



Community Fundraising

Help Fred's work live on!

Part 1: Where do I start?

How do I become a registered fundraiser?

All proposed community fundraising events and activities must be registered and approved before fundraising can commence. This is so that The Fred Hollows Foundation is able to answer public queries and also satisfy Government regulations.

- i. First you need to think of an idea or plan of how you are going to raise money. To get the ball rolling we suggest that you check out our Fundraising Ideas (below) and read our Fundraiser Profiles in Part 3 to see what others have done.
- ii. Then you need to contact The Foundation to register. Please read Part 2 for all the details on how to do this.
- iii. The Foundation will then send written confirmation of approved fundraising proposals along with your personalised Fundraiser Authorisation Card within 3-5 working days. Upon registering, your name will be added to our mailing list so that we are able to provide you with regular updates.

Remember - Any activity or event you are considering must be approved by The Foundation before you commence fundraising.

Fundraising Ideas

There are endless ways to fundraise - you will only be limited by your imagination! For more inspiration, please refer to Part 3 to read the profiles of some of our greatest community fundraisers.

- **Personal challenge**

Complete a bike ride, walk, run, swim, read-a-thon, weight loss challenge, head shave or any other challenge. Seek sponsorship from your personal networks. You could also consider participating in an organised event like the City2Surf or Cole Classic.

- **Corporate sponsorship and matching**

Ask your employer to support your fundraising by making a donation, or matching every dollar raised. Request support for your event or challenge in the form of donated goods or services.

You could also host an event in your lunch break, have a mufti day, or get your CEO to wear pyjamas for a day!

- **Events**

There is no limit to creativity when it comes to events. Here are just a few ideas to get you thinking:

Exhibition	Mufti day
Auction	Food fair
Film night	Barefoot bowls
Fashion show	Team sports or games day
Drama or comedy night	Dinner, cocktail party, wine tasting
Concert, band night or karaoke night	Celebrity speaker

Events can also be used as a platform to conduct auctions, raffles, games and interactive fundraising activities.

- **Masked ball**

Host a Masked ball - anyone can do it! Ask for a supply of our 'cataract masks' to be sent to you to decorate, or make your own masks from scratch. Incorporate a Mardi Gras or Carnivale theme. Cataract masks are a hands-on and easy way to demonstrate what it's like to suffer from cataract blindness.

- **Raffles**

Seek donated prizes from businesses in your area (or larger corporations) and use your personal networks to sell tickets. (Please note: The Foundation does not approve door knocking, or the soliciting of donations in public places).

The guidelines on how to conduct a raffle vary from State to State so before organising a raffle please contact the relevant State or Territory fundraising regulatory bodies for details (see Page 6).

- **Stalls and garage sales**

Engage your community by hosting a stall or sale in your backyard, or book a stall at your local market or fair.

- **Fundraising drives**

Sell cakes, sweets, chocolates, donuts, movie tickets, custom-labeled wine, stationery, (anything!!) in your workplace or school. Google 'fundraising' for a list of suppliers.

- **Cause related marketing/Traders**

Individuals or businesses can join forces with The Foundation by donating a percentage/fixed amount from the sale of a selected item (example: CD, book, photos or wine) as part of their regular course of business. Please contact The Foundation directly to discuss a 'Trader Agreement'.

- **Special celebrations**

Ask guests to make a donation to The Foundation instead of bringing a gift to a special celebration. The Foundation can provide you with gift envelopes which you can include with your invitations. All gifts over \$2 are tax deductible and all donors receive a receipt.

- **Wall of Sight**

The Foundation can provide a range of stunning laminated images of patients from the countries in which we work, which you can use as the feature of your event. Ask guests to 'buy an eye' for \$25 and mount the images to create a mural by the end of the event.

- **Footy/sports tipping competition**

Donate half of the prize money from your tipping comp to The Foundation.

- **Guessing competition**

Guess whose baby photos, or how many lollies/rubber bands/paperclips in a giant jar.

- **Penalty Box at home or work**

You must put \$1 in each time you swear/leave dirty dishes/arrive late/answer your mobile in the office.

Online Fundraising

The Foundation works with Everyday Hero to provide an easy to use and impactful online fundraising tool. By visiting www.hollows.org.au/Fundraising/ and registering to fundraise, you can create your own fundraising webpage and email the link to your friends, family, and colleagues. They can then check out your page and learn about The Foundation's work, and make a secure credit card donation in a matter of minutes!

Planning your fundraiser

Planning your fundraiser will be an enjoyable and fulfilling experience. Here are some things to keep in mind to ensure a smooth and hassle free fundraiser:

- i. **Set an achievable fundraising goal**

It is important to have realistic goals to avoid getting fatigued. Consider how much time you have to dedicate to fundraising, how much immediate support you have and what personal contacts and networks you can tap into. Work smarter not harder - think about effort versus return and don't invest time and effort into activities that may only raise small amounts. Be comfortable asking, but be prepared that some people will simply say no. Don't let this put you off, as you never know who might just say yes!

- ii. **Ask for help**

You will be surprised at how many people will lend a hand for a good cause. Put together a group or committee to help you manage logistics, bounce off ideas and share the workload and responsibility.

iii. Be informed and passionate about The Foundation's work

Know where your supporters money is going so you can answer their questions. Download Part 4 of this Pack to read about Poverty and Blindness, go through any information sent to you by The Foundation, and read over the information on www.hollows.org.au. If you have any questions or require further detail, just contact The Foundation. Your passion and enthusiasm for supporting The Foundation will be your greatest tool when approaching supporters!

iv. Follow The Foundation's Fundraising Guidelines

As a registered fundraiser, you have certain obligations to uphold the standards and best practice of The Foundation. When you register, you will be asked to read and agree to a set of guidelines which will help in the planning of your event or activity. Please read these carefully and if you have any questions, contact The Foundation or your relevant State Authority (details below).

v. State Fundraising Authorities

AUSTRALIAN CAPITAL TERRITORY

ACT Office of Regulatory Services – for charitable collections

Phone: (02) 6207 0475
Fax: (02) 6207 0487
Mail: PO Box 225 Civic Square ACT 2608
Email: bna.general@act.gov.au
Internet: www.rgo.act.gov.au

ACT Gambling and Racing Commission – for raffles, housie and lotteries

Phone: (02) 6207 0361
Fax: (02) 6207 7390
Mail: PO Box 214 Civic Square ACT 2608
Email: gambling.operations@act.gov.au
Internet: www.gamblingandracing.act.gov.au/Lotteries.htm

NEW SOUTH WALES

NSW Office of Liquor, Gaming and Racing

Phone: (02) 9995 0666
Fax: (02) 9995 0611
Mail: GPO Box 7060 Sydney NSW 2001
Email: charity.inquiries@olgr.nsw.gov.au
Internet: www.olgr.nsw.gov.au

SOUTH AUSTRALIA

SA Office of Liquor and Gambling

Phone: (08) 8226 8500
Fax: (08) 8226 8588
Mail: GPO Box 771 Adelaide SA 5001
Email: lottery@saugov.sa.gov.au
Internet: www.olgc.sa.gov.au



QUEENSLAND

QLD Office of Fair Trading

Phone: 13 13 04
Fax: n/a
Mail: GPO Box 311 Brisbane QLD 4001
Email: brisbaneOFT@dtftwid.qld.gov.au
Internet: www.fairtrading.qld.gov.au

TASMANIA

TAS Gaming Commission, Liquor and Gaming Branch - for raffles and gaming

Phone: (03) 6233 2475
Fax: (03) 6234 1728
Mail: GPO Box 1374 Hobart TAS 7001
Email: gaming@treasury.tas.gov.au
Internet: www.gaming.tas.gov.au

TAS Consumer Affairs and Trading - for charitable collections

Phone: (03) 6233 4523
Fax: (03) 6233 4882
Mail: GPO Box 1244 Hobart TAS 7001
Email: consumer.affairs@justice.tas.gov.au
Internet: www.consumer.tas.gov.au/business_affairs/charities

VICTORIA

VIC Consumer Affairs

Phone: 1300 558 181
Fax: (03) 9627 6007
Mail: GPO Box 123A Melbourne VIC 3001
Email: consumer@justice.vic.gov.au
Internet: www.consumer.vic.gov.au

VIC Commission for Gambling Regulation, Minor Gaming Unit

Phone: (03) 9651 3630
Fax: (03) 9651 3246
Mail: PO Box 1988 Melbourne VIC 3001
Email: minor.gaming@vcgr.gov.au
Internet: www.vcgr.vic.gov.au

WESTERN AUSTRALIA

WA Department of Consumer and Employment Protection, Charitable Collections

Phone: (08) 9282 0832
Fax: (08) 9282 0948
Mail: Locked Bag 14 Cloister Square Perth WA 6850
Email: consumer@docep.wa.gov.au
Internet: www.docep.wa.gov.au/charities

vi. **Stay in touch**

Keep us informed of your progress and any assistance you might need. The Foundation has offices in NSW, QLD and VIC – download Part 2 for all our contact details. Remember, The Foundation staff are here to assist you in any way possible.

vii. **Saying thank you**

It is important to thank each and every one of your supporters. Whether it's a simple verbal thank you when you receive their donation, or an email, letter or phone call – your donors will appreciate this recognition and may even spread the word about your event or activity. Part 4 of this pack includes a sample thank you letter that you might like to consider using.

Forwarding monies raised

When you become a registered fundraiser, you will be issued an ID number. Please ensure that you and your supporters quote this ID number whenever monies are forwarded to The Foundation. This will ensure that monies will be attributed to your fundraising activity correctly.

Mail us a cheque or money order made payable to The Fred Hollows Foundation at Locked Bag 5021, Alexandria, NSW 2015.

Log on to www.hollows.org.au and use your credit card

Phone 1800 352 352 to speak to our Donations team

Fax us by using the Credit Card Donation Form in Part 4 and sending it to (02) 8741 1998.

Deposit at any Westpac branch, or via internet banking EFT using our account details:

Account Name: The Fred Hollows Foundation Overseas Aid Fund

Bank: Westpac or Bank of Melbourne

Account No.: 174 905

BSB: 032 102

