



# Fundraising

# Kit

Crohn's & Colitis Australia™  
PO Box 777 Camberwell South Vic 3124  
Tel: 03 9815 1266 Fax: 03 9815 1299  
Email: [info@crohnsandcolitis.com.au](mailto:info@crohnsandcolitis.com.au)  
[www.crohnsandcolitis.com.au](http://www.crohnsandcolitis.com.au)

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# Thank you for your support!

**As CCA does not receive any government funding, we rely heavily on the support of members, community groups and individuals such as you to help us support and empower those living with Crohn's disease or ulcerative colitis.**

It is estimated that approximately 75,000 Australians have (inflammatory bowel disease) IBD, with more being diagnosed each year. It is estimated that this number will rise to over 100,000 by 2020. The cause is unknown and at present there is no cure. IBD often develops between the ages of 15 and 30 but can start at any age.

***With your support, CCA can continue to raise awareness of IBD in the community, and fund research to help find a cure. Your fundraising will help us provide members, their families and friends with information, counselling and support services.***

Before you get started, we will send you a fundraising authorisation number. This is because the Charitable Fundraising Act 1991 states that anyone wishing to raise money for charitable purposes must hold an authority to fundraise.

The following Community Fundraising Kit is designed to assist you in planning your fundraising activities to support CCA. Once you have read through the Kit, please complete, sign and send back the enclosed Fundraising Offer Form.

Please feel free to contact CCA if you have any questions or queries.

# Where to start?

Fundraising can be an extremely enjoyable experience for all involved, especially when you feel a real sense of achievement after the event! The most important things that contribute to a successful fundraiser are organisation and enthusiasm!

It is our role to provide you with support throughout your fundraising process. We hope that the following ideas will assist you and motivate you to hold a great fundraising event (or maybe several events!).

Of course all of these ideas are just suggestions for you to build on. We are open to new ideas, and any weird or wonderful events you might want to hold. Remember that when you are fundraising to have FUN!

Choose a fundraiser that is within your means to hold. That is, make sure that you have adequate time, commitment and dedication to follow through with your planned event. Whether you want to hold a series of small fundraisers, or one large one, it's up to you!

Remember that you are not alone when it comes to your fundraising pursuits. Crohn's & Colitis Australia™ are happy to help in any way that we can! Let us know about your event so that we can advertise it on the website and on Facebook.

We are happy to provide brochures for you to hand out, posters to put up, and to be here to answer any questions that you may have during the preparation stages.

All the money that you raise goes straight back into funding support programs for those with Crohn's disease and ulcerative colitis, and into research for a cure. We are 100% committed to raising funds – never feel that you are alone. We are constantly approaching charitable trusts and foundations for sponsorship, as well as approaching governments to secure further funding.

We greatly appreciate your support, and look forward to supporting you in your fundraising endeavours. The following document is merely a suggested plan, with resources and ideas to assist you in your preparation stages. It is not meant to be finite or definitive, and we hope that you will use this as a guide to develop your own plans to maximise your own fundraising opportunities for the best possible results.

Don't forget to contact us after your event! We always love to hear what positive things our members are doing, particularly if you have some photos and a story that we can include in our magazine.

# Some Suggestions for Fundraising

**Auction** – Auctions are a popular tie-in for fundraising events. For example, you could hold a Trivia Night with an auction during the evening. You could auction donated items or services such as cooking, or a handyman. If you are willing to source it, donated items make for excellent auctions to. Sporting memorabilia is extremely popular. Ask around in your local community, you would be surprised how many people know a sporting personality! Contact some local businesses to see if they are interested in donating goods.

**BBQ** – You can host a sausage sizzle and collect gold coin donations. If you know a local butcher who can donate sausages for you, your local Bunnings store offers venues and equipment for Sausage Sizzles. (<http://www.bunnings.com.au/contact-us>) These popular fundraisers are often booked out up to six months in advance. Bunnings provides the equipment and venue, and contact your local butcher and baker to donate bread and sausages. An excellent way to raise funds without too much pressure on you!

**Birthday party** – In lieu of gifts, ask guests to donate to CCA (please contact us for our In Celebration envelopes)

**Casual Clothes Day** – Encourage your office or school to implement a ‘casual clothes day’, where people pay a small fee to be allowed to wear casual clothes and let them know that the money will be donated to CCA! Some fun variations (particularly for primary schools) include ‘silly socks day’, or a ‘funny hat day’.

**Charity ball** – These are extremely popular, high profile fundraising events. This requires a great deal of organisation, but the returns can be incredible. Try to secure a venue that is donated, and have a draw card such as a band, performance or celebrity. People can purchase individual tickets or tables, and it is a great excuse to get dressed up for a good cause! Remember though that while themed balls (masquerade, black tie, etc) are popular, they require a great deal of work and a well planned budget. Aim to have as many things as possible sponsored or donated, such as venue, food and drinks, and entertainment. Make sure that you have a team of people to help you.

**Chocolate drives** – Contact your favourite confectioner for more details. Some suggestions include Cadbury® (<http://www.fundraising.com.au/>) and Mars (<http://www.marsfundraising.com.au/>), as both offer fundraising programs that are easy to implement in schools or community groups.

**Competitions** – Competitions are another easy fundraiser to tie into a larger scale fundraiser, or to have on their own as a simple way of raising money. A popular competition is to fill a glass jar with something such as jellybeans, Smarties or M & M’s, and charge people to guess how many are in the jar. Whoever guesses the number closest to the amount wins the whole jar! This is an easy event to have at a school fete or in the workplace, as it requires minimal space and basic organisation.

**Crafts** – If you have a talent for making jewellery, handbags, greeting cards, bookmarks, Christmas decorations etc, consider selling them at a local market, and donating a percentage of the profits to CCA. Or, hold a ‘jewellery party’ and invite your friends and neighbours to purchase items.

**Dollar for dollar** – Also known as “Matched Giving” – This is where your boss, company or a local business matches your donation dollar for dollar. This immediately doubles any donations! This is a great way for companies to positively raise their corporate profile by aligning themselves with a charity.

**Everyday Hero** - A useful tool for fundraisers to use is Everyday Hero and Go Fundraise. Both of these sites allow you to create your own fundraising page, where you can post photos, information and fundraising targets. Anyone can be invited to make donations and leave a message of support for you as the fundraiser. Donations are tallied and displayed in the fundraiser page meter for everyone to see. Once someone makes a donation, it is automatically processed and transferred to CCA. <http://www.everydayhero.com.au/> and <http://www.gofundraise.com.au>

**Fancy Dress Party** – You can have a fancy dress party on its own, or as part of another event (for example, a Trivia Night). You can keep it simple and just charge an entry fee, or you could organise games to be held throughout the night, and charge an entry. Try and source prizes to offer to the best dressed to add incentive. Again, this is a good

opportunity to tie in other fundraisers, such as competitions, raffles etc. Themes include: Superheroes, Hollywood Celebrities, Famous Musicians, Famous Couples, Disney Dress Up or select an era such as the 60s, 70s or 80s.

**Fun Run** – Enter a team in a marathon (or half marathon) and select CCA as your beneficiary charity. Set up an Everyday Hero Page (see the CCA website) and encourage your family, friends and colleagues to donate to a good cause. You will get fit at the same time! Marathons are held frequently around the nation, including:

Victoria: Run Melbourne, Melbourne Marathon  
New South Wales: Run4Fun Sydney, Sydney Marathon, City to Surf  
Queensland: Brisbane Running Festival, Bridge to Brisbane  
South Australia: City to Bay Fun Run  
ACT: Canberra Times Marathon  
Tasmania: Burnie 10  
Northern Territory: Alice Springs Marathon  
Western Australia: Perth City to Surf

**Garage sales** – Encourage your friends and neighbours to contribute their unwanted items, and hold a garage sale, or sell your items on Ebay. This sort of fundraiser costs next to nothing to hold (depending on your advertising costs), and it is an excellent way of clearing out unnecessary clutter!

**Go Without** – Get a group together to go without something for a month, week or day! Be creative – this could be television, mobile phone, car or coffee. Encourage your friends, family and colleagues to sponsor you!

**Movies** – Everyone loves the movies, so this proves an easy way to raise funds. Hoyts offers a program where you can purchase tickets to on sell and donate the profits. If you wanted to host a fundraising event at a cinema, you could consider booking out an entire cinema or a group booking at Gold Class or similar. This can work especially well for events such as film premieres.

**Race day** – Have a day at the races, and pick a theme – perhaps all blue or mad-hatters! Enjoy horse racing or greyhound racing, and have a great day out with friends and raise some funds at the same time!

**Raffle** – A reliable fundraiser. Raffle off a donated TV or hamper (from a local business) and sell tickets at your school, community group, sports group etc. Make sure you check permits in your state regarding raffle terms and conditions before proceeding.

**Trivia night** – These are popular, enjoyable events that appeal to a vast range of ages and abilities. Get the brains ticking with your tantalising trivia questions – remember that approximately 80% of your questions should be relatively easy to answer. Tie in raffles, auctions or competitions with your event to make it a profitable exercise!

**Weddings** – in lieu of gifts, ask wedding guests to donate to CCA. We can also make up personalised cards with our CCA pins which can be given to your guests.

**Websites to assist you:**

<http://www.fundraisingideas.com.au/>  
<http://www.fundraisingdirectory.com.au/>  
<http://fundraisingresources.com.au/>

For more ideas, or suggestions please feel free to contact CCA on 03 9815 1266 or email: [info@crohnsandcolitis.com.au](mailto:info@crohnsandcolitis.com.au)

# Do you have an Event to celebrate?

Are you planning on having a party? Are you planning to celebrate a birthday, anniversary, bar mitzvah, Christening, or even a house warming or Christmas party?

Why not make it a touch more special by asking your friends and family to help celebrate the occasion with a donation to CCA.

CCA can provide you with donation envelopes to accompany your invitations or you can simply collect donations on the day.

Fill out the pledge sheet, to keep a track of the donations on the day, and forward that to CCA along with the monies collected. We will then issue receipts and forward a special thank you letter to yourself with the overall amount you have raised as well as a list of the individuals donations.

Remind your guests that all donations over \$2 are tax deductible!

## Why choose to celebrate your event with CCA?

-  Currently there are 75,000 Australians are affected by IBD.
-  CCA is a registered not-for-profit national organisation funded entirely through membership fees, sponsorships, donations and fundraising activities.
-  CCA aims to provide IBD sufferers with access to the latest treatment information and research, relevant support services and a voice for ongoing lobbying and awareness building. We strive to create awareness of IBD in the community and provide national education programs aimed at empowering those living with IBD to better manage their illness.
-  IBD is a 'silent' disease. It has a low public profile and sufferers often feel invisible and vulnerable. Lack of knowledge in the community about the disease and its symptoms lead to discrimination both socially and in the workplace.
-  Often people have no idea what to buy someone for a gift – make the decision easy by giving your friends and family the opportunity to donate to improve the lives of over 75,000 Australians.
-  If you feel uncomfortable having a gift registry but would still like to give some guidance to your family and friends, a donation to CCA is the perfect gift idea for them!
-  Do you know someone personally with IBD? A donation to CCA in lieu of gifts or flowers is the perfect way to help them.

# Fundraising Tips

*The most important thing to remember when planning fundraising is to **have fun!***

-  Stress the importance of a donation, any donation, no matter how big or small the donation is – it will make a difference.
-  Remember to start fundraising early and remember to ask everyone.
-  Set yourself a target/goal (a realistic goal that is!). Let others know of your goal, and keep a tally so you can see how you are going.
-  Always remind people that all donations over \$2 are tax deductible.
-  Remember to contact as many people as possible to maximise your chances of success when sourcing donations etc.
-  Try to get your local community groups involved, for example, fishing club, sports group, RSL.
-  Aim to keep your expenses as low as possible. You can lower your costs as much as possible by having goods, prizes and venues donated.
-  Approach printers or companies to help with the costs of printing (for advertising, programs etc.) or venue hire.
-  Take lots of photos and send or email them to CCA. We love to share fundraising stories in our magazine. Your stories and photos will encourage others to run their own fundraising event.
-  Depending on the timing of your event, you could aim to tie in your event to Mothers' Day, Valentine's Day etc. in order to establish a theme and encourage people to enjoy a day out while raising funds for a good cause.

# Frequently Asked Questions

## **How can CCA assist me to fundraise?**

CCA can assist you with advertising your event, and offering support during the preparation of your event. If you would like to discuss advertising opportunities (email campaigns, website), please contact the CCA Fundraising & Events Coordinator. CCA can also provide support material, such as brochures, information and posters. Unfortunately, due to limited resources, CCA is not able to take a co-ordinating role in your event. We are able to provide guidance and support, but are unable to undertake any other fundraising tasks for you. If you would like a CCA representative at your fundraiser (to accept a cheque for example), please provide three weeks notice for this to be arranged.

## **Do I need insurance?**

CCA provides insurance cover for eligible volunteers whilst carrying out volunteering roles that have been approved and authorised by us in writing.

## **CCA Insurance Policies**

CCA holds the following insurances:

- Public Liability Insurance to the value of \$20 million. Fundraising volunteers needing to hire/use a venue in the course of their fundraising may request a copy of CCA's Certificate of Currency for the purposes of providing to the venue.
- Personal Accident (Voluntary Worker) Insurance which covers volunteers between the ages of 18 and 85 years of age. Volunteers outside of these age ranges are still eligible to participate in volunteer activities for CCA, however are not covered by Personal Accident Insurance. Volunteers in this category should seek independent advice on this matter. Special provision clauses apply for individuals between 75 and 85 years of age with respect to Personal Accident (Voluntary Worker) Insurance meaning that whilst the individual is covered, there are reductions to some benefits in the event of an accident.

## **Who is covered?**

CCA's insurance policies (as set out below) will only provide cover for fundraisers operating with the prior written approval and authorisation of CCA who are named in the written document(s) authorising their fundraising activity.

For individuals to be covered as volunteers, the attached authorisation must be completed (below) and returned to CCA prior to commencement of the relevant event.

## **Who is not covered?**

Individuals who offer to assist, or spontaneously decide to assist at a CCA fundraising event are not deemed to be volunteers and will not be covered by CCA's insurance policies, unless CCA has provided prior written approval of their involvement.

Volunteers participating in a fun run or similar event (including any charitable sports-related activity, whether carried out individually or with other participants) ("Sporting Event") do so at their own risk. CCA will not be liable for any loss, damage or injury (including death or personal injury) incurred by a volunteer in connection with a Sporting Event (whether authorised or not), except for any loss, damage or injury which cannot be excluded by law.

These types of events have a unique set of risks that go beyond the scope of the CCA's insurance policies. Note that individuals participating in a Sporting Event will not be covered by the CCA's insurance (including in relation to any loss or injury sustained in the course of such an event), even if they are participating in the event to raise funds for the CCA and with the CCA's prior approval.

Participants should ensure that they are adequately covered (for example, for personal injury) by the insurance policies of the Sporting Event's organising body (if applicable), or alternatively, should obtain their own insurance. Please contact CCA if you would like to discuss your specific insurance requirements, and/or seek independent advice.

### **Limitations of Insurance Cover**

Approved fundraisers operating with the written approval of the CCA may also need to obtain their own additional insurance cover depending on the nature of the fundraising event. Prior to commencing fundraising activities, volunteers should speak with the Fundraising and Events Coordinator to review CCA's applicable insurance policies and discuss any potential risk associated with the proposed fundraising activity which may be deemed high risk by our insurer. CCA makes no representations as to the adequacy of its insurance policies to meet the particular needs of any volunteer and recommends that fundraisers seek independent advice in relation to their insurance needs and, if advisable, obtain their own insurance in addition to any insurance provided by CCA.

Note that CCA is not responsible as the organiser of any volunteer fundraising event. Except to the extent that volunteers may be entitled to make a claim under CCA's insurance policies, CCA will not be liable for any expenses incurred in volunteer fundraising activities or for any loss, damage or injury suffered by any fundraiser or third party as a result of the fundraiser's activities (whether authorised or not), except for any loss, damage or injury which is due to the negligence or wilful misconduct of CCA or which otherwise cannot be excluded by law.

### **Are there any rules or regulations that I need to know?**

You will need to be familiar with the rules surrounding the Charitable Fundraising Act & Regulations Act (for your state) for licences, permissions, raffles, receipting etc. The CCA community fundraising guidelines have been developed in order to meet the requirements, please read these guidelines thoroughly to prevent you from unintentionally breaking any legal requirement. For additional information, please contact CCA.

### **How do I prove that I am authorised to raise funds for CCA?**

When we approve your fundraising activity, we will send you an official letter of endorsement on CCA letterhead, signed by a CCA staff member. This document is your proof that you are an approved fundraiser.

### **What do I do with the money that I have raised?**

There are lots of simple ways to transfer the funds raised. Please contact CCA to make arrangements.

### **What about receipts?**

Please keep a detailed record of all donations received and CCA will organise receipts for the monies raised.

### **I am unable to hold my own fundraising event, but I would still like to help. Is there anything that I can do?**

Of course! If you would like to help in other ways, we encourage you to contact us to discuss other options. We always have opportunities for volunteering (see attached), whether it is administrative work, peer support, or events assistance. Perhaps you can purchase CCA merchandise to sell to your friends, such as Christmas cards and branded goods. We also encourage members to sell raffle tickets during our raffles. Please contact our Fundraising & Events Coordinator to find out more about upcoming projects.

### **What are the best ways for people to donate money?**

CCA accepts donations via credit cards (VISA or Mastercard), cheques, and online donations through our website.

# Items from Crohn's & Colitis Australia

If you require additional assistance, the following can be provided by CCA.

-  **Electronic versions of letters** to source donated goods and services. This way, you can simply change the details to suit your particular event, print it out, and send it to your selected companies and organisations.
-  **Support letters on CCA letterhead.** If you would like CCA to write a letter of support regarding your event, (for example, to give to a venue), we can have this organised.
-  Crohn's disease and ulcerative colitis **brochures.** These brochures provide information outlining each illness, as well as information on Crohn's and Colitis Australia™ and a membership form.
-  CCA has a series of **A3 posters** that can be sourced for your event.
-  **CCA Merchandise** to sell at your event.
-  The **CCA Logo** to be used on your promotional material (with prior approval from CCA – refer to 'Terms and Conditions' for further details)
-  Additional copies of **CCA's magazine**, "Inside Insight" (current and back copies). These publications can be given to potential sponsors and supporters to encourage donations.
-  **Public Liability Certificate of Currency.** Some venues require a copy of CCA's Public Liability insurance. If this is required, please contact CCA and we will have this organised for you.

# Everyday Hero Online Fundraising for CCA

**If you are looking for a simple way to raise money for CCA, Everyday Hero online fundraising is the answer!**

Online fundraising is easy to use, and extremely effective! You can have a lot of fun too, uploading photos, updating news and reading comments left for you by your supporters. In the past, Everyday Hero has been used for a range of fundraising activities such as Fun Runs, In Memory, In Lieu of Gifts, Concerts, and Trivia Nights.

It does not take long to build your own personal fundraising page and send it out to all your contacts – friends, family, and colleagues – asking for their support. This way, you do not need to chase up money, handle any cash or deposit cheques into the bank; all of this is managed by Everyday Hero!

## **To set up your online fundraising Everyday Hero page, follow these steps:**

1. Go to [www.everydayhero.com.au](http://www.everydayhero.com.au)
2. Create a Profile by clicking on the “Sign Up” button
3. Use the keyword “crohn” or “colitis” to search for Crohn’s and Colitis Australia™, and select us as your beneficiary charity.
4. Email your contacts to tell them about your page!

## **Tips and Tricks to Make the Most of Your Fundraising Page**

-  Add a photo to your page of yourself or your event to make your page more personal
-  Don't set your fundraising target too low!
-  Email your close friends and family first – they are the most likely to donate!
-  Encourage your friends and family to forward the link to their friends in order to reach as many people as possible.
-  Keep your Everyday Hero Page updated with news that may be of interest to potential supporters.
-  Ask for your Everyday Hero link to be included in any press reports, websites, newspaper articles, posters, flyers and newsletters.
-  Don't stop fundraising once your event has finished! Many people will opt to donate after the event, to thank you for your effort.



# Crohn's & Colitis Australia™ (CCA)

## Fundraising Guidelines

### 1 BECOMING A "CCA FUNDRAISER"

- Any person, organisation, group or other, fundraising in the name of the Crohn's and Colitis Australia™ (CCA) needs to accept the following guidelines and register their fundraising activity with CCA.  
**Please contact CCA if you have any questions – we are here to help!**
- Please read through these Guidelines, then complete and sign the Fundraising Offer Form accepting CCA's fundraising conditions.
- Return the Fundraising Offer Form to CCA. If your event is suitable, CCA will send you an authorisation letter or 'sanction' to fundraise on our behalf.
- ***The Fundraiser is not authorised to use CCA as its beneficiary charity until it has received the sanction letter.***

### 2 FUNDRAISING FOR CCA

- Due to limited resources, CCA is not able to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising media personalities. The Event, including the financial aspects, fundraising, raffles, record keeping and management of the Event, shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.
- The Fundraiser's arrangements for the Event must be planned with the approval of CCA and CCA expects a reasonable level of liaison and information about the Event.
- Any significant changes made from the original details provided on the Fundraising Offer Form must be reported to CCA and may result in a new sanction to be authorised.
- CCA requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the Event.

### 3 FINANCIAL ASPECTS OF THE EVENT

- Any expenditure involved with the conduct of your fundraiser and any disposition of funds & profits resulting from a fundraising appeal must be properly authorised by CCA beforehand.
- The Fundraiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. The Charitable Fundraising Act 1991 states this as expenses not exceeding 40% of the gross proceeds.
- The proceeds of the Event, the official sanction letter, and a statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to CCA **within 14 days** of the conclusion of the Event.
- Individual receipts for tax deductions for supporters of the Event can be issued by CCA if that supporter makes a donation of \$2.00 or more to CCA. If supporters would like receipts, please send a list including name, address, phone number and donation amount. If the total of individual receipts exceeds 30 please provide ACCA an electronic version of your register.
- When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.

### 4 DONATED GOODS AND SERVICES

- For donated goods and services, CCA requires correspondence from the company or individual stating the donated value of goods or services to the event. Accurate records of the donors' details assist CCA with financial reporting and thank you letters.

### 5 THE USE OF CCA'S NAME OR LOGO

- The Fundraiser cannot use the names CCA or Crohn's and Colitis Australia™, nor is the Fundraiser given the right to raise funds in those names. This means you cannot call your event a CCA event i.e. CCA Trivia Night, however you can call it an event supporting CCA.
- The CCA Logo can be supplied and used by the fundraiser if prior permission is obtained from CCA.
- CCA can sanction the use of a line of copy stating the relationship between the Fundraiser and CCA for all fundraiser promotional material. Recommended wording would be, '*This event proudly supports Crohn's and Colitis Australia™ or 'Funds raised will go towards support services for people with Inflammatory Bowel Disease'.*

- Any printed materials or advertisements to be used by the Fundraiser in relation to the Event must be submitted to CCA for approval and must also state how the proceeds from the event are to benefit CCA, e.g. *'all proceeds from this event will be donated to Crohn's and Colitis Australia™'* or *'\$10 from every ticket sold will be donated to Crohn's and Colitis Australia™'*.
- If the Fundraiser wishes to use the CCA Logo on any materials or products, the Fundraiser must obtain prior permission from CCA.

## **6 MEDIA AND PUBLIC RELATIONS**

- All media materials and press releases must be approved by CCA prior to circulation. Approval can be given within a day in most cases and we are happy to discuss any ideas you may have and provide an example press release.

## **7 PATIENT PROFILES & CASE STUDIES**

- CCA does not encourage the use of patient profiles or case studies in events or in the media in any way that would compromise their privacy. CCA will be the sole judge of this situation. Should you wish to include some stories in your promotional material the CCA Fundraising Manager will be able to provide you with appropriate material.

## **8 CELEBRITIES**

- Any approach made to public personalities must be discussed with CCA prior to any contact being made. The Fundraiser must not approach celebrities using the name of CCA unless specific prior approval has been given by CCA.
- Unfortunately, CCA does not have a pool of Celebrities to draw from to send to your event. Any events that are lucky enough to attract any celebrity, association has been through the celebrity's own choice and NOT through any pre-existing commitment to CCA.

## **9 CCA REPRESENTATIVES**

- A CCA Representative may be arranged to attend your event. At least 3 weeks notice is needed.

## **10 PERMITS**

- Some activities require permits *e.g. raffles where the total prize pool is over a certain amount.*
- Permits are also required by councils and shopping centres for outdoor events.
- If you have any queries please contact the CCA Fundraising Manager.

## **11 LIABILITY**

- All aspects of financial and public liability and public safety are the responsibility of the event organiser. As CCA is not the event organiser it does not cover any liability on your behalf.
- The Fundraiser agrees to release CCA to the fullest extent permissible under law for all claims, except where such liability arises because of the negligence of CCA or its agents. Therefore, please ensure that any space or venue used for your fundraising activities has the required public liability insurance.

## **12 CAUSE RELATED MARKETING POLICY (CRM)**

- CRM is when a company/group with a product, image or service to market, builds a relationship or partnership with CCA for mutual benefit. Usually this involves the company donating a fixed amount or percentage of the unit sale price to CCA.
- All fundraising activities that involve selling products or services must be administered and marketed by the applicant.
- CCA reserves the right to refuse any offer of a CRM opportunity if it is not consistent with CCA's values and mission. CCA does not enter into any CRM with start up companies. Only businesses with an ABN will be considered.

If you have any questions about these guidelines, or fundraising for CCA in general, please contact the CCA Fundraising & Events Coordinator on (03) 9815 1266

*Thank you for supporting CCA*

# Crohn's & Colitis Australia™ FUNDRAISING OFFER FORM

Please complete and return a signed copy of this form to:

Crohn's & Colitis Australia™ PO Box 777, Camberwell South Vic 3124 OR Fax: 03 9815 1299

## CONTACT DETAILS

Name of Event Co-ordinator(s): \_\_\_\_\_

Name of Company/Organisation (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: (please print clearly) \_\_\_\_\_

## EVENT DETAILS

Name of Fundraiser Event/Activity: \_\_\_\_\_

Description of fundraising activity: \_\_\_\_\_

Date of Event/Time Frame of activity: \_\_\_\_\_

How many people do you expect to attend the event? \_\_\_\_\_

Venue and Address: \_\_\_\_\_

## FUNDS

*How will funds be raised? (e.g. all proceeds of raffle, auction items, ticket sales etc)*

\_\_\_\_\_  
\_\_\_\_\_

Estimated Donation: \$ \_\_\_\_\_

(This does not mean you are guaranteeing to raise this amount. It is simply an estimated figure)

## EVENT HISTORY

Why did you choose CCA as the beneficiary of your fundraiser?

\_\_\_\_\_

How did you hear about CCA?

\_\_\_\_\_

**CCA SUPPORT**

Crohn's and Colitis Australia™ would like to offer you as much support as possible. We have included a number of items to assist you with your fundraising. If you wish to request more items, please contact the Fundraising Manager, and we will then allocate accordingly.

Please send me:

- Donation Box                       Brochures                       Magazines/other literature                       Posters

**ESTIMATED BUDGET (Please adjust items applicable to your event)**

This budget is only an ESTIMATE to assist you with your planning.

Income	\$ amount	Expenses	\$ amount
Sponsorship		Venue Hire	
Registration Fees		Food & Beverage	
Ticket Sales		Printing & Advertising	
Donations		Security	
Raffles		Insurance	
Auctions		Transport	
Other:		Promotional Material	
		Prizes	
<b>Total Income</b>	<b>\$</b>	<b>Total Expenses</b>	<b>\$</b>
		<b>Total Profit</b> <i>(income-expenses)</i>	<b>\$</b>

I, \_\_\_\_\_ (Fundraiser's name) offer to hold my Fundraising Event  
 \_\_\_\_\_ (Event Name) in accordance with those terms and conditions of  
 Crohn's and Colitis Australia™ attached. I understand my obligations with regards to sending the proceeds raised to  
 CCA within 14 days.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you are under 18 years of age, please have your parent/guardian/teacher sign this form on your behalf.

Name and relation (parent, teacher, guardian) of nominated adult supervisor:

Contact Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

**Disclaimer:** Crohn's & Colitis Australia™ (CCA) reserves its right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

*Thank you again for supporting CCA  
 Your commitment is greatly appreciated*



## VOLUNTEER ACKNOWLEDGEMENT - FUNDRAISING

To be completed by individuals assisting at CCA approved Fundraising Events.

I understand that

- I am assisting ..... (Fundraisers name) with a fundraising event being held on .....(date) at .....(time) and that this authorisation is specific to this fundraising event.
- I will notify CCA if I intend to assist at any other CCA approved fundraising event.
- I am required to maintain the confidentiality of privileged information gained in the course, or after I have completed this fundraising event.
- I have a duty of care to ensure the safety of myself and any CCA stakeholders or members of the public at this event.

For insurance purposes, I declare that I am between the ages of 18 and 85 years of age.

Yes  No  if no, please discuss your involvement and entitlement to insurance cover with the Fundraising and Events Coordinator.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_