



Ronald McDonald
House Charities®
South Australia



SA FUNDRAISING
TOOLKIT 2021

THANK YOU FOR SUPPORTING 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 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.

As a result of the COVID19 pandemic, plus the devastating bushfires across Australia, the current fundraising climate is less than ideal. With the introduction of social distancing regulations at public gatherings, we understand that this will be a challenging year for coordinating your fundraising events, and gaining financial support from your community.

But you're not in it alone – this is a team effort and we are here to help you reach your fundraising goals.

This **Fundraising Toolkit** provides you with simple information to fundraise on behalf of Ronald McDonald House Charities South Australia (RMHC SA). Please call our team on **08 8267 6922** or email fundraising.sa@rmhc.org.au if you need any assistance or further advice.

ABOUT RMHC SA

Our House

- Accommodates families in both communal and independent living.
- More than 60 volunteers help us make our house a 'home'.
- Provided 232 families with a home away from home in 2019.
- Accommodated over 5,000 families since our doors opened in January 2000.

Ronald McDonald Learning Program

- Helps children integrate back into school after long absences.
- EdMed Professional Development Program provides teachers with information and strategies that can be applied to seriously ill children.

For every **\$1** invested, Ronald McDonald House Charities is able to return **\$3.60** to improve the lives of seriously ill and injured children, their families and the wider community.



Our Mission Partner

We are forever grateful to McDonald's Australia and its local Licensees that provide major support to the charity's operations.

FUNDRAISING FOR RMHC SA

1. **Choose** your fundraising event/activity
2. **Register** your fundraising event/activity
3. **Run** your fundraising event/activity

STEP 1 – CHOOSE YOUR FUNDRAISING ACTIVITY

Community fundraising is all about bringing together families, friends, schools and community groups to raise vital funds for RMHC SA. 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 ACTIVITY

To get your fundraising event underway, you need to gain approval by completing an **Agreement to Fundraise Form**, and returning to us. We will review your event and 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.

Alternatively, you can create your own fundraising web page, which is a simple and effective way to collect funds, and helps you to share your fundraiser easily! Note: if you register your event on this platform you do NOT need to send through the *Agreement to Fundraise Form*.

The steps to our online 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:



GET ACTIVE

Join an existing event or create your own challenge



RAISE FUNDS AT WORK

Get your whole workplace involved!



RAISE FUNDS AT SCHOOL

Bake stalls and more!



DONATE YOUR DAY

Give your celebration meaning by supporting those in need - Birthday



DONATE YOUR DAY

Give your celebration meaning by supporting those in need - Wedding



IN MEMORY

Honour their Memory

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 event details.
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 – RUN YOUR FUNDRAISING ACTIVITY

Planning your fundraising event

Please be mindful of the event regulations as a result of COVID-19 and ensure you check the following website before coordinating your activity: <https://www.covid-19.sa.gov.au/restrictions-and-responsibilities/events,-activities-and-gatherings>

You could consider hosting virtual events, in place of in-person events, to keep things more simple and accessible for your supporters! There are some great platforms available such as Zoom, YouTube and Facebook Live. See our A-Z list below for some ideas!

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. 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.

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.

Note: Please maintain a high level of sensitivity and compassion when approaching businesses, taking into consideration the impact that COVID19 may have had.

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.

The staff at RMHC SA can provide assistance with developing marketing collateral specific to your activity!

Use of the RMHC 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 RMHC SA name or logo, please contact us at **08 8267 6922** or via email on 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 RMHC SA.
- Ensure you have a safe place to store donations and receipt books. *RMHC SA can provide you with receipt books.*
- Bring extra notes and coins with you in case people need to receive change from their donations. Or consider arranging an electronic/cashless system for ease and to reduce money handling.

After your fundraising event

Sending your collections to us

As a registered fundraiser, once you have paid all your expenses and collected donations, you need to transfer your profit to RMHC SA within **10 days of the event**.. Here are two ways you can do this:

1. Electronic transfer:

Bank & Branch: Commonwealth Bank, North Adelaide
BSB: 065 114
Account number: 1015 3004
Name of Account: Ronald McDonald House Adelaide Donations Account

Prior to transferring funds across to our bank account, please confirm the transfer date, the reference name and the amount being deposited.

2. Cheque/money order

Mail or deliver to:
RMHC SA
271 Melbourne Street
North Adelaide SA 5006

Note: cash donations can be delivered to our reception at the above address, or banked and then transferred as a direct debit.

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, and we would be happy to provide some guidance if you need.



A-Z FUNDRAISING TIPS

Auction: You can auction clothing, household goods or even favours, such as washing someone's car. *This could also be done online!*

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. *This could also be done online!*

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. *This could also be done online!*

'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. *This could also be done online by asking people to track their steps on a FitBit or Garmin!*

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. *This could be filmed and then streamed online!*

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. *This could also be done online!*

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. *This could also be done online!*

Money boxes: Great for workplaces. We can provide cardboard moneyboxes for once-off use, or plastic donation tins with anchors to be left at shop counters or a supermarket register.

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. *This could also be done online!*

Raffle: Source some donations and get selling! *This could also be done online!*

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

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. *This could also be done online!*

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

Virtual event: Instead of hosting an in-person event, there are plenty of virtual alternatives. See here for some ideas: <https://www.eventbrite.com.au/blog/virtual-event-ideas-ds00/>

Workplace Fundraising: Share your story via your workplace newsletter, staff emails, dashboards and always include a link to your fundraising page. Or 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.

Zoom: Run an online event for your friends via the Zoom platform. More info here: <https://zoom.us/>

FREQUENTLY ASKED QUESTIONS

Can I use a RMHC SA logo?

If you would like to include the RMHC 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 for further information or to submit your materials for approval.

Do I need insurance for my event?

RMHC 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 RMHC SA provide?

The RMHC SA community fundraising team is available to answer any questions you have regarding your event and offer advice and encouragement. They can provide assistance with marketing collateral, branded promotional items and also money tins.

Do I need to issue people with receipts?

RMHC 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 RMHC SA?

You can help by:

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

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

What are the implications of COVID-19 on running events?

Please ensure to follow the guidelines of SA Government around the restrictions to public gatherings. The latest information can be found here: <https://www.covid-19.sa.gov.au/restrictions-and-responsibilities/activities-and-gatherings>

Further information about how COVID-19 has impacted RMHC nationally can be found here: <https://www.rmhc.org.au/covid-19>

FUNDRAISING TERMS OF AGREEMENT

These Terms of Agreement provide the basis for a fundraiser/event to be organised by the Community Fundraiser on behalf of RMHC South Australia. By signing and returning the Fundraising Agreement to Fundraise, the Community Fundraiser indicates acceptance these Terms of Agreement and thereafter these terms and conditions will form the basis of any dealings between RMHC SA and the Community Fundraiser in relation to the fundraiser/event. "Community Fundraiser" means the individual or organisation holding the fundraiser/event for the benefit of RMHC SA.

Authority to fundraise

Regulation and best practice in Australia dictate that any person or organisation fundraising must have an 'authority to fundraise'. The Community Fundraiser is not authorised to use RMHC SA as its beneficiary charity until it has received an authorisation letter from RMHC SA. The 'authority to fundraise' will be sent by RMHC SA after:

- we have received a written and signed application from the Community Fundraiser;
- we are satisfied that the fundraiser/event will produce a reasonable return after expenses have been deducted;
- we are satisfied that the fundraising activity fits in with the aims and values of RMHC SA; and
- we are satisfied the fundraising activity is not high risk.

The fundraiser/event shall be conducted in the Community Fundraiser's name and is the sole responsibility of the Community Fundraiser. RMHC SA is not able to take a coordination role in these activities and its officers cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the Community Fundraiser in the running of the fundraiser/event.

Legal implications

The event/fundraiser must meet the requirements of relevant State and Territory laws and regulations. The information you give RMHC SA must be available to regulatory authorities on request. RMHC SA does not provide legal advice regarding compliance with these laws and regulations.

Ronald McDonald House Adelaide's reputation

Due to the nature of our organisation and the high ethical standards under which we operate, there are some events with which we cannot be associated. We cannot endorse some activities, including:

- extreme sports such as parachuting, paragliding or bungee jumping,
- motor vehicle and motor bike racing and activities that involve marine racing unless the Fundraiser provides evidence of public liability insurance to cover themselves and their participants;
- gambling;
- games of chance that do not comply with State legislation;
- activities of a sexual nature; or
- activities that promote harm to self or the environment.

Insurance

RMHC SA is unable to provide public liability insurance cover to Community Fundraisers.

Using the Ronald McDonald House Adelaide name and logo

Please remember that the event will not be RMHC SA's event, but an event to raise funds for donation to RMHC SA. All material with which the RMHC SA name and logo is to be associated must first be approved by RMHC SA. If the Community Fundraiser wishes to utilise the RMHC SA's name and/or logo on any materials or products, the Community Fundraiser must obtain prior permission from RMHC SA.

References to RMHC SA

If the Community Fundraiser wishes to refer to or promote RMHC SA, it must refer to RMHC SA as "RMHC SA" or the specific House which will benefit from monies raised. Eg Ronald McDonald House Adelaide.

Printed Materials

Any material, pamphlets, brochures or products must be submitted to RMHC SA for approval before a request to use the logo will be granted. Other printed material, such as media releases must be pre-approved by RMHC SA. Printed material must be forwarded to RMHC SA for approval prior to being printed or circulated.

Use of the logo

Permission to use the logo must be requested and will attract conditions to be negotiated between Ronald McDonald House Adelaide and the Community Fundraiser, especially if the use of the logo is for marketing activities of the organisation. A minimum amount of donation may have to be guaranteed for activities of this nature. Guidelines on how to use the logo will be supplied once permission for its use is granted.

Participation of children in an appeal

Some States have special regulations that apply when children participate in an appeal. Different rules apply for children of different ages. If you are planning to involve children in your fundraising activity/event, you will be required to comply with further guidelines from RMHC SA before proceeding with your activity/event.

Finance, records and receipting

The financial aspects of fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Community Fundraiser and the Community Fundraiser must comply with the relevant State or Territory laws and regulations.

The following is a summary of financial reporting typical of that required from Community Fundraisers which is needed to protect the public interest:

- set-up and maintain proper financial records and accounts which can be audited if necessary;
- provide RMHC SA at the outset with an accurate estimate of expenses and the likely proceeds of the fundraiser/event;
- where necessary/appropriate, set up a separate bank account that mentions RMHC SA's name. All funds are to be banked into this separate bank account. This account must be closed after your event;
- money raised and details of your actual income and expenditure must be returned to RMHC SA within four (4) weeks of the fundraising activity; and
- RMHC SA cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. (Total expenses must be less than 40% of total proceeds).

Receipts

RMHC SA can provide official receipts for approved events. Tax-deductible receipts can only be issued to people donating money of \$2 or more.

The Community Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. Individual receipts will be sent to the Community Fundraiser for distribution to attendees/supporters. It is the responsibility of the Community Fundraiser to understand:

- circumstances when a receipt can be issued, and to whom, NB: The following are not tax-deductible: Ticket purchases (eg. raffle), entry
- to an event, donations of goods or services, auction purchases, or purchase of a device;
- the legal implications of issuing receipts and the necessity of returning official receipts books (used and unused) to RMHC SA; and
- reconciliation of funds.

Approval

For your fundraiser to be approved, you will need to complete and sign the Fundraising Agreement form. You will be notified by in writing if your Proposal is successful.

If you have any queries about your application, please contact **Ronald McDonald House Charities SA:**

Amelia Kettle

Community Engagement & Events Coordinator

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