



Fundraising Kit

*Thank you for your generous offer
to raise funds for Huntington's NSW & ACT*



Thank you for choosing to help Huntington's NSW & ACT

Our Fundraising Process at a glance



We are very grateful to everyone who supports the vital work of Huntington's NSW & ACT by holding external events or activities to help raise funds so that we can provide essential services for people with Huntington's disease and their families.

This information pack is designed to help you in the organisation of your own fundraising event. It contains guidelines and suggestions as well as information about your responsibilities as a fundraiser. It also highlights ways in which we can help you to ensure that your event is a great success.

Before you begin to fundraise, you will need to review these guidelines to ensure your upcoming fundraising event is not only successful and fun, but also in accordance with the law.

No matter how big or small your fundraising activity is, we are grateful for your support and want to express a sincere THANK YOU for all your efforts.

Step 1. Decide the type of fundraising event you'd like to do and make sure you understand your responsibilities as a fundraiser (which are detailed in this information pack).

Step 2. Complete the Fundraising Activity Application Form to let us know about your planned activity. (A copy of this form is also included in this Kit).

Step 3. Upon approval of your fundraising event, we will send you a Letter of Authority to confirm your approval and give you the 'go ahead.'

Step 4. Start organising your event!

Step 5. Create a personalised fundraising page eg Everyday Hero or Go Fundraise for your event. This will help you track the amount you have raised. It is a quick and easy way for people to donate to your event with receipts generated automatically (Optional but a very powerful tool)

<https://www.everydayhero.com/au/>

<https://www.gofundraise.com.au/>

Step 6. Within one month of finishing your event, send any funds raised and the paperwork required back to us.

There are so many different and creative ways you can fundraise! When deciding on what you will do - remember to make sure that it is something you are comfortable doing and feel able to achieve.



Organising a fundraising event

A few ideas to help you think of ways for you to raise funds

STRAIGHT FORWARD

- Ask a friend or family to donate
- Enter to complete a run, walk or cycle, then ask friends to sponsor you
- Utilize Huntington's events Walk 4 Hope, Have a High Tea 4HD
- A dinner party in your home for friends and ask for an "entry fee"
- Host a games night with your friends
- A DVD/Movie night with friends and family and ask for a donation
- Everyday Hero or Go Fundraise events e.g. City2Surf, Blacmore Run, Color Run



MEDIUM COMMITMENT

- * Arrange a small raffle
- Your own sporting event
- Dinner at a local restaurant
- Trivia night at a venue
- Movie night at a local cinema
- Comedy night at a local venue
- Street Fair stall
- Have a High Tea for HD



SIGNIFICANT COMMITMENT

- Large Charity Auction
- Complete your own Challenge Event – eg Cycling, running, swim
- Hold a Gala event such as a ball or large dinner
- Host a series of trivia nights
- Golf Day
- A Raffle with significant return





Proposal to fundraise

Once you have thought through both the scope and details of your event/activity to raise funds for Huntington's NSW & ACT, the next step is to fill out a Proposal to Raise Funds form so that we can assess your application. Applications are approved based on whether we are satisfied that:

- the event/activity is in line with Huntington's NSW & ACT aims and values
- the event/activity will produce a reasonable return after expenses
- the event/activity is not high risk
- applicants have appropriate experience to run the event/activity
- applicants have understood and agreed to our fundraising guidelines

Every event/activity will have risks associated with it which also means potential risks for Huntington's NSW & ACT. Risks include physical harm to participants or contributors to the event/activity, not being able to raise the anticipated funds as well as the risk to Huntington's NSW & ACT's reputation (for example if the event/activity is not well managed or receives bad publicity). Your application will be assessed on its risks, but most importantly how the risks will be managed. It is essential that you continue to manage all risks if your event/activity is approved.

We are here to help you to have a successful event and to ensure it meets our criteria we will contact you to discuss the proposal further.

Authority to fundraise

Any person or organisation wishing to raise funds in New South Wales or the ACT must, by law, have an 'Authority to Fundraise'. Once your event/activity is approved, we will provide you with confirmation and a letter giving you legal 'Authority to Fundraise' for Huntington's NSW & ACT. Until you have received this letter you are not authorised to fundraise, or advertise that you will be fundraising, for Huntington's NSW & ACT.

It is important to continue liaising with Huntington's NSW & ACT after you have received initial approval for your event/activity. We want to support you as much as possible and can help you reach your goal.

It is also important for you to remember that the event/activity you hold will not be a Huntington's NSW & ACT event/activity. It is an event/activity to raise funds that will be donated to Huntington's NSW & ACT upon the completion. If using a fundraising portal such as Everyday Hero, Go Fundraise etc. the funds will be automatically transferred to Huntington's NSW & ACT. When promoting your event/activity, suggested wording is:

“proudly supporting Huntington's NSW & ACT”
or
“funds raised will support Huntington's NSW & ACT”



How we can help and work with you

Once your fundraising activity has been given the go-ahead, there are many ways we may be able to help you:

- Tips to help make your event a success
- Assist you with links to fundraising websites
- Help you to create your own fundraising website
- Promote your event to Huntington's NSW & ACT database and networks
- Promote your event on our website and social media channels
- Tax receipts for you to give to donors
- Certificates of appreciation for donors
- Ensuring that raffles are compliant with the laws in NSW/ACT

Please note that we are NOT able to provide the following:

- Reimbursement for any expenses incurred
- Contact lists for you to use in promoting your event
- Huntington's NSW & ACT staff to help coordinate or run the event
- Licence applications outside the fundraising licence of Huntington's NSW & ACT
- Prizes, auction or raffle items.

Finances

Accurate records must be kept to enable Huntington's NSW & ACT to comply with the regulations of the Charitable Fundraising Act 1991, this means you must:

- Keep a balance sheet which records the income and expenditure for your event/activity.
- Expenses must be kept to a minimum and the fundraiser must take all reasonable steps to ensure that the total expenses are no more than 50% of the total proceeds.
- Expenses must be recorded and accounted for.
- If you are planning a large event; open a special bank account and close it at the end of your event
- Money raised and the above financial documentation must be returned within 28 days of the event/activity.
- Money raised should be returned as a lump sum, however in some circumstances Huntington's NSW & ACT can assist in processing payments including credit card donations. If you require payments or receipts to be processed, please return payments or payment details to Huntington's NSW immediately after the event/activity.
- Huntington's NSW & ACT can also provide official receipts as required, however it is important to note that not all payments will be tax-deductible. As a general rule only straight donations (for which nothing is given in return) are tax-deductible, items such as tickets or auction purchases are not normally tax-deductible. If contributors require tax-deductible receipts, you should note this on your application as you will need to discuss this with Huntington's NSW & ACT before your event/activity.



Legal Accountability

The fundraising event/activity will be the sole responsibility of the approved applicant including ensuring all requirements of current and relevant laws and regulations are met.

These may include:

- Insurance (i.e. it is the responsibility of the applicant to arrange public liability cover)
- Licences and Council Permission (i.e. local council approvals)
- The provisions of the Charitable Fundraising Act and Regulation
- For more information please read the Charitable Fundraising guidelines issued by the NSW Office of Fair Trading http://www.fairtrading.nsw.gov.au/ftw/Cooperatives_and_associations/Charitable_fundraising.page

Huntington's NSW & ACT reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky.

This may include activities involving:

- Animals or animal rides
- Motor vehicle and motor bike racing
- Dangerous machinery
- Clock or time trials, racing or similar competitive events

Huntington's NSW & ACT does not endorse events that may adversely affect your health or which involve the use of firearms, missiles, explosives or fireworks. All fundraising activities must comply with Australian laws and regulations.

Door knocking & Telephone Canvassing

DO NOT door knock to individual houses to collect donations or to promote your activity. In many council areas door knocking is illegal without a special permit.

We do not authorise door-to-door, street or telephone canvassing to the general public for donations in connection with the event.

You will need to produce your letter of authority from Huntington's NSW & ACT when approaching business to support your event.

Use of the Huntington's NSW & ACT Name and Logo

When we approve your event/activity we may endorse the use of Huntington's NSW & ACT's name or logo for your promotional material. However each time you wish to produce materials (either electronic or physical) with Huntington's NSW & ACT's name or logo you must obtain written approval from us first. This includes, but is not limited to, press releases, brochures and signage. Approval must be granted by Huntington's NSW & ACT before printing, distributing or displaying publicly.

It is important that you refer to the appropriate Huntington's NSW & ACT entity for different purposes. For all publicity and promotion purposes please use our name **Huntington's NSW & ACT**. All cash gifts (cheque, credit card or money order). please make payable to Huntington's NSW & ACT.



Sponsors

Approaching companies for sponsorship for your event/activity can be a great way to minimise expenses, however it is important to discuss and gain approval from Huntington's NSW & ACT before approaching sponsors to ensure that they are not existing or prospective sponsors of Huntington's NSW & ACT.

Having your event sponsored really helps your bottom line.

Publicity & Promotion

We want your fundraising event/activity to be a fantastic success and hope that many people will support it. We have found that the best support comes when people have some interest in the area that you are fundraising for, or have either read or heard about the event/activity. The most common ways to gain publicity are:

- a story in your local or regional newspaper or a specialised publication
- talk back radio
- an article in your work, church or school newsletter
- produce a poster or flyer to be distributed through targeted sources
- enlist your workplace to promote through their networks
- circulate information through your local community clubs such as Probus, Lions, Rotary clubs, sporting clubs and special interest groups
- recruit the help of friends, family and colleagues to spread the word
- banners to promote the event
- Social media such as Facebook, Twitter and Instagram
- Your email signature to include details of the event



Proposal to Raise Funds for Huntington's NSW & ACT

Before starting your event please complete the form and return to Huntington's NSW & ACT

Applicant's Contact Details

Name/s:

Organisation's Name: (if applicable)

ABN: (if applicable)

Address:

Suburb: _____ **State:** _____ **Postcode:** _____

Phone: _____

Mobile: _____

Email: _____

Fax: _____

Event /Activity Details:

(Please attach any further information you have to this form)

Title of Proposed Fundraising Event/Activity:

Proposed Date:

Description of Event/Activity:

Main reason and objective for running event/activity:

Target Audience:

Anticipated number of participants:



Proposal to Raise Funds for Huntington's NSW & ACT

Event /Activity Details: (cont.)

Venue:

Proposed Advertising/Promotion:

Fundraising strategies:

(Please ensure you list as many as possible the fundraising activities you intend to use)

- Ticket sales Raffle Auction
- Sponsorship Everyday Hero or Go Fundraise
- Merchandise sales Other _____

Do you have or will you be seeking Public Liability Insurance for your event/activity?

- Yes No

(If you already have Public Liability Insurance, please attach documentation)

Support requested from Huntington's NSW & ACT

- Information leaflets Donation forms
- Donation Envelopes Pull up banners
- Newsletter, Gateway HD fact sheets
- Newsletter, Hope 4 HD Donation buckets
- Wristbands HD Ribbons
- Huntington's NSW & ACT representative at your event
- Other _____

Event/Activity Risks

Strategies to manage risks:



Proposal to Raise Funds for Huntington's NSW & ACT

Finances (cont.)

Will you be giving a percentage of the proceeds to other charities?

Yes No

If yes, who are the other charities? _____

If yes, what percentage will be given to Huntington's NSW & ACT?

Total anticipated donation to Huntington's NSW & ACT:

\$ _____

Will you be processing individual payments/donations received and providing us with a lump sum, or will you require our assistance to process payments?

I will be providing a lump sum and will deposit directly to Huntington's NSW & ACT bank account

CBA: BSB 062-111 - Account: 00909750

I/we will require assistance from Huntington's NSW & ACT to process payments

I/We will use the Huntington's NSW & ACT payment gateway to deposit the funds

Will you require Huntington's NSW & ACT to provide tax-deductible receipts to individual donors?

Yes No

Have you, or your organisation, ever raised funds for a charitable organisation by managing a similar event/activity?

Yes No

If yes, please state the name of the charity/type of fundraising/fundraising results:

Name of sponsors secured or that you intend to approach:



Agreement with Huntington's NSW & ACT

Agreement

As the organiser of the proposed event, I agree to the fundraising guidelines of Huntington's NSW & ACT and indemnify Huntington's NSW & ACT from and against any claims for injuries or damage arising at or from the event that is the subject of this application.

Name of applicant:

Signature of applicant:

Date: _____

Please return this form to:

Pauline Keyvar, Fundraising & Marketing Consultant
Huntington's NSW & ACT
PO Box 178
West Ryde NSW 1685
Email: pauline@huntingtonsnsw.org.au
Ph: 02 9874 9777 Mob: 0409 363 987



Thank you 😊

Once again, we thank you for thinking of Huntington's NSW & ACT as the beneficiary of your fundraising activity.

We hope this information has been useful and has given you some helpful guidelines.

To begin the process we ask that you complete the Proposal to Raise Funds form attached.

Should you have any questions please do not hesitate to contact us.

Lewis Kaplan
Executive Officer