



Fundraising Toolkit

**Everything you need to successfully fundraise
towards improving the lives and outcomes for
children living with cancer.**

**The challenge of children's cancer is real,
and we won't rest until it's gone.**



www.childrenscancerfoundation.com.au



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hello@childrenscancerfoundation.com.au

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Welcome

We warmly welcome you to our community of fundraisers, parents, volunteers, donors and corporate supporters. Together, everyone's efforts help ensure funding for the advancement of our childhood cancer clinical research and care projects, and family support services.

Pure love and passion drive us towards the day where children's cancer is gone. Thank you for sharing our passion and dedication by choosing to fundraise for the Children's Cancer Foundation.

**Children's
cancer –
it shouldn't
happen. But
sadly, it does.**

Around
1000

Australian children
and adolescents are
diagnosed with cancer
each year



Around half of those are
children aged under five

#1

Childhood cancer is
the number one disease
killer of Australian
children



Survivors are often
left with debilitating
impairments and chronic
health issues



Some will develop a
secondary cancer later
in life



Childhood cancer clinical
trials and research are
still largely underfunded.



30 years

Survival rates for some childhood
and adolescent cancers have
remained unchanged

**Together with fundraising efforts like yours, we can find
a better way for every childhood cancer challenge.**

Where does the money go?



Clinical research and trials

Clinical research and trials are critical to ending

childhood cancer and its damaging treatment side effects. The immense cost of clinical trials, such as staff salaries, are funded almost exclusively by philanthropy organisations like ours. Funding enables more Australian children to access potentially lifesaving clinical trials and treatments.



Clinical care

Small things can make a world of difference to children facing

the big challenge of surviving cancer. Programs we fund like The Beaded Journey, Art Therapy and Music Therapy provide methods of support to children while in treatment.



Family support services

Our funding, thanks to generous partners and

fundraising like yours, contributes towards hospital staff salaries such as the Family Resource Coordinator role, subsidised counselling services and creating a warm and friendly ward environment.

We know that kinder, more successful treatment is possible, and we're making it happen.

Get started

Fundraising campaigns and events are a fun and effective way to educate your community about childhood cancer in Australia, and encourage support of our vital work.



Permits

Check if your fundraiser requires a permit. This varies from state to state and activity type. The **Funding Centre** website has helpful information.



Registration

It's a legal requirement that anyone who fundraises on behalf of a charity must register with that organisation. Fundraising activities must fit with our values, produce reasonable financial returns against time and expenses and must not be considered high risk to be approved.



Insurance

As a third-party fundraiser you are not covered by the Foundation's insurance policy. You may wish to arrange your own insurance.

Our Fundraising Guidelines Document has all requirements that must be completed. Be sure to read it, submit a proposal and receive your Authority to Fundraise before you get started.

Contact us to set up a campaign page on our website where your supporters can easily donate to. We then receive 100% of the donations, whereas third party platforms deduct fees.

Ways to fundraise

You can do almost ANYTHING and make it a fundraiser.

Whether you are adventurous, athletic or a creative type, a social butterfly or the lone ranger, and no matter your target, your fundraising efforts will help children and their families overcome one of the hardest battles they will face - beating childhood cancer.

Check out our 8 Fundraising Ideas



The list goes on!

Host a movie screening, a movie marathon, an art or fashion show, trivia night, garage sale, sausage sizzle, gala ball, bingo night, pyjama party, car or dog wash, bowl-a-thon, a car rally, a themed party, an ugly sweater party or a silent disco.

Tips

Acquire as many of, or all goods and services donated pro-bono. Less costs = maximum fundraising effort.

Start a campaign at your school or workplace. Perhaps make it a competition between classes, teams or departments.

Setting your fundraising goal

Make it achievable based on

- the activity or event you choose
- the size of your networks
- the time you can invest in organising and promoting it
- something you will enjoy - have fun!



**Every fundraising effort
helps us achieve our
goal - a world without
childhood cancer.**

Social media

Social media is one of the best ways to reach people about your fundraiser. You can tell a compelling story to your community of why our work is necessary, and how their contribution makes a real difference to the lives of children with cancer, and their families.

Social Media Tips and Tricks to help you on your way!



When creating your posts and emails:

- Announce what you are doing and why
- Share the work we do
- Use our statistics and news articles to convey our story
- Use bold and relevant images
- Include the link to your fundraising or event page
- Feel free to tag us and include our hashtags below
- Make your posts public and shareable

Other ways to get the word out

- Posters in your school, community group or workplace if and where appropriate
- Connect with a local business or community group and ask for their support
- Join forces with an existing event
- Contact your local news and media organizations to see if they can profile you

Staying motivated

While it is exciting and rewarding, fundraising can also be hard work. You may feel disheartened along the way if you aren't reaching your fundraising goal, people seem disinterested or the plan doesn't go according to plan.

Keep going – you're doing something great and doing it better than you think.

Boost your efforts

- Provide updates to your networks of how you are tracking towards your target
- Reach out and remind people to donate
- Thank your supporters who have donated along the way.
- Ask those who have donated to share to their networks on your behalf

Our social handles



 @childrenscancerfoundationau



 @childrenscancerfoundationau



 @ccf_md1



 Children's Cancer Foundation (Australia)

 Children's Cancer Foundation

Use our official hashtags **#childrenscancerfoundationau** **#lettingchildrenshine** **#fundingexcellenceandlove**

Ways we can support you



Supply **Children's Cancer Foundation branded T-shirts** (we don't have other branded merchandise)



Provide Proudly Supporting the Children's Cancer Foundation **posters to display** at the event.



Share a copy of our **Proudly Supporting fundraising logo** for use on marketing materials (approval required)



Have a Foundation team member **attend your event** (we're a lean team but we'll try to get someone there)



Email us at any time with any questions along the way



Connect you to a **community fundraising champion** to support you along the way.

Donation payments



Bank Deposit Details

Westpac

Account Name: Children's Cancer Foundation
Account BSB: 033-299
Account Number: 11-1004
Reference: Your Surname



Cash, cheques and receipts

Collected cash and cheques are deposited via our bank account details below. All donations made via your online fundraising page automatically go directly to the Foundation.

Cheques

Must be made payable to Children's Cancer Foundation and sent to:

Children's Cancer Foundation,
Private Bag 6060, Richmond VIC 3121

Remember:

Banked donations must be received by the Children's Cancer Foundation within 14 days post event or activity.

We can issue a tax-deductible receipt of \$2 provided you supply the full name, address and email address of the supporter. The donation must be given with no material benefit received.

Event expenses can be deducted up to 30% of the total proceeds, provided you submit a budget to us ideally before the event.



You're part of the team now!

Our support doesn't stop with this toolkit. The Foundation team is here to help and to answer any questions along the way.

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 Private Bag 6060, Richmond VIC, 3121