raised that will go to the AWRCCCTF.
- The Organiser is not authorised to speak on behalf of the AWRCCCTF.
- The fundraiser has a responsibility to ensure that all communications outline that the activity is raising funds for the AWRCCCTF and is not the AWRCCCTF's own event.
- The Fundraiser uses the correct terminology "Albury Wodonga Regional Cancer Centre Trust Fund" only. No abbreviations or alternatives can be used.
- When naming the event, the organiser cannot use the terms "Trust Fund" or "Cancer Centre" in the title of the event. For example, Run for the Trust Fund or Cancer Centre Gala Dinner.
- Do not use the AWRCCCTF name in any way that might negatively affect the reputation of the AWRCCCTF.
- The most appropriate wording when communicating the relationship with the fundraiser and the AWRCCCTF is:
The Event is proudly supporting the Albury Wodonga Regional Cancer Centre Trust Fund.
- Keep accurate records of all donations and expenses.
- Keep in contact with the Trust Fund Team in the lead up to the event and post event.

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.

BANKING YOUR FUNDS

Bank your fundraising as you go. You can deposit the funds directly into the Trust Fund bank account or arrange for a cheque presentation.

DIRECT DEPOSIT

Deposit your donations at your local bank into 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 so we can add it to your fundraising tally, at the following details:
Phone (02) 6064 1538 or email info@awcancertrust.org.au

CONCLUSION

Fundraising for the Albury Wodonga Regional Cancer Centre Trust Fund has a profound impact on the lives of many. With careful planning, creativity, and dedication, your efforts can raise vital funds that will be directed to areas most in need, supporting the four key pillars of patient care; wellness programs, medical equipment, and cancer research. Together, we can make a difference in the fight against cancer.

WEB PAGE EVENT DISCLAIMER

I have read and understood the terms and conditions contained in the Albury Wodonga Regional Cancer Centre Trust Fund Fundraising Guide.

Potential donors will only be directed to the Trust Fund's official website (awcancertrust.org.au) for online and electronic donations, rather than requesting donations go to an alternative bank account and be then passed on to the Trust Fund.

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 the Fundraising Guide 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
Email: info@awcancertrust.org.au

Thank you!



Albury Wodonga Regional Cancer Centre Trust Fund Inc.

