Perth Children's Hospital Foundation

your fundraising guidelines

July 2018

welcome

Congratulations –
your fundraising proposal has been approved!

We are so excited to welcome you as part of the Perth Children's Hospital Foundation fundraising family.

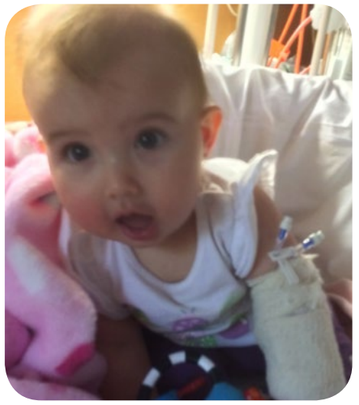
You are doing something amazing. By raising funds to support WA's only specialist children's hospital, you are giving kids a chance to live their happiest, healthiest lives.

Thank you!

This pack will help you organise your activity. It contains everything you need to get started on your fundraising journey, including legal guidelines and details about the kids you are helping.

you are giving children like Ruby a chance

Ruby was just seven months old when she was first diagnosed with a rare form of cancer.



Ruby at 7 months of age.

Ruby aged two.

Ruby's parents, Emma and Joel, first suspected something was wrong when they noticed that she had become extremely sleepy and pale. After taking her to Princess Margaret Hospital for a check-up and blood tests, Emma and Joel were given the life-altering news.

Ruby was diagnosed with Acute Myeloid Leukaemia in late 2013.

Three out of ten children diagnosed with this form of leukaemia are unable to recover from it.

"The hardest part of dealing with Ruby's condition is knowing that tomorrow is never guaranteed and that she could be gone in a heartbeat," Emma explained.

"At each appointment I would feel physically sick hoping everything would look good."

Before she had even turned one, Ruby had endured six intensive rounds of chemotherapy, multiple lumbar punctures and a major surgery.

Emma and Joel began spending every spare moment they had at the hospital to be with Ruby. Every second was dominated by thoughts of platelets, blood pressure levels and test results.

Over a year after Ruby had first been diagnosed, the news that the family was waiting for arrived. Doctors declared her to be in remission.

Finally, Emma, Joel, Ruby and her older brother Chayse could begin life as a 'normal family'. Emma started applying for jobs again and everything seemed to be looking up. The family were hoping and praying that Ruby's leukaemia would fade into history.

Then, in late September of 2015, Ruby's condition took a turn for the worse. She had relapsed.

Ruby's doctors recommended an aggressive treatment program to commence immediately. This included two high-dose rounds of chemotherapy and a bone marrow transplant.

Whilst the treatments went well, the leukaemia had grown in clusters on Ruby's brain, affecting her balance. As a result, Ruby's walking was severely impaired.

Ruby is now four years old and continues to battle her condition. She remains a ray of sunshine, smiling even when she's not feeling well.

Ruby aged three with her brother Chayse.

With your help and support, Ruby can receive world-class treatment to give her the best chance of survival.

Thank you for taking on the challenge to raise funds for Perth Children's Hospital Foundation – you are making a difference to the lives of West Australian children like Ruby.

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She remains a ray of sunshine, smiling even when she's not feeling well.

how to organise a successful fundraiser

1 book

Lock in a date and venue for your activity. If it's at home, let your family know.

2 get online

Set up an online fundraising page on Everyday Hero. Speak to us about how you can give friends and family the option to support your event from all over the world.

3 invite

Send out invitations. You can do this on Facebook, by email, by post or in person.

4 make it bigger

Contact us for posters, collection tins, pictures, letter templates, t-shirts, merchandise and lots more.

5 ask, then ask again

Remind people about your activity and share your online fundraising page. Most people need to be reminded at least three times, so shout it from the rooftops!

6 activity day

Have a great day and always remember that you are doing something amazing!

7 bank

Use the banking form at the end of this booklet to deposit the funds you raised within 14 days of your activity.

8 celebrate

Display your official Perth Children's Hospital Foundation certificate with pride – you've given kids in WA a chance to live their healthiest and happiest lives.

Well done!

how to easily raise $3,000

$1,000 personal donations

- Send out personal emails or messages on social media to your contacts and ask for a specific donation amount - "Let's get 50 people to give $50 to help kids in WA. Can you donate $50?"
- Get your family and friends to email their networks.
- Ask any local community groups or local businesses that you're familiar with to donate.

$1,000 your first event - movie night

- 40 people (try to fill the cinema) with a profit of $20 per ticket will generate $1,200.
- Give people who can't attend an option to donate online.
- Add a raffle to raise a further $500 by selling 50 tickets at $10 each.
- Ask local businesses to donate prizes for your raffle.

$1,000 your second event - barbeque

- Contact Bunnings or a local hardware store to book a weekend BBQ.
- Advertise in your local newspaper and invite everyone you know to come along.

a few extras

- Get some friends to hold a morning tea at work, or to bake and sell cupcakes for you. A few morning teas could raise up to $500!
- Organise a garage or e-bay sale.
- If you have a birthday coming up ask for donations instead of gifts.
- Ask your local sports club if you can sell drinks or snacks at one of their events.

how to guides and other resources

We have a bunch of 'how to ' guides to help you with your event, so if you get stuck with anything send us an email or call for a copy.

Are you selling raffle tickets?

Do you need help contacting media?

Other resources include:

- Approval letters
- Use of our "Proudly supporting" logo
- Online fundraising pages
- Posters
- Collection tins
- T-shirts
- Merchandise
- Tax receipts
- Certificates
- Stitches Bear visits
- Perth Children's Hospital Foundation speakers

your responsibilities

By running your activity in an appropriate and responsible way, you can make sure it's fun and safe for everyone.

There are guidelines and legal regulations regarding raffles and auctions in Western Australia so make sure you check if they are relevant to your activity.

You may also need a licence for the following activities:

- Providing alcohol
- Providing entertainment
- A public collection
- Putting up banners or signs in public areas
- Selling goods in a public place

For more information you can visit the Department of Commerce website: www.commerce.wa.gov.au/consumer-protection/charities

To ensure your event is safe, you may need to secure public liability insurance and first aid.

As an Authorised Perth Children's Hospital Foundation Fundraiser, if you breach your legal responsibilities or are found to be negligent, you could potentially be liable for costs that may arise due to damage, loss or injury.

Disclaimer: Perth Children's Hospital Foundation reserves the right to withdraw its approval of a fundraising activity at any time if it appears that there is a likelihood of the Authorised Fundraiser failing to meet the above responsibilities.

money matters

Once you have completed your activity, you can pay the funds you have raised directly to Perth Children's Hospital Foundation using the Fundraising Completion Form at the back of this booklet, or by depositing them into our bank account.

depositing funds our bank details

Account name
Perth Children's Hospital Foundation
Bank Commonwealth Bank
Branch Perth
BSB 066 125
Account Number 104 47264
Reference Number
Please insert your full name.

fundraising completion form

The Fundraising Completion Form should be returned and your funds banked within 14 days of your fundraising taking place.

Supporters who make donations of $2 or more to your activity may be eligible to receive a tax-deductible receipt. For more information visit www.ato.gov.au/non-profit

fundraising expenses

If your fundraising expenses are properly documented and less than 40% of total proceeds, they may be deducted from the proceeds of your fundraising activity.

Please speak to us if you have any questions about banking or expenses relating to your activity.

getting the brand right

Use of Perth Children's Hospital Foundation brand elements (name, logos, Stitches Bear, images etc.) is strictly limited to official Perth Children's Hospital Foundation use.

- It is not permissible to use these on any communications or materials produced for your fundraising event without prior written approval.
- We can issue you with a copy of the appropriate 'proudly supporting Perth Children's Hospital Foundation' logo and approved images on request. Please contact us by calling (08) 6456 5550.
- Logos and images are only to be used in the format provided to you and may not be altered in any way.
- Use of Perth Children's Hospital Foundation brand elements is limited only to communications and materials specifically relating to your approved fundraising activity and for an agreed period of time only.
- Perth Children's Hospital Foundation brand elements cannot form part of your fundraising activity name or logo. You can of course say that the money you raise will help make it better for the kids at Perth Children's Hospital.
- Acceptable wording alternatives include; "proudly supporting Perth Children's Hospital Foundation" or "net proceeds will be donated to Perth Children's Hospital Foundation".
- The manufacture or sale of unofficial merchandise (i.e. any goods bearing any of Perth Children's Hospital Foundation's brand elements) is strictly prohibited. Official Perth Children's Hospital Foundation merchandise is available on consignment for Authorised Fundraisers.
- Any copy/design mentioning Perth Children's Hospital Foundation in correspondence, advertising, publicity or any printed or digital form must be emailed to the Foundation for approval prior to production/ distribution.

where your money goes

Your support will help the thousands of children who depend on the hospital for their health. It will also help to provide moments of happiness for kids at the hospital and their families.

The money you raise will help to:

Train and support the expert doctors, nurses and allied health staff who care for the children.

Purchase desperately needed **medical equipment**.

Support **specialist services and therapies**.

Enable ground-breaking **research**.

Provide essential **accommodation** for regional families.

Assist the Child and Adolescent **Mental** Health Service and the Child and Adolescent **Community** Health Service.

and much more!

fundraising completion form

contact person/authorised fundraiser

name: _____

organisation (if applicable): _____

street address: _____

suburb: _____ state: _____ postcode: _____

name of fundraising activity/event: _____

date of fundraising activity/event: _____

total amount raised: $ _____

○ **cash** personally delivered to Perth Children's Hospital Foundation date received: _____

○ **cash deposited** at Commonwealth Bank or **EFT transfer**

account name	Perth Children's Hospital Foundation Charity Account
bank	Commonwealth Bank
branch	Perth
BSB	066 125
account number	104 47264

date transferred: _____

Please ensure you put the 'Authorised Fundraiser's' name in the reference/ description field so we know who the money is from when it hits our account.

○ **cheque (attached)** – please make payable to Perth Children's Hospital Foundation

○ **credit card**

please debit my: ○ VISA ○ MasterCard ○ American Express

card number ____ ____ ____ ____ expiry date ____ / ____

card name _____

signature _____

If you received the following materials, please check the appropriate box and return to Perth Children's Hospital Foundation **within 14 days** of completing your event/fundraising activity

○ **Collection tin/s (used and unused)** ○ **Receipt book/s**

○ **Unsold merchandise** ○ **Bunting**

Please complete and return to **Sarah McNamara** Community Fundraising Manager
Perth Children's Hospital Foundation, PO Box 8249, Subiaco East WA 6008
t (08) 6456 5554 **f** (08) 6456 2344 **e** sarah.mcnamara@pchf.org.au

Perth Children's Hospital Foundation

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