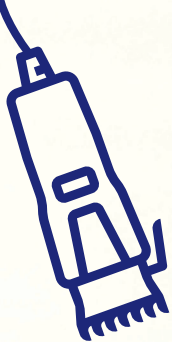


HOW TO BRING YOUR FUNDRAISING IDEA TO LIFE

All you need to know.





After Larry's family was impacted by cancer, he decided to shave off his curly locks and raise money for Cancer Council.



THANK YOU FOR FUNDRAISING!

Every day, 98 Victorians are diagnosed with cancer.

By fundraising for Cancer Council Victoria you're helping to ease the burden of this life-changing news – for the patients, their family, friends and colleagues.

As an independent not-for-profit organisation, Cancer Council relies on amazing people like you to fund our work – it'd be impossible without you!

Fundraise your way for Cancer Council and help free the future from cancer.

Simply tell us about your special fundraising idea and we'll help make it happen.

Enclosed, you'll see how much of an impact you can make, and you'll find some tips on how to start your fundraising journey.

We've also included some great fundraising ideas, inspiring stories from our fundraisers, tips on how to spread the word, and useful advice for organising an event.

We can't wait to work with you to support your idea and help create a cancer free future.

HOW YOUR FUNDRAISING HELPS

Cancer never rests, and thanks to you, neither do we! Your support helps fund:



RESEARCH

Every year, about \$20 million is invested in life-saving cancer research at Cancer Council and in leading Victorian hospitals, universities and research institutions.

Improved screening combined with vaccination means Australia is set to be the first country in the world to eliminate cervical cancer.



“On the back of Australian research, we were the first country in the world to deliver a nationally funded HPV vaccination program.”

- Professor Karen Canfell, Chair of the Cancer Screening and Immunisation Committee at Cancer Council.

PREVENTION

With 1 in 3 cancers preventable through lifestyle choices, education programs are powerful life-savers. Our screening programs encourage more Victorians to catch cancer early, before it becomes more difficult to treat.

We estimate about 84,000 Australian lives could be saved in the next 20 years with our National Bowel Screening campaign, if we increase participation in the home screening test by 20%.

“The doctor said had I not done the bowel screen, I would have been organising palliative care at Christmas.”

- Louise, diagnosed with stage 3 bowel cancer.



SUPPORT

On **13 11 20**, our experienced cancer nurses provide reliable information and compassionate support, so no one has to face cancer alone. We also connect people with a wide range of emotional and practical services.

Each year more than 220 cancer patients receive a free wig after losing their hair to treatment.



“Having no hair, people look at me quite differently – as the girl with cancer – but when I’m wearing my wig, I feel just like everyone else and I can be who I am.”

- Kaitlyn, brain cancer survivor.



FUNDRAISING IDEAS

You have the will, now's the time to find your way.

Give up something unimaginable for a month – like your phone or TV!



If you have some crafty talents, why not **create something** unique and meaningful to raffle.



If you're a gym junkie, yoga nut or fitness freak, **hold a class** at the park or beach.



Invite your friends to a **pot-luck picnic** at the park or beach and ask for a donation from those attending.



Host a **movie night**. If your friends can't get together, just stream it at the same time.

Ask your sports team if they are up for the challenge of an extra-long **charity game**.

Hold an **online trivia night** with a fun theme.

Deliver delicious **snacks or meals** to family, friends or your workplace and ask people to donate to your fundraiser.

BE BRAVE AND SHAVE

Go all out by shaving it all off.

Shaving your head can show solidarity with loved ones affected by cancer and raise money at the same time. You could also cut or colour your hair, or even wax your legs or shave your beard. You decide the challenge!

Can I donate my hair?

If you've got long locks that you'd like to donate, we recommend sending them to Sustainable Salons. This social enterprise makes wigs from your donated hair for people experiencing hair loss relating to illness.

What you need to do

If you'd like to donate your hair, please make sure you follow these guidelines.

- Make sure your hair is clean and dry
- Section hair with elastics and make sure each ponytail measures 20cm or more starting from the hair elastic
- Cut hair 1-2cm above the elastic for each ponytail
- Seal ponytail tightly in an envelope or snap lock bag
- Send to Sustainable Salons: GPO Box 322, Sydney NSW 2001

Visit sustainablesalons.org or contact fundraising@cancervic.org.au for more information.





CHALLENGE YOURSELF AND GET PHYSICAL

Get fit and raise funds at the same time.



Committing to a run, walk, cycle or swim is a great way to inspire your supporters to donate.

Start getting support when you start your training.

Post updates on your milestones along with any other preparation

before the day of your challenge. Your commitment will inspire others.

Plus, with this fundraising activity, you'll be doubly rewarded by reducing your risk of cancer by staying active.

Following his mother's cancer diagnosis Luke decided to kayak from Half Moon Bay to Rosebud.

“Ever since I was a kid I've wanted to kayak around the bay, and I've always loved doing fundraising, so I put the two together”



GETTING STARTED

1. Register online

- Register your fundraising idea at fundraising.cancervic.org.au
- A team member will be in touch by phone to provide advice and help you get started.
- If you want to talk to someone, you can call our team on **1300 65 65 85** during business hours or email us at fundraising@cancervic.org.au

2. Personalise your page

- Upload a **profile picture** to your fundraising page. People who do this have more engagement from friends and family.
- Don't be afraid to **tell your story**. It can be hard putting yourself out there, but it will pay off when friends and family connect with your passion.

- **Set your fundraising goal** and aim high! If you get close to reaching your financial target or achieve it - increase it.

3. Get the go-ahead

We'll send you a fundraising kit including your authority to fundraise letter, which shows you're a registered Cancer Council Victoria fundraiser. This will show that your efforts are genuinely linked to Cancer Council and will be particularly helpful if you approach businesses to sponsor you as part of your fundraising.

Georgia bravely invited her community along to her head shave and smashed her goal of \$5,000 by raising an incredible \$21,000.

“There were people there I didn't know who came up, gave me a hug and said, ‘you're so amazing’”



PLAN YOUR FUNDRAISER

The who, where and what of your fundraiser.

Who else can help?

Ask your friends and family if they'd be willing to lend a helping hand. You may be surprised at how much people are willing to help.

Where will I hold my fundraiser?

- Make sure it is accessible by public transport, has parking, as well as a suitable number of toilets.
- If you're serving food check that the venue is licensed to do so.
- Confirm your current COVID restrictions. Online events are a great way to get everyone together no matter what the rules are.
- Ask businesses if they rent their space at a discount for fundraising events.

Selling tickets?

- Sites like Eventbrite and StickyTickets are simple to use and automatically email tickets.
- Offer group or family discounts and entice more people to sign up.

What about prizes?

- Raffles and lucky door prizes help to raise more money. Check out the guidelines at the Victorian Commission for Gambling and Liquor Regulation website to learn more about setting up a raffle responsibly.
- When you acknowledge their support, some businesses may donate a prize. Write and introduce yourself, explains why you're raising money and who for. We recommend visiting them in person.

Be healthy and SunSmart

Provide lighter food options and offer drinks which are non-alcoholic and low in sugar. Visit livelighter.com.au for recipe ideas.

Make your event SunSmart – provide plenty of shade and sunscreen.

**Make your event
smoke-free and let
your guests know by
putting up some signs.**



TRACK YOUR COSTS

Budgeting can be intimidating for even the most experienced event planner. That's why we've put together this simple spreadsheet to help you log all your donations and costs.

If you do deduct costs, please send us this page or an outline of expenses when you bank your funds.

[illegible]

Costs	\$
Fundraising balance	
Total revenue minus costs	\$



GETTING THE WORD OUT

Having your fundraiser seen online, in print, and in your community will help get more fundraising dollars in!

When to start

If you're organising an event, send invitations 2-3 months ahead of time so attendees can plan ahead. If your event is ticketed, this will help you sell as many as possible.

However if your fundraiser is more of a physical challenge or head shave, start spreading the word a month out, and keep sending out information right up until the day of the challenge.

Contact your local media

If you'd like to try and get your local newspaper, TV or radio station involved, we've got some great tips and tools to help you.

Sharing your story with your local media can mean greater

awareness of your fundraiser and more donations. **Visit fundraising.cancervic.org.au**

Get creative

Use our poster template or make up your own, create an image for social media or even a website – whatever you dream up to get people inspired and excited!

Include key information such as the date, time, location, ticket information, prizes, your contact information and the link to your fundraising page so they can donate.

To help, we can provide you with the Proudly Supporting Cancer Council logo to use on your promotional material. Just email **fundraising@cancervic.org.au**.

Spread the word with social media

- When writing a post let your contacts know that every dollar counts, and make sure to include an obvious link to your fundraising page.
- Share across all platforms. You might miss out on some potential donations by sticking to just one.
- Use the images provided on the **fundraising.cancervic.org.au** website under 'Resources' to stand out.
- Create a Facebook event and secure a place in people's calendars.
- Hashtag your posts to become discoverable – use **#CancerVic** so we can see and share your efforts, and tag **@cancervic** on Instagram or Twitter!

How to ask for donations

Some people feel awkward about asking for financial support from their networks; however, we have a few tips to help:

- Make the first donation – it shows your commitment, and fundraisers who do this often receive more donations.
- Send a reminder to people who said they'd donate but haven't. It's likely they forgot or didn't get around to it.
- When asking, remind your friends and family that no amount is too small and that it all adds up!
- Include your fundraising page in your email signature and appeal to co-workers.
- Remember – you're giving hope for a cancer free future. Unfortunately, most people have been affected by cancer, so many friends and family will want to support you.

Many thanks

There are many ways to say thank you – such as a simple phone call, email, or letter. Make sure to acknowledge all your wonderful supporters for their generosity.

Remember – you couldn't have done it without them! We can provide thank you certificates upon request.



MONEY MATTERS

After all your hard work, here comes the rewarding part – sending us your donations so we can put them to work.

Donations made through your online fundraising page will come directly to Cancer Council, but any cash or cheque donations you receive need to be submitted. Here are some options to do so.

Option 1: Online through your fundraising page

This is the fastest and easiest way to get your money to us. Retain the donations, then visit your own fundraising page and pay this forward by clicking the 'donate' button and transfer the money in one lump sum. Please note that this is not a tax-deductible donation.

Option 2: Online via direct deposit

If you use online banking, directly deposit your fundraising dollars into our account using the following bank details:

Account name: Cancer Council Victoria

Account number: 8377 25476
BSB: 013 128

Once the money has been transferred, please email fundraising@cancervic.org.au with a photo, screenshot or copy of the receipt.

Option 3: Post a cheque

Please ensure all cheques are made out to Cancer Council Victoria and posted to:

**Fundraising Team
Cancer Council Victoria
615 St Kilda Road
Melbourne Victoria 3004**

Option 4: Deposit slip

You can bank your funds in person at any ANZ bank. If you would like to do this, please contact us directly and we will send you a deposit slip.

Individual donations of \$2 and over are tax-deductible. All online donors receive an automatic tax receipt via email.

'Donations' are gifts where you receive no material benefit in return. Raffle and event entry ticket purchases are not donations. For further information, visit the Australian Tax Office website.

THANK YOU FOR FUNDRAISING FOR CANCER COUNCIL!

You're funding life-saving research across all cancers, educating communities on reducing their cancer risk, and making sure support services are available, so no one has to face cancer alone.



CONTACT US



1300 65 65 85



fundraising@cancervic.org.au

If you or someone you know are currently affected by cancer, please contact our understanding cancer nurses for support on **13 11 20** or email **askanurse@cancervic.org.au**



Cancer Council
Fundraise Your Way