



Community Fundraising Guide

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Thank you for your interest in hosting an event to support Diabetes Australia – Vic (DA–Vic). Each year, many individuals and groups are inspired to make a difference by holding an activity or an event in their local community to raise money to support DA–Vic.

Community fundraising is a fun and rewarding way to raise money for DA–Vic. It is an opportunity to gather friends, family and your community. It is also a great opportunity to show your support for friends or loved ones affected by diabetes.

Here are some ideas to help make your event a success.

Step 1 – Plan the What, When, Where, Who and How?

What will your event be?

Brainstorm some ideas. Here are some to get you started...

- ☆ Auctions
- ☆ Car Boot/Book Sale
- ☆ Trivia Night/ Bingo Night
- ☆ Open Garden
- ☆ Fashion Parade/ Talent Contest
- ☆ Treasure Hunt/Easter Egg Hunt
- ☆ Sausage Sizzle
- ☆ Fancy Dress Party
- ☆ Formal Dinner Dance
- ☆ Shopping Tours
- ☆ Casual Day at Work
- ☆ Christmas Carols
- ☆ Cake and Jam Sale
- ☆ Cinema Night
- ☆ Breakfast Party/ Devonshire Tea
- ☆ Wine and Cheese Tasting
- ☆ Samba Night
- ☆ Karoke Night
- ☆ Fun Run or Walkathon
- ☆ Organise a workplace challenge i.e. Manager vs Staff Cricket Match
- ☆ Get sponsored for a physical challenge or to shave your head, beard or moustache
- ☆ Have a Birthday Party and ask your friends to donate in lieu of presents

When will your event be?

Make a decision about when would be an appropriate time to hold your event and try answering the following questions;

- ✓ Will my event be best on a week day/weekend or day/night?
- ✓ Are there other similar events on around this time?
- ✓ Can my event coincide with a particular season or festivity e.g. Christmas ?

Where will I hold my event?

When selecting a venue for your event, take into account;

- Expected attendance numbers
- Amenities available (including kitchen, toilets and power facilities)
- Accessibility (including wheelchair, public transport and parking)
- Costs of the venue

It is also a good idea to have contingency plans in case of changes in weather conditions or attendance numbers. This may include an alternative venue or timing of event. It is always important to book venues as early as possible and ensure that you **get all bookings confirmed in writing.**

Who is your target market?

It is important when planning your event that you have a good understanding of who your target audience is, as this will ultimately determine the size and type of your event you are putting on.

You may choose to target;

- Family, friends and colleagues
- Local community
- Local businesses

How do you put on a community fundraising event?

There are many aspects to an event and here are just a few areas to consider in your planning.

Support

Whether it be donations, time, products or services you will be surprised by people’s willingness when you ask for their support. Gather as many helpers as possible and don’t try to do everything yourself. If it is a large event, forming a committee will help you to delegate certain responsibilities.

Budget

It is essential to set a budget for your event and stick to it. As apart of DA–Vic’s Fundraising Guidelines we require a draft budget to confirm you have thought through the financial aspects of your event, for example where your income will be generated and what expenses you may incur (*please see sample budget below*).

Sample Budget

Income	\$	Expenses	\$
Ticket Sales	2,000.00	Promotional Material	100.00
Raffles		Venue	200.00
Donations	100.00	Administration	
Registration Fees		Transport	
Sponsorship	400.00	Prizes/Giveaways	50.00
Other:		Other:	
Total Income	2,500.00	Total Expenses	350.00
Donation to DA–Vic \$2150			

Promotion

In order to make your event a success it is important to promote your event in the local community. This may include putting up posters in shop fronts or placing an advertisement in your community newsletter or website. Consider your target market and the best way to reach them with your promotional material.

Sponsorship

Involve local businesses in your event, as they can be a direct source of financial sponsorship and a useful source of goods and services required for your event. This will help keep costs down and ensure the maximum amount is raised to support DA–Vic.

Timeline

Setting a timeline will allow you use your time efficiently in preparation for your event. A timeline allows you to allocate tasks to helpers and set deadlines for tasks.

Step 3 – Act Now!

Once you have thought through the initial plans for your event it is then time to let us know what you would like to do by completing our Community Fundraising Proposal Form and returning this along with a draft budget and a copy of photo ID for verification purposes.

In order to comply with fundraising legislation and DA–Vic policy all community fundraising events need to be registered and approved by DA–Vic. Once you have received written approval from DA–Vic you may begin your fundraising.

Step 4 – Enjoy your hard work

It is time to put all those plans in action. If you put in the hard work preparing for your event it will pay off. Don't forget to enjoy the experience!

Step 5 – Follow up

It is just as important as the event itself to follow up and thank all those involved, from those who helped to the businesses that supported your efforts. Try to gather as much feedback as possible, both positive and negative as this will enable you to improve on your event for next time round. Don't forget to inform the local media about the success of your event and write a small report about the event in case it becomes an annual event.

1. Diabetes Australia – Vic support and involvement

The financial responsibility, fundraising efforts, record keeping and management of the fundraiser/event are entirely the responsibility of the Fundraiser and due to limited resources DA–Vic is unable to take a coordinating role in your event

Diabetes Australia – Vic is a health organisation and will only approve events which meet the following criteria:

- promote healthy food and activity
- do not engage in door to door solicitation or telemarketing

2. Publicity

We encourage you to involve your local newspapers and media (radio and community television) to publicise your event. Please remember to advise and discuss any media opportunities with us once you have had your event approved.

As the event is raising funds for DA–Vic but isn't an organisation event we suggest you include the wording on printed material such as;

- 'Proudly supporting Diabetes Australia – Vic'
- 'Funds raised help support Diabetes Australia – Vic'

If you wish to use the DA–Vic logo or name on any printed material including pamphlets, flyers or products you must gain approval to ensure it meets our current branding guidelines. Please contact the Communications Officer on (03) 9667 1735.

3. Public liability, permits & legislation

Check the venue you are hiring covers your public liability insurance. If not, please contact the DA–Vic Fundraising Officer on (03) 9667 1740.

Council permits may also be required for events in parks, public areas or outside shop fronts, particularly if you are selling or serving food. Contact the appropriate council for more information.

It is your responsibility to ensure their fundraising event or activity complies with any obligations imposed on it by government legislation, for example if you attend to organise an event selling or serving food by law you are required to apply safe food handling practices. For more information visit www.health.vic.gov.au/foodsafety

5. Volunteer identification

If you are seeking donations from the general public i.e. tin rattling, you must gain approval and the appropriate identification from DA–Vic, please contact the DA–Vic Fundraising Officer on (03) 9667 1740.

DA-Vic does not authorise door to door donation solicitation.

6. Raffles

Any person or group who conducts a raffle as apart of their fundraising event must have written consent from DA–Vic. If you are considering raffles, please be aware strict legislation applies and you may require a permit. Go to <http://www.vcgr.vic.gov.au> or contact the DA–Vic Fundraising Officer on (03) 9667 1740.

7. Tax deductible donations

All gifts \$2.00 and over are tax deductible. A gift must be made voluntarily and the donor must not receive any material benefit order to be classified as a gift.

Example

Mr Sample buys a ticket for a fundraising concert. He pays \$20 for the ticket and on the night makes a voluntary donation of \$10. The \$20 ticket is not a gift however the \$10 donation is a tax deductible gift.

8. Receipts

A general receipt will be issued to the Fundraiser. However, if you require individual receipts please keep a record of the donor's name, address and amount and DA–Vic will sent individual receipts as requested.

9. Approval & identification

Before you begin fundraising you must complete the attached Community Fundraising Proposal Form return to DA–Vic together with a copy of photo ID for verification purposes. Once you receive written approval from DA–Vic you may begin your fundraising.

DA–Vic reserves the right to withhold or withdraw its approval for the event or activity at any time should it become apparent fundraising legislation or guidelines are not adhered to.