

Fundraising for Strive 2 Thrive



Thank you so much for volunteering to raise funds for Strive 2 Thrive, a not-for-profit charitable organisation servicing the cancer community in Geelong.

Fundraising and sponsorships are absolutely crucial to Strive 2 Thrive's survival – we rely 100% on them to fund our programs, and your contribution will enable even more people to get back into life after cancer.

Before you start, please take a moment to read these guidelines so you can be sure you have everything you need to make your fundraiser a success, knowing that the message you promote and the funds you raise will make a very real and significant difference to the lives of people recovering from cancer.

OUR EXPECTATIONS

Because the people our program serves to assist are at a very vulnerable point in their lives and are relying on and trusting us to help them in their recovery we are very careful to make sure that promotion of our service and message is always clear and consistent.

To make sure this happens we must ensure all fundraising opportunities are measured against our key drivers – our core values, ethics and program directives – how and why we do what we do.

So we have created these guidelines which summarise some legal requirements, information about your obligations as a fundraiser and other important information to take into account before you can start arranging your fundraising activity.



THE APPLICATION PROCESS

It's important that any fundraiser on our behalf supports our mission and values, that it is not high risk, that it satisfies all state and federal fundraising and regulations and financial management guidelines, and that it will produce a reasonable return after expenses.

You need to be aware of your responsibilities and obligations to ensure your Fundraiser can run and run smoothly.

One of the legal requirements is that, in order to collect money for a charitable purpose on behalf of another organisation, the Fundraiser must first be authorised by that organisation. So you will need to complete, sign and send us the "Proposal to Fundraise" form (which details your planned activity) and a "Fundraising Agreement" form (which relates to the legal requirements set out in the Australian Acts that govern how a fundraiser can raise funds for charitable purposes), then wait for our authorisation.

If your proposed activity supports our mission, meets all of our requirements, and we are satisfied that you have or will obtain all necessary permits, insurances, licensing and authorities needed, and that your fundraiser will be run in accordance with any relevant charity legislation, we will provide you with an "Authority to Fundraise" letter from us.

It is important to note that we may refuse an activity if we believe it might be inappropriate for ethical, risky or dangerous reasons, or if the activity is contrary to our message and values on the promotion of

With any documented request for sponsorship, we ask that you add the following disclaimer.

Sponsorship of Strive 2 Thrive or of any symposium, project, program or event will not entitle any sponsor to influence any decision of Strive 2 Thrive, nor will any sponsor be authorised to act as the spokesperson for, or the representative of Strive 2 Thrive.

healthy lifestyles, or if the activity and its promotion could in adversely impact the financial, legal or moral integrity, goodwill and/or reputation of Strive 2 Thrive, - for example, anything involving telemarketing, or alignment with any fast food chains or tobacco organisations.

Given that our aim is to provide people recovering from cancer with a physically and mentally healthy and balanced lifestyle, this right of refusal also extends to certain types of sponsorships you may plan to seek, and we ask your understanding and acceptance of our right to refuse any activity and/or sponsorships accordingly.

OTHER LEGAL REQUIREMENTS

All fundraising activities much comply with Australian laws and regulations. It's very important that you are aware of these laws and regulations. For example, in Australia door-knocking individual houses to collect donations or to promote your fundraiser is illegal without a special permit, as is telephone solicitation and street collecting. You might need to check with your local authority to make sure you are compliant with local laws.

There are also regulations you might need to be aware of in relation to gaming, liquor licensing and food preparation. For example you might require a permit from the Victorian Commission for Gambling Regulation if you intend to run a raffle. If a permit is needed, this may be at a cost and might take some time to secure. More information can be found by visiting www.vcglr.vic.gov.au.

BRANDING YOUR EVENT

Your fundraiser must be run in the same name you list on the "Proposal to Fundraise" form. You will not be authorised to raise funds under the Strive 2 Thrive name, so when promoting your event, make it clear that the fundraiser is not being run by, or on behalf of Strive 2 Thrive, but rather that you are "proudly supporting" or "raising money for" Strive 2 Thrive.



REPRESENTATION

It's very important that people, and in particular the media, are not led to believe that you are representing Strive 2 Thrive. You are, of course, welcome to speak freely about your fundraising activity, however you are not authorised to speak on behalf of Strive 2 Thrive.

If the media or members of the public want information in relation to Strive 2 Thrive or cancer and cancer recovery, please direct them to our website – www.strive2thrive.com.au - which provides plenty of information and also gives them the opportunity to contact us directly.

If you would like a representative of Strive 2 Thrive to be present at or speak at your approved event, please contact us at least 3 weeks prior to the event and we will try to ensure a Committee member is available.

PROMOTIONAL MATERIALS

We can provide you with promotional brochures and information should you need it, and our logo can be provided upon request (however we will need to approve copy before you print and distribute – please allow at least 7 days for approval).

We can also provide you with Strive 2 Thrive merchandise to market at your event (if legally allowable), which includes drink bottles, handtowels, hooded jackets, caps, and running singlets.

GIFTS AND DONATIONS

When accepting any gifts or donations for use as prizes for raffles or silent actions, please take care to ensure these gifts and donations do not contravene our mission, values and overall message, i.e. exercise and healthy lifestyle choices.

If you receive offers of large or perpetual donations, or significant offers of sponsorship, please refer them directly to Strive 2 Thrive so we can show our appreciation through corporate advertising, signage opportunities, press releases etc.



FINANCIAL MATTERS

As the fundraiser, you will need to be accountable for taking care of the financial side of things in accordance with the Charitable Fundraising Act and regulations. This includes a requirement to keep clear and accurate records, providing any tickets and receipts required, and forwarding the proceeds to Strive 2 Thrive.

The cost of the activity should not exceed 40% of the gross proceeds raised, so you need to take all reasonable steps to ensure your costs are kept to a minimum. Strive 2 Thrive will not pay the expenses incurred, however you can deduct any necessary expenses from the profits received from your event, providing you document these expenses in a summary and provide this to us, along with copies of all related receipts and invoices on request. Similarly, we will require you to provide details of any sponsorships or donations so we can thank also those people/businesses appropriately and provide them with tax deductible receipts (where appropriate).

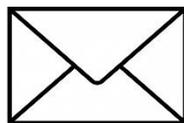


You will need to provide us with a record of any donors of money or goods and services so we can personally thank them and also meet our financial reporting obligations.

Once your fundraising activity is complete, please send the funds to Strive 2 Thrive within 14 days in order to meet your legal obligations.

This can be done by way of a cheque or money order payable to "Strive 2 Thrive" (ABN 79 260 285 920) and mailed to:

Strive 2 Thrive
C/- Dr Karen White
Level 6, 80 Myers Street
Geelong Vic 3220



Alternatively you can electronically transfer the funds to our Bendigo Bank account (details will be provided on request).

Please do not send cash through the Post.

When forwarding the proceeds to Strive 2 Thrive, please make sure you provide details of your fundraiser activity with your cheque or EFT transfer so we can identify your contribution.

As your fundraising is undertaken voluntarily, you are not entitled to payment of any fee or commission for conducting the event.

TAX DEDUCTIBLE RECEIPTS

There are two type of receipts we can issue –

1. A **non tax-deductible** receipt – where the person gets something in return for giving (such as a raffle or entrance ticket, or auctioned items).
2. A **tax-deductible** receipt – where the person donating gets nothing in return for their generosity such as a financial donation of \$2 or more.

Please note:

- Tax deductible receipts can only be provided to people donating to the value of \$2 or more.
- Tax deductions cannot be claimed for monies received on behalf of others
- Tax deductions cannot be issued to who receive goods or services in return for their money – eg. Buyers or raffle tickets or silent auction items etc.

AFTER YOUR EVENT

Once you have held your activity, we would love you to send us through any photographs and information about the event.

You can mail this to us or email photos and detail to info@strive2thrive.com.au so that we can publicise your fundraising success on our website.

We have a feedback form available on our website to help you with this.



Strive 2 Thrive Geelong Inc.
Association No. A0091026Z
ABN: 79 260 285 920
info@strive2thrive.com.au
www.strive2thrive.com.au

Empowering people to
get back into life
after cancer

OUR MISSION

Our mission is to enhance and facilitate the quality of life for individuals following a cancer diagnosis and treatment, empowering them to regain physical strength and confidence, free of charge, through the provision, of a structured, supervised and individualised program of exercise and healthy lifestyle education which is undertaken in a medically, physically, and emotionally supportive environment alongside others who have shared the cancer journey.

Our role is this is threefold –

- To facilitate this physical and emotional healing,
- To offer a wellbeing and lifestyle education and change program, and
- To motivate and empower these individuals to succeed.

Working collaboratively with local medical and allied health professionals to empower individuals, post cancer diagnosis and treatment, we encourage physical and emotional recovery, restore and enhance quality of life, and reduce the likelihood of a cancer recurrence.

OUR VALUES

Our focus is always on each of the individuals we serve, caring for and serving our participants with respect, dignity, integrity, responsibility and compassion.



We respect the privacy of our participants and ensure absolute confidentiality in relation to all matters relating to their involvement in the program.



Our message is always positive, that together and individually we can effect change.



We encourage all involved in the program to share their experiences and positive outcomes with others in the community, in order to effect greater change.



We strive for excellence through continual evaluation and improvement in the programs we offer our participants.



Decisions made today will take into account both the present and future of Strive 2 Thrive, its participants, medical and allied health service professionals and the broader cancer community.