

*Your*

# **FUNDRAISING PACK**

Welcome to the family!

# FUNDRAISING PACK

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# THANK YOU

**We are so please that you have chosen to fundraise for Hunter Breast Cancer Foundation.**

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Hunter Breast Cancer Foundation is a locally based not-for-profit that is an entirely funded by the local community.

Thanks to the local support of the Hunter, HBCF provides essential services to families as they journey through breast cancer. These services include everything from wigs to private transport, lawn maintenance to education scholarships and much more.

To help you decide on your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising.

"I fundraise for HBCF because I have seen firsthand the difference the support services make to Newcastle families. I choose to support a local charity because I want the funds I raise to help people in my town. HBCF does exactly this."

*Elizabeth (HBCF Community Fundraiser)*



# HOW WILL YOUR FUNDRAISING MAKE A DIFFERENCE?

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*Last year, Community Fundraisers for HBCF, people like you, raised funds to support over 250 locals living with a breast cancer diagnosis. Please help us beat that total this year.*



We rely 100% on voluntary donations, so every dollar you raise will help us make a difference. Over 80% of the money raised is directly invested into our support work, making us an extremely efficient and cost-effective charity.

**HUNTER PEOPLE**  
*helping* **HUNTER PEOPLE**

**\$25**

Could cover the cost of providing a comfort cushion to someone in need.

**\$110**

Could cover the cost of a 2 hour home clean for one of our clients.

**\$600**

Cover the cost of all fortnightly lawn mowing for clients during active treatment.

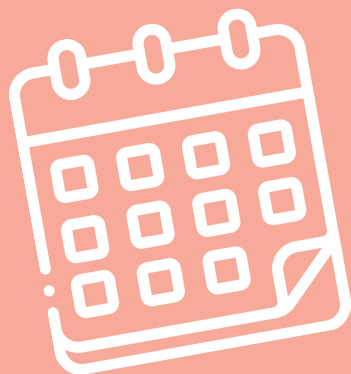
**\$5,000**

Covers the cost of all client transports to and from treatment for a whole month.

# FIRST THINGS FIRST

Organising an event can be really fun!

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1

## The Event

Decide what you want to do and think about who you know and what they would be interested in - a black tie gala, a pub quiz, or a cake bake.

2

## The Location

Where are you planning on holding your fantastic fundraising event? Could you host your event at home or at work, or at a local hotel or pub?

3

## The Date

Have a think about which date will be best for highest attendance - weekend or weekday, long weekend, school holidays? Consider other events too - concerts or sporting events may clash with your event. Also, give yourself enough time to prepare.

4

## The Fundraising

How are you going to raise money? Raffles, cake stall, large event? Will there be a cost for tickets? Set yourself ambitious but achievable targets. See pages 7 to 10 for some inspiration.

5

## Spread The Word

Make sure everyone knows about your event. Download sponsorship forms, leaflets and poster templates at the links on page 15. Make sure to carry some with you and email them out where possible to save on printing costs.



6

## The Publicity

Contact the local newspaper or radio station to tell them what you're doing and why. Bloggers and influencers are another good option too. For more PR tips and to download a press release template see pages 12 of this pack.

7

## The Support

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. See if you can get a venue or catering for a discounted price (or even better, free) as it's an event in aid of charity. Get your friends and family involved and divide the tasks between everyone. If we haven't already, we can send you an 'Authority To Fundraise' letter.

8

## The Online Part

Make sure you use social media to tell people about your event. Don't forget to set up your online sponsorship page and share this. Tell us about your event we will try to share it with our supporters on our social media channels.

9

## On The Day

We can provide you with promotional materials, merchandise and possibly volunteers (if available) to help out on the day. Just email us at [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au) and we can make it happen.

10

## Tell us about it & send in the funds

Once your event has finished, we would love to hear how it went. Let us know and send any pictures to [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au) so that we can feature them in our newsletters and socials.

# The IDEAS

In 2023, our annual Golf Day at Belmont Golf Course raised over \$20,000 to support locals and their families.

## TOP TIP

Don't be afraid of asking. Once people know why you're fundraising for HBCF, you'll be surprised how generous they can be.



Here are some ideas that supporters of HBCF have organised or taken part in:

**“The feeling of raising funds for such an amazing cause has been truly rewarding, and I can't wait to do it again!”**

Kim Johnson who raised \$7,500 at her Ladies Lunch!

- Golf Day
- Gala Dinner
- Tea Party
- Zumba-thon
- Dog Show
- Fashion Show
- Music Festival
- Trivia Night
- Morning Tea
- Athletics Comp
- Swear Jar
- DIY Workshop
- 80's Disco
- Sponsored Walk
- Concert
- Garden Party
- Karaoke Night
- Street Party
- Bike Ride
- Car Boot Sale
- Ladies Lunch
- Cake Stall
- Wine Tasting
- BBQ

**Why not try an idea from the list on the previous page or choose to start with a simple fundraising idea, which can involve your family and friends, like these;**

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## Paint The Pavement Pink

Choose a physical challenge, set a fitness goal and raise funds. Maybe set a kilometer goal, a bike ride with friends, anything physical really. There's no deadlines or cut off dates, so you can support local families in your own time.



## A Competition

Get your friends involved in a tournament. There are plenty of easy games that don't involve a huge commitment - lawn bowls day, 10 pin bowling, tennis or squash. Charge an entry fee and offer a small prize for the winner.

## Pledge In Pink

Make it pink and show your support. Pledge to wear pink socks for a month, paint your nails pink, dye your hair pink, wear pink clothes every day. Create your pledge on your own 'Just Giving' page and kick off your pink pledge.



## A Sock Drive

This one is simple really - grab some HBCF branded socks from us and sell them to your network.

You can sell the socks in whatever way suits you. Take them to work or school, hold an online fundraiser, or offer them as an extra at your event.

If you would like to order some socks, please email us at [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)

Questions? Contact us: 0419 000 915 / [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)

# Fundraising AT WORK

1

## Office Olympics

Become an office champion in speed typing or letter binding, bin basketball or relay chair racing!

2

## Dress Down Day

Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.

3

## Collection Tins

Put them in your reception area or lunch room and let your colleagues know that they are there!

4

## Leg Waxing

Get your male colleagues to take up the challenge and get their legs waxed for sponsorship money.

5

## Matched Giving

Some businesses may offer matched giving, meaning you could double your fundraising total!

6

## Baby Pic Comp

Ask your colleagues to bring in their baby photos and shuffle them up. Donate to guess who's who!

7

## Raffle Prizes

Source donations that you think your colleagues would be interested in and hold a raffle.



# Fundraising IN THE COMMUNITY



1

## Seasonal Fundraising

Organise an Easter egg hunt, Halloween party or Christmas Carol singing to raise funds for HBCF.

2

## Car Wash

Recruit some willing friends and family, roll up your sleeves and get car-washing in your local community.

3

## Collection Tins

Ask local businesses if they would be interested in having a HBCF Collection Box on their counter.

4

## Scavenger Hunt

Make a list of local points of interest for people (or teams) needs to check off and report back to you.

5

## Market Stall

Hit up the local markets and sell your handmade wares or even HBCF merch to raise awareness.

These suggestions are just the tip of the iceberg!  
We love seeing the new and creative ways our  
community fundraiser get involved!

For more fundraising ideas please  
visit our website

[www.hbcf.org.au/fundraising-tips-inspiration/](http://www.hbcf.org.au/fundraising-tips-inspiration/)

# The FUNDRAISING

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**Get family, friends and colleagues involved in what you are doing. You can do this online or offline, or a combination of both. Just make sure you let everyone know what you are doing and why. Sharing your personal story can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be.**

## Offline

If you've got friends and family who aren't online, or you're going to an event where you know you can ask people to donate cash, you can also raise money offline.

Get in touch with us to arrange a lockable donation box, which you can personalise with your fundraising event details.

## Online

Within a few minutes you can create a personal online fundraising page. Email the links and share on Facebook and your other social media platforms with all of your friends, family and colleagues for immediate donations!

We use the JustGiving platform. You can set up your own page for your fundraiser which links directly to our bank account, so the funds donated via the page will come directly to us.

Click the logo below or go to <https://www.justgiving.com/campaign/hbcfcommunityfundraising>

# JustGiving™

## Selling Tickets

We often get asked which ticketing platforms we use. We recommend Sticky Tickets or Crowd Catcher (Crowd Catcher are a local company). Click the links below to access their sites.

**Sticky Tickets**

**Crowdcatcher.**

# The PROMOTION

**Spread the word! Gaining publicity for your event or fundraising will help you raise funds, whilst raising awareness of the amazing services we provide.**

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## ***TO SHARE OR NOT TO SHARE? THAT IS THE QUESTION...***



... and the answer is yes please!

At Hunter Breast Cancer Foundation we use Facebook and Instagram predominantly to post about our latest news, fundraising and the services we provide. Join us online and tell us about your event, ask questions and share your pictures.

### **Get Social**

Use your Facebook profile to post regular updates about your progress and tell everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page or 'join' your event.

You could even use your Instagram to share what you're doing with contact or tag local personalities or influencers to gain traction.

Post links to your online fundraising or event page regularly, reminding all of your contacts why you're fundraising for Hunter Breast Cancer Foundation.

### **Want our help?**

Make sure you tag us in your social media posts so that we can share on ours (where possible). And if you would like us to post about your fundraiser on our channels, email us your image and caption to: [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)



-  Hunter Breast Cancer Foundation
-  @hunterbcf
-  @hunterbcf
-  [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)

**Some other ways to spread the word: Listing your fundraiser on community noticeboards can help your event be seen by a wider audience.**

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**NBN News**

<https://www.ninenbn.com.au/community-events>

**Hit 106.9**

<https://www.hit.com.au/story/hit106-9-s-community-switch-204702/>

**NewFM**

<https://www.newfm.com.au/community-noticeboard-add/>

**Triple M**

<https://www.triplem.com.au/newcastle>

**2NURFM**

<https://www.2nurfm.com.au/submit-event/>

**RhemaFM**

<https://rhemafm.com.au/submit-a-community-event/>

**2HD**

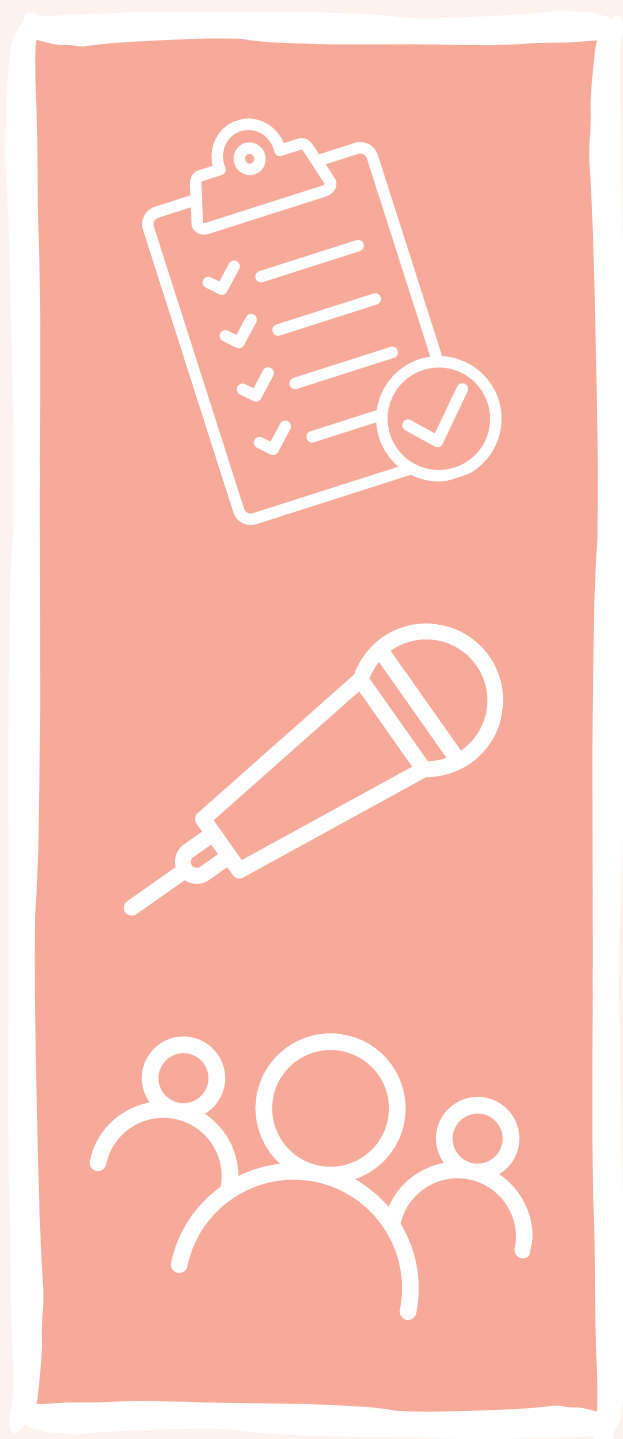
<https://www.2hd.com.au/community-events-add-an-event/>

You can find a press release template and more tips at the link on page 15.



# The EVENT PLANNER

Having the right tools, digital and physical, in place from the start can help your fundraiser be as successful as possible!



## EVENT PROPOSAL

- Completed online form at [www.hbcf.org.au/online-event-registration-form/](http://www.hbcf.org.au/online-event-registration-form/)
- Event approved by HBCF
- Authority to Fundraise certificate/letter received from HBCF

## LOGISTICS

- Venue booked and confirmed, if required
- A/V organised, if required
- Catering booked and confirmed, if required

## SPEAKERS / ENTERTAINMENT

- Are speakers required?
- Have speakers been confirmed?
- Is an MC required?
- Has the MC been confirmed?
- Is entertainment required?
- Has entertainment been confirmed?

## MARKETING

- Have you created flyers or posters?
- Created a Facebook event?
- Advertised through other channels?
- Sent event information to HBCF to share?

## VOLUNTEERS

- Do you need volunteers?
- Brief volunteers on their role

## POST EVENT

- Thank guest for attending
- Thank volunteers for their hard work
- Remit funds raised to HBCF

You'll find a printable version of this checklist at the Assets link on the next page.

# The ASSETS

Having the right team & tools, digital and physical, in place from the start can help your fundraiser be as successful as possible!



## Digital Files

We want to make fundraising as easy as possible for you. Click the link below to access our logos, posters, brochures, media release, forms, and so much more!

**CLICK HERE**

or scan the QR code



## HBCF Merch

We have a bunch of HBCF merch that you can order on consignment to sell at your fundraising event. There's t-shirts, golf umbrellas, stubby cooler, and so much more! Click on the link above to download an order form.

## Volunteers

Having a team of helpers from the early stages of your fundraiser can ease your workload immensely. From sourcing prizes and organising bookings to selling raffle tickets and merch on the day.

If you need help at your event, let us know and we can check with our amazing team of volunteers to see if anyone is available to help.



If you're unable to access the folder with the content, contact us and we can send them over to you:

0419 000 915 / fundraising@hbcf.org.au

# The LEGAL PART

**It is important to make sure that your fundraiser is safe and legal as well as fun and successful! We don't want to make it daunting, but here are a few things you may need to know.**

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## Your Responsibilities

By law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to Hunter Breast Cancer Foundation. You must inform potential donors if any of the funds you raise will not be paid to the charity.

Please understand that if you do something that threatens or damages the name or reputation of Hunter Breast Cancer Foundation we will ask you to stop fundraising

## Food & Alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the local governing body. See below for more details:

**[www.foodauthority.nsw.gov.au](http://www.foodauthority.nsw.gov.au)**

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

## Health & Safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance when deciding the type of cover you will need.

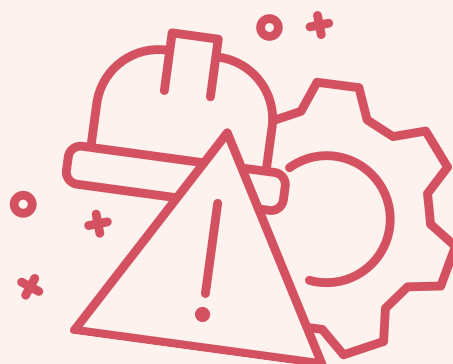
***Useful Contact:***

**St Johns Ambulance Service**

**Ph: 1300 785 646**

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be

You can download a Risk Assessment Template through the Assets link on page 13.



## What's the risk?

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### Insurance

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them.

If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

### Licences

Some activities require a licence, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

### Publicity Material

When you are writing about your event you need to say it is being held 'in support of Hunter Breast Cancer Foundation'. You can find our logo with this wording in the Assets link on page 13.

If you need any help or advice please contact [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au) or call 0419 000 915.

### Collections

When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over

Collection boxes and buckets must be clearly labelled with Hunter Breast Cancer Foundation's and must be sealed.

### Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do



# The MONEY

**So you have held your event - we hope you enjoyed it! The hard part is now done. Now you just need to pay in your hard-earned money to HBCF.**

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## Bank Deposit

After your event reconciliation is complete, you can deposit directly into HBCF's bank account (online or at your closest Newcastle Permanent)

Newcastle Permanent  
Building Society  
Account: Hunter Breast  
Cancer Foundation  
BSB: 650000  
ACC: 961268006  
Reference: "your name"

Please email confirmation of your deposit to [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)

We ask that you pay the money you have raised to us within 7 days of your event. If this is not possible, please let us know.

## Cheque or Cash

You can drop a cheque or cash to the Hub for us to bank).

Hunter Cancer Hub -  
10d Bradford Close, Kotara NSW



**“Thanks to your fundraising efforts, I've received invaluable support from HBCF during my breast cancer journey. Your generosity truly makes a difference!”**

Sarah - HBCF Client

Questions? Contact us: 0419 000 915 / [fundraising@hbcf.org.au](mailto:fundraising@hbcf.org.au)

# OTHER WAYS YOU CAN GET INVOLVED

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## Volunteer with us

From becoming part of our cheer squad or being a fundraising ambassador, to volunteering in the office or becoming a Community Support champion, the opportunities are endless. Please contact [enquiries@hbcf.org.au](mailto:enquiries@hbcf.org.au) for more details.

## Regular Donations

As you know, HBCF is 100% community funded and every little bit counts. Recurring donations are available at [www.hbcf.org.au/donations](http://www.hbcf.org.au/donations)

*thank you*

Every single person who fundraises for us is invaluable – thank you for everything you're doing. Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on our social media pages, website and in our newsletters, which can inspire others to get involved too.

**Don't forget to let us know what you're planning to do next!**





[www.hbcf.org.au](http://www.hbcf.org.au)

**Queries about media & fundraising:**

fundraising@hbcf.com.au  
or phone Josh on 0419 000 915

**Queries about making a payment:**

enquiries@hbcf.com.au  
or phone Em on 0477 760 667

Please send cheques to:  
Hunter Breast Cancer Foundation  
C/- Hunter Cancer Hub  
10d Bradford Close  
Kotara NSW 2289

HUNTER PEOPLE  
*helping* HUNTER PEOPLE