



Ronald McDonald  
House Charities®  
South Australia  
*20th Anniversary*



**SA FUNDRAISING  
TOOLKIT 2020**

THANK YOU FOR CHOOSING TO SUPPORT  
RONALD MCDONALD HOUSE CHARITIES SA – YOUR SUPPORT  
MEANS THE WORLD TO US!



When your child is diagnosed with a serious illness, it's often the most traumatic time of your life and involves the entire family embarking on an uncertain path into the future. Through our House & programs, we enable families to stay close together, so that they have the support of loved ones throughout their journey.

With your help, we can continue to provide a home-away-from-home and ease the burdens placed on a family with a sick or injured child

We rely on the generosity of people like you to keep our vital programs running. But you're not in it alone – this is a team effort and we are here to help you reach your fundraising goals.

This Toolkit provides you with simple information to fundraise on behalf of Ronald McDonald House Charities SA.

Please call our team on 08 8267 6922 or email [fundraising.sa@rmhc.org.au](mailto:fundraising.sa@rmhc.org.au) if you need any assistance or further advice on your fundraising activity.

## THREE STEPS TO FUNDRAISING FOR RONALD MCDONALD HOUSE CHARITIES SA

- ✓ Choose your fundraising event
- ✓ Register your fundraising event
- ✓ Run your fundraising event

### STEP 1 – CHOOSE YOUR FUNDRAISING EVENT

Community fundraising is all about bringing together families, friends, schools and community groups to raise vital funds for Ronald McDonald House Charities SA. It's an easy, rewarding and fun way for you to help us transform the lives of Australian families in need. There are a few ways you can choose to fundraise for us:

#### CREATE YOUR OWN FUNDRAISER

Get creative and do your own thing – some of the more popular options are:

quiz nights | golf days | auctions | raffles | morning teas  
bake sales | fun runs | dress-up days

We have included an A-Z of Fundraising Ideas at the back of this pack to help you find a fundraising idea that suits you.

#### PARTICIPATE IN ONE OF OUR FUNDRAISERS:

Gala Ball | RMHC Ride for Sick Kids | Adelaide City Plunge

#### GIVE YOUR GIFTS – IN CELEBRATION EVENTS:

If you are getting engaged, married or celebrating a birthday, you can ask your friends and family to make a donation to Ronald McDonald House Charities SA in lieu of buying you a gift.

## STEP 2 – REGISTER YOUR FUNDRAISING EVENT

To get your fundraising event underway you need to firstly gain approval from us at Ronald McDonald House Charities SA.

To do this you need to complete an *Agreement to Fundraise Form*. All you need to do is fill out the form and return it to us. We will review your event and when approved, we will send you an *Authority to Fundraise letter*, which means that you can start fundraising.







The form is available to download on our website, or simply contact us at 08 8267 6922 or [fundraising.sa@rmhc.org.au](mailto:fundraising.sa@rmhc.org.au).

### Creating an online fundraising page

Ronald McDonald House Charities SA has partnered with Funraisin so you can create your own fundraising web page. This is a simple and effective way to collect funds, and helps you to share your fundraiser easily!

The steps to registration are:

1. Visit our Fundraising Hub <https://fundraise.rmhc.org.au/sa>
2. Click on the type of activity you'd like to host from the following options:

|                                                                                                                                                                                           |                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>GET ACTIVE</b><br/>Join an existing event or create your own challenge</p>                      |  <p><b>RAISE FUNDS AT WORK</b><br/>Get your whole workplace involved!</p>                               |
|  <p><b>RAISE FUNDS AT SCHOOL</b><br/>Bake stalls and more!</p>                                         |  <p><b>DONATE YOUR DAY</b><br/>Give your celebration meaning by supporting those in need - Birthday</p> |
|  <p><b>DONATE YOUR DAY</b><br/>Give your celebration meaning by supporting those in need - Wedding</p> |  <p><b>IN MEMORY</b><br/>Honour their Memory</p>                                                        |

Or you can select to "Fundraise Your Own Way" if you have a unique idea!

3. Click on "Create Account" or "Already have an Account" if you have previously created a Funraisin Account.
4. Follow the steps to "Create a Page" including your page name and your target.
5. Copy your personal page URL and share via email or social media, and encourage your family, friends and colleagues to support you!

## STEP 3 – RUNNING YOUR FUNDRAISING EVENT

### Planning your event

Now that you've decided what fundraising event you'd like to run, registered your event and received your *Authority to Fundraise letter*, you're ready to get started on planning your event!

#### Create a budget

It's very helpful to prepare a budget so that you have a fundraising goal and also, so that you keep track of your expenses.

Here is an example: Your goal is to raise \$2000 for Ronald McDonald House and you have decided to organise a lawn bowls day for 50 people. You decide to charge participants \$50 each to attend, which gives you \$2500.

That leaves you with \$500 (or \$10 per head) to spend on catering/venue hire/promotion.

| EXPENSE | COST  |
|---------|-------|
| Venue   | \$250 |
| Food    | \$80  |
| Drinks  | \$40  |
| TOTAL   | \$370 |

Total donation to Ronald McDonald House Charities SA = Income – Expenditure = \$2130

Remember: There are ways to save on expenditure, such as getting business support to help with catering costs, venue hire or promotion. If you can do this, you will be able to reduce your expenditure budget significantly.

#### Promote your event

There are many ways that you can promote your event. Here are a few ideas:

- Send out an event invitation to your friends using social media.
- Post or hand out flyers in your local area – on car windshields, in cafes, school/university or work notice boards.
- Send out an email to your friends/colleagues.

#### Gaining business support

As well as gaining donations from individuals, you may want to approach local businesses to support your event. They may be able to help you out with a donation or to provide catering or prizes. For example, you could approach your local:

- Butcher to provide a meat tray
- Hairdresser to donate a voucher for a free hair cut
- Music or entertainment store to give away free cds/ dvds
- Bakery to provide bread rolls for the event

If you work, you may also want to speak to your employer about sponsoring you or even matching donations that other staff members make.

Use of the Ronald McDonald House Charities SA name and logo

If you would like to refer to Ronald McDonald House or use our supporter's logo in your promotional material or at your fundraising event, you will need to obtain prior permission. To request use of the Ronald McDonald House Charities SA name or logo, please contact us at 08 8267 6922 or via email on [fundraising.sa@rmhc.org.au](mailto:fundraising.sa@rmhc.org.au).

### At your fundraising event

On the day of the event, you may want to:

- Welcome guests and fill them in on the event schedule, such as what time you will be serving lunch / having breaks; if there are any competitions / raffle draws etc.
- Talk about why you are supporting Ronald McDonald House Charities SA. You may have had to use the House or know someone who has. What is your connection to the House?
- Ensure you have a safe place to store the donations you receive and the receipt books. Ronald McDonald House Charities SA can provide you with receipt books.
- Bring extra notes and coins with you in case people need to receive change from their donations.

### After your fundraising event

Sending your fundraising money to us

Once you have paid all your expenses and collected donations, you will need to send this money to Ronald McDonald House Charities SA.

Please be aware that, as a registered fundraiser, you need to do this within 10 days of the event. Here are two ways you can do this:

#### 1. Electronic transfer direct to Ronald McDonald House Charities SA

Bank & Branch: Commonwealth Bank, North Adelaide

BSB: 065 114

Account number: 1015 3004

Name of A/c: Ronald McDonald House Adelaide Donations Account

Before transferring funds across to our bank account, please email us first to confirm the transfer date, the reference name of the deposit and the amount being deposited.

#### 2. Sending cheques/ money orders

Ensure your cheques and money orders are made payable to Ronald McDonald House Charities SA and send them directly to:

Ronald McDonald House Charities SA  
271 Melbourne Street  
Adelaide SA 5006

Thanking sponsors, donors and supporters

Once the event has concluded and you have worked out how much you raised, you should send thank you letters or emails to your sponsors, donors and supporters. It is very important to thank those who have supported you. We would be happy to provide some assistance and guidance if you need.



## MANAGING MONEY, BUDGETS AND RECEIPTS

Managing and tracking donations is entirely your responsibility as the fundraiser. You must comply with the Charitable Fundraising Act and Regulations in South Australia. This means that you must:

1. Provide Ronald McDonald House Charities SA with an accurate estimate of the income and expenses associated with your fundraiser.
2. Keep accurate financial records – hold on to receipts and donation details.

### Collecting money

Here are a few ways you can handle the collection of donations:

Register your event online

Go to <https://fundraise.rmhc.org.au/sa> and register your event. This site allows people to donate to your fundraiser online. It makes it easy for you to track donations and offers security to donors that their money is safe, providing a receipt instantly.

Cheques and Money Orders

Ensure all cheques and money orders are made payable to Ronald McDonald Charities SA and send them directly to:

Ronald McDonald House Charities SA  
271 Melbourne Street  
North Adelaide SA 5006

Cash and coin donations

Ensure that you keep a record of these donations. Keep a tracking sheet of all donations – see our income and expense template in this kit.

## A-Z FUNDRAISING TIPS

**Auction:** You can auction clothing, household goods or even favours, such as washing someone's car.

**Bingo night:** Loads of fun and easy to search and download resources from the internet. Get a pub or social group on board and run these regularly.

**Birthday party:** Instead of receiving presents, ask people to donate to the cause.

**Car Boot Sale:** Google these events in your local area and declutter and raise funds!

**Car Wash:** A great way to get your kids involved.

**Casual day:** Arrange a casual day in your workplace for a donation.

**Chocolate drives:** A tasty way to raise funds!

**Clothing swap shop:** Organise a clothes and/or accessories party and auction off the items you no longer wear to the highest bidder.

**'Day off' Raffle:** Who wouldn't pay \$5 or \$10 at least to have a chance of a paid day off? Put the question to your boss and see if they will come to the party.

**Dinner:** Ask your friends to dinner and ask them to make a donation.

**Dollar for dollar:** Ask your employer or local business to match all the donations you raise.

**eBay™ sale:** why not get rid of all your old clutter by selling it online?

**Fancy dress:** Raise money at events or in the office by dressing up for the day; the more outrageous the better.

**Fun run:** Organise your own or find a locally organised event.

**Garage sale:** A great way to clear your house of unwanted items.

**Give it up:** Get sponsored to give up chocolate, caffeine or your favourite afternoon snack for a month.

**Head Shave:** Get sponsored to shave your head or colour your hair.

**High Tea:** Great way to spend an afternoon and easy to cater for, or book a venue and add a few dollars to the ticket price and run some raffles.

**Household sale:** Hold a household party and ask a group of friends to bring along old home items or appliances they no longer use to sell to each other.

**International themed nights or morning teas:** Cook and sell traditional dishes - you could even play music or show a film from the country featured too.

**Jelly beans:** Guess how many jelly beans are in the jar and see if you can win the lot.

**Karaoke:** A chance to share your singing skills - pay for a song or pay for an exemption ticket.

**Lawn bowls:** Join your friends or workmates on a day out on the green, charging for entry of course.



Long lunch day: Get everyone to pay for the privilege of having an extra-long lunch.

Lucky Squares: Sell squares for a few dollars each and draw the lucky number to win part of the proceeds.

Match the photos: Match the baby photo or the pet picture to the person - charge an entry fee and have a prize for the winner.

Money boxes: Great for workplaces.

Movie Night: Great way to get a captive audience.

Morning tea: Hold a morning tea and charge a gold coin donation.

Plant sale: Perfect for all those budding gardeners out there!

Quiet time: Get your friends, family and colleagues to sponsor you to be silent for a day or two!

Quiz night: Test your general knowledge or persuade your local pub to donate takings from a regular quiz night.

Raffle: Source some donations and get selling!

Sausage sizzle: Cook up a storm on your BBQ and charge a gold coin donation for each sausage sold.

Skill auction: Offer your services to the highest bidder. Fetch lunch for the team, type their emails, answer their phones, clean their desks. Every little bit helps.

Slave for a day: Offer your services to your family or neighbours for a day to do any odd jobs.

Small Change for Big Smiles: Encourage your friends and family to throw their small change in a jar and collect leading up to the ride. It's incredible how quickly this adds up.

Sponsor your boss: Ask your boss to front reception for an hour or deliver the mail to everyone in return for a staff collection.

Swear box: All "faux pas" means a donation in the box - thank you!

Trivia competition: Pit the greatest minds in the company against each other.

Ugly duckling competition: Bring in a couple of snaps of yourself from twenty years ago and hold a photo competition.

Video-a-thon: Instead of heading to the movies for a marathon session why not hold your own at home?

Workplace Fundraising: Share your motivation and story in your workplace. Put it in newsletters, staff emails, online dashboards and always include a link to your fundraising page. Put a collection tin in your lunch room.

Xmas fair: Hold a Christmas fair selling handicrafts, cakes and charity cards.

Your passion: What do you love to do? Identifying your own passion, developing a fundraiser and getting others to join in the fun is often the best way to go.

Zany ideas: Run a competition to think of an idea for a fundraiser beginning with Z!

# FREQUENTLY ASKED QUESTIONS

Can I use a Ronald McDonald House Charities SA logo?

If you would like to include the Ronald McDonald House Charities SA supporter's logo on your promotion materials, you must gain approval from us. To do this, send us the artwork of your brochure/flyer/media release etc that you want the logo to be featured on. Guidelines on correct use of our logo will be sent to you after you have contacted us. Please contact us via our website [www.rmhc.org.au](http://www.rmhc.org.au) for further information or to submit your materials for approval.

Do I need insurance for my event?

Ronald McDonald House Charities SA does not provide public liability insurance for fundraisers. This is because public liability insurance is very expensive and we feel it is better to put our funds into our services for families. It is up to you to decide whether you need insurance to cover your fundraising event to protect yourself and your supporters. We suggest you hold your event at a venue which is already covered by public liability insurance.

Do I need a gaming license to hold a raffle or competitions?

Each State and Territory has legislation relating to fundraising activity. It is your responsibility to clarify and implement the charity fundraising legislative requirements of your state/territory. You can find more information here: <http://australia.gov.au/topics/culture-history-and-sport/gambling-and-lotteries>

What other support can Ronald McDonald House Charities SA provide?

The Ronald McDonald House Charities SA community fundraising team is available to answer any questions you have regarding your event and offer advice and encouragement.

Do I need to issue people with receipts?

Ronald McDonald House Charities SA can provide an official receipt book for your approved fundraising events. You can accept donations by cash, cheque or credit card and donations over \$2 are \*tax deductible.

Things to keep in mind with receipts:

- You must keep a register of all supporters eligible for a tax-deductible receipt
- \*Any activity where the supporter receives something in return for their donation is not eligible for a tax deductible receipt. This includes raffles, entry into an event, donations of goods or services, auction purchases, food or beverage purchases from charity stand, just to name a few examples.

What if I have problems setting up my online fundraising page?

Funraisin has their own technical support process, which can be accessed via the following link: <https://fundraise.rmhc.org.au/management/support>

How else can I support Ronald McDonald House Charities SA?

You can help by:

- Making a donation or become a regular supporter through our regular giving program.
- By including a bequest to Ronald McDonald House Charities SA in your Will, you can leave a lasting legacy.

For more information, follow this link: <https://www.rmhc.org.au/donate>