


# Fundraising Manual

***You can help  
make a difference***



diabetes  
nsw



A photograph of an older man with a white beard, wearing a blue and white checkered short-sleeved shirt and dark blue trousers, walking a small brown dog on a leash on a sandy beach. The ocean waves are visible in the background under a cloudy sky. The image is partially overlaid by a blue graphic element on the right side.

**In Australia  
one person  
is diagnosed  
with diabetes  
every 5 minutes.**

**It is our mission to provide the education, support and services that they need to live their life fully, every step of the way.**

**By fundraising for Diabetes NSW, the community can contribute towards the continuation of our programs which support people living with or at risk of diabetes.**

A diagnosis of diabetes is a hard thing to hear. Every single day we hear from hundreds of people who have just been diagnosed and as you can imagine, they are struggling to cope with the diagnosis, and overwhelmed by the fear of change.

Fundraising for Diabetes NSW is a meaningful and long-lasting way to show your support, empowering those living with and at risk of diabetes to create a life without the complications. So many people feel there is little they can do to assist and often think "If only there was something else I could do to help" or "...but how do you raise money?"

This booklet has some examples of fundraising ideas.

**“Charity  
begins at home,  
but should not  
end there.”**

Scottish proverb

# 20 great fundraising ideas

1. Hold a raffle at work.
2. Hold a sponsored marathon, eg. swimming, jogging, walking, cycling, dancing, reading, table tennis, golf or run the City2Surf.
3. Garage sale — sell your unwanted items and donate the proceeds.
4. Hold a dance/fancy dress party to the music of the 30s, 40s, 50s, 60s etc.
5. Mind your language! — have a swear box in the office, local pub or at home.
6. Give something up for a specified number of days and have people sponsor you.
7. Hold a guessing competition — guess the number of sweets or coffee beans in a jar.
8. Give us a clue — organise a local treasure hunt.
9. Bake cakes to sell to friends.
10. Hold a breakfast party.
11. Hold a wine and cheese party.
12. Travelling light — arrange to be sponsored End the year on a high note — go carol singing or organise a ‘Carols by Candlelight’.
13. Lights, camera, action — arrange a movie night at home.
14. Hold a lunch party.
15. Hold a Halloween party.
16. Organise a barbeque with sausages and drumsticks. Cater a local event.
17. Hold a ‘tea and bikkies’ morning or afternoon for your friends or at work.
18. Have a sponsored car windscreen clean or car wash, at your local petrol station.
19. Carry on camping — hold a sponsored camp-out.
20. Gold coin donation — ask your children’s/ grandchildren’s school to hold a gold coin donation day.



# Community Fundraising Guidelines

The NSW Government developed the Charitable Fundraising Act 1991 to regulate the conduct of fundraising activities. Under the Act, anyone wishing to raise money for charitable purposes must be authorised to do so by the beneficiary organisation.

Before you start fundraising you will need to register with Diabetes NSW who will need to authorise your event.

These Community Fundraising Guidelines have been developed to provide essential information for people planning a fundraising activity to benefit Diabetes NSW.

Please take the time to read and understand these guidelines before completing the Application to Raise Funds, and returning it to the Fundraising Coordinator.

1. In accordance with the Fundraising Institute of Australia and the NSW Charitable Fundraising Act 1991, Diabetes NSW is required to authorise all community fundraising events/activities. Once your activity has been approved, Diabetes NSW will send you a Letter of Authority confirming that you can hold your fundraising activity. Authorisation can only be issued when:
  - The form "Application to Raise Funds" has been completed and returned to Diabetes NSW. The application will form the basis of any dealings between Diabetes NSW and the Fundraiser in relation to the fundraising events/activities.

## Definitions

### Community Fundraising:

A method of raising money from an individual, group or organisation by holding a fundraising activity or event.

**Donation:** A donation is a monetary or non-monetary gift made voluntarily by an individual, group or organisation.

**Fundraiser:** A person, corporation or organisation who carries out activities for the purpose of raising funds for Diabetes NSW. They will be the person/organisation named on the Letter of Authority.

**Tax Deductible:** An item or expense that is legally deductible from an income dependent on salary. For more information on tax deductible donations please visit the Australian Taxation Office website [ato.gov.au](http://ato.gov.au).



**"It is more rewarding to watch money change the world than watch it accumulate."**

Gloria Steinem

- The fundraising activity fits with the aims and values of Diabetes NSW.
- The fundraising activity is not high risk.
- The fundraising activity will produce a reasonable financial return after expenses have been deducted.

If you fundraise on behalf of Diabetes NSW without authorisation you may be operating outside of the law.

2. The fundraising event/activity shall be conducted in the authorised fundraiser's name and is the sole responsibility of the fundraiser. Diabetes NSW can offer some assistance. However, Diabetes NSW is not able to take a coordination role in all these activities and its staff cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the fundraiser in the running of the activity.
3. Because of the nature of our organisation and the high ethical standards under which we operate, there are some activities that we cannot be associated with — such as any event that promotes smoking or unhealthy habits. We also cannot endorse activities that involve:
  - Amusement rides
  - Animals or animal rides
  - Use of firearms or fireworks
  - Aerial risks such as parachuting, paragliding, bungee jumping
  - Motor vehicle and motor

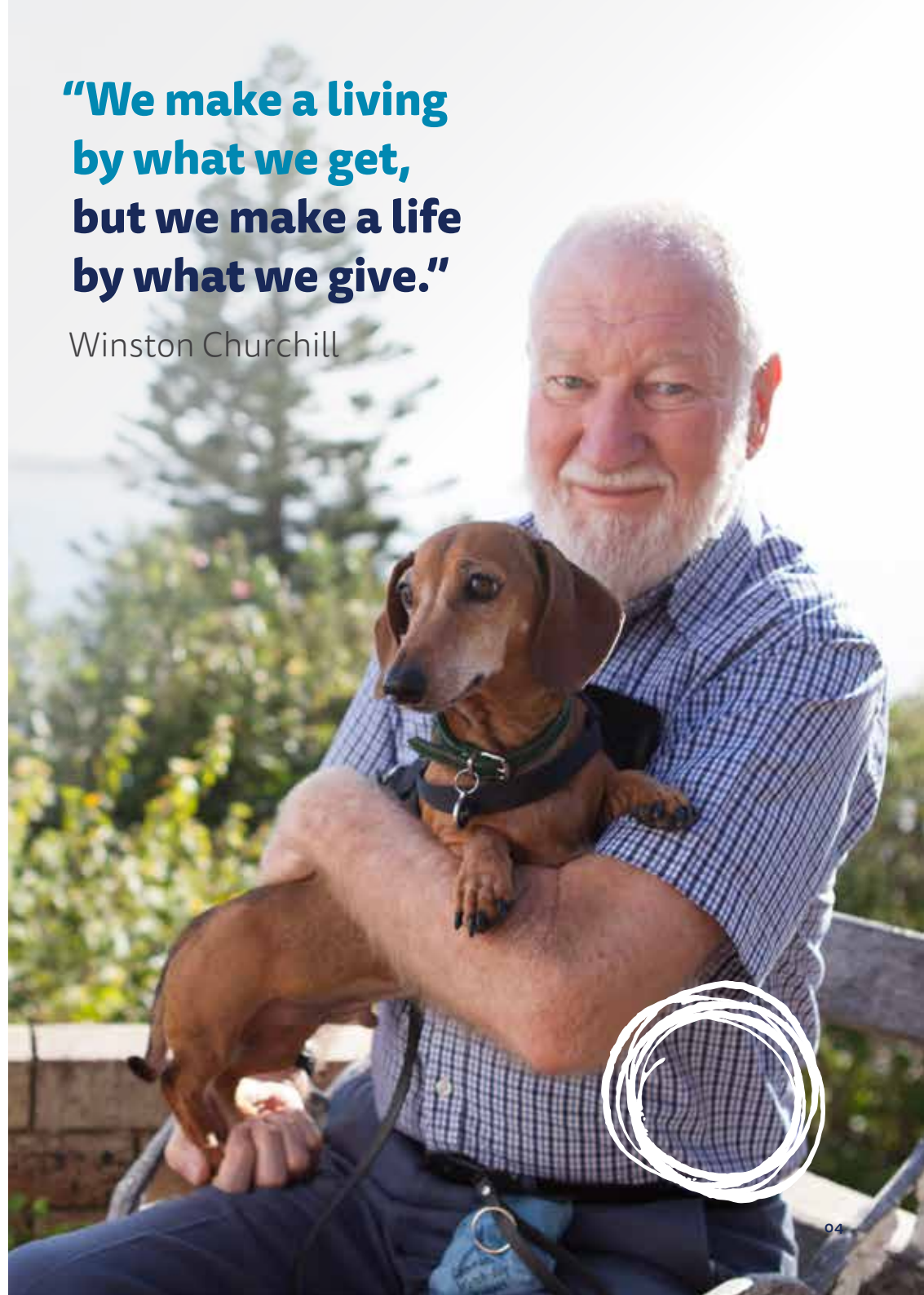
bike racing

- Any activity on the water
- The fundraiser must provide evidence of public liability insurance to cover themselves and their participants. Diabetes NSW is unable to provide public liability insurance cover for Community Fundraising events.

4. The event must meet the requirements of relevant laws and regulations (refer to Best Practice Guidelines) — [olgr.nsw.gov.au](http://olgr.nsw.gov.au)
5. If the fundraiser wishes to include the Diabetes NSW name and/or logo on any materials or products, prior permission must be obtained from Diabetes NSW. All printed material, including media releases, must be forwarded to Diabetes NSW for approval prior to being printed or circulated.
6. Any materials or products requesting logo representation must be submitted to Diabetes NSW for approval.
7. Guidelines on how to use the logo are supplied upon request.
8. If the fundraiser wishes to refer to or promote Diabetes NSW, they must refer to the organisation as "Diabetes NSW."
9. Please remember that your fundraising activity will not be Diabetes NSW's fundraising event. It will be a fundraiser to raise funds for donation to Diabetes NSW. A suggested format to promote your activity is "Funds raised will support Diabetes NSW..."

**"We make a living  
by what we get,  
but we make a life  
by what we give."**

Winston Churchill





## Ways to promote your event

**Local Sponsorship:** Local shops, businesses, factories and professionals can be a great source of support. Sponsorship from local businesses or wealthy individuals can come in a variety of forms and will give you a real boost in fundraising.

**Tell us the details:** And we can promote this through our forms of social media and targeted communications to help rally support.

10. Due to limited resources, Diabetes NSW cannot undertake media relations for the fundraiser.
11. The finances, fundraising, record keeping and management of the activity are entirely the responsibility of the fundraiser.

The general obligations of the fundraiser are to:

- provide Diabetes NSW with an estimate of the income and expenditure associated with your event;
- keep accurate financial records;
- return funds raised and details of your actual income and expenditure to Diabetes NSW within 14 days of the fundraising activity.

Basic tips for record keeping — a simple way to keep track of the financial details of your activity is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated, and donor pledge sheets.

12. Diabetes NSW cannot pay expenses incurred by you, but you can deduct your reasonable and necessary expenses from the proceeds of your activity, provided they are properly documented.  
  
NB: (Total expenses must be less than 40% of gross profit.)
13. Diabetes NSW will issue official receipts for approved activities. Tax-deductible receipts can only be issued to people donating amounts

of \$2 or more. The fundraiser must keep a register of all donors eligible for tax-deductible receipts and provide it to Diabetes NSW.

If required, Diabetes NSW can issue you with a receipt register to record all people requesting a receipt.

14. Diabetes NSW rarely issues a receipt book to the fundraiser; however it is important that you familiarise yourself with the official guidelines for issuing receipts, so you provide the correct information to people supporting your activity. You need to understand:
  - When a receipt can be issued, and to whom. The following are not tax-deductible — ticket purchases (eg. Raffles), entry to an activity, and auction purchases. Any instance where the person gets something in return for giving is not tax deductible.
  - Tax deductible receipts can only be issued in return for a straight donation, that is, when the donor receives nothing in return.
15. Payment of donations from Community Fundraising events can be made via:
  - cash (only if being delivered to Diabetes NSW in person);
  - cheque made payable to Diabetes NSW;
  - credit or debit card;
  - money order;
  - bank deposit — please contact the Fundraising Coordinator for account details.

# Thank you for your support

**“Fundraising is the gentle art  
of teaching the joy of giving.”**

Hank Rosso

## Tips to remember

- Keep it simple and within your expertise
- Make it fun
- We are here and happy to help
- Promote your fundraiser to your networks, especially using social media
- Don't be shy to ask—the worst they can say is 'No'. You have nothing to lose.
- Say thank you to everyone who participate, no matter the size of their gesture!

## Local sponsorship

The local shops, offices, factories and companies in your area can be a great source of support. Sponsorship from local business can come in a variety of forms and if you recruit companies to help you in a number of ways you could give your overall fundraising a welcome boost! Remember to be polite and thank them for their support.

### Let us know!

To let us know you are hosting an event or thinking about it — Call us on **1300 136 588** or drop us an email at [fundraising@diabetesnsw.com.au](mailto:fundraising@diabetesnsw.com.au). We want to help you, every step of the way to make your fundraiser a success. We may even be able to help you to get the word out if you need a crowd and share your event for people to donate towards.

# Our fundraisers' stories

## Josh Karpes

My late father passed away due to ischaemic heart disease for which diabetes is a major risk factor. I did not know how severe the consequences of diabetes were nor how prevalent it was in our society until I began my medical degree.

Therefore I felt as though if I helped raise money for diabetes, then more people like me who are unaware of the detrimental effects such an avoidable disease can have on people would have such knowledge imparted upon them with improved research and marketing.

Fundraising was both easy and hard at the same time. It was easy in the sense that I was passionate about my reasons for raising money and awareness and therefore was motivated at all times.

It was hard in the sense that it is time consuming and requires a great effort to actually get the word out there.

*After my fundraising event, I felt as though I had just completed one of my biggest achievements to date. I felt great relief, fatigue and also a bit empty because I enjoyed the process so much of making a difference.*

## Paul Sciberras

**Paul Sciberras trained and completed the incredible 155km BUPA Challenge Tour bike ride in South Australia — raising an amazing \$1,553 in the process!**

On a summer's day, Paul's long journey began in Adelaide, winding in and out of some very tricky inclines through Stirling, Echunga, Ashbourne, Normanville and Inman Valley before finally finishing at Victor Harbour.

"Six months of preparation for this gruelling ride has given me a massive sense of personal achievement. Knowing that I am not only doing this for my father who has type 2 diabetes but to help others like him made it even more worthwhile," said Paul.

"My friends and family were very generous with their donations, they were even in competition with one another to see who would reach the top of my leader board on my

fundraising page!" he laughed. "My employer, Suncorp Bank, was also very generous, matching dollar for dollar up to \$500."

## Kate Turner Fairfax

Sydney based artist Kate Turner Fairfax hosted an exhibition of her landscape paintings, titled 'Verandah', at the Liverpool St Gallery, Darlinghurst in November 2014.

***Inspired by her nephew Ned, who has lived with type 1 diabetes since the age of 11, Kate dedicated her exhibition to raising money for Diabetes NSW. She wanted to use this opportunity to acknowledge Ned's courage and resilience toward living with his diagnosis. A number of Kate's distinctive pieces were sold, resulting in an enormous \$2,000 donation.***

## Heidi Sexton

***I'm running the City2Surf as it has been a long time goal for me. I think the atmosphere would be great and I think the scenery would be worth it! It just looks like so much fun and it's something I wanted to tick off my list.***

I chose Diabetes NSW as my mum has lived with Diabetes since she was 22. She was diagnosed when she was pregnant with her second child (my younger brother). I am the eldest of four and we have all grown up watching mum live with the disease. Sometimes it was scary seeing her so sick. I admire my mum's strength. She always takes things in her stride. My mum is a wonderful mother and grandmother and she is so young... I would love to see some progression in the research of diabetes that might help my mum in her lifetime and if not... help others like her. My goal was originally \$750 but we reached that very early on, so it's now \$1200 and I've \$300 left to raise in the next three months.

What keeps me motivated to train is my wonderful friends and family. Their words of encouragement are invaluable. I like running so that helps too, but knowing that people believe in me helps me get up when I don't believe in myself. I have never run 14kms so it's a little bit daunting and I'm motivated to train because I know the sense of achievement at the end is going to make the hard work well worth it.



Josh Karpes after completing the Challenge Batemans Bay Triathlon



Paul Sciberras riding the BUPA Challenge Tour



Heidi Sexton running City2Surf



One of Kate Turner's pieces from her exhibition 'Verandah'



# Application to raise funds

## Contact Details

Organisation Name (optional):

Title: First Name:

Last Name:

Address:

State:

Postcode:

Phone:

Mobile:

Email:

## Event Details

Title of fundraising activity/event:

Description of event:

Date of event:

Venue:

## Funds

How will funds be raised? Eg. raffle, sponsorship, collecting donations:

How will the proceeds be allocated? 100% to Diabetes NSW / income less costs / income split with another charity / other:

Anticipated funds payable to Diabetes NSW:

**\*All funds raised are to be returned within 14 days of holding your event.**

Have you previously raised funds for Diabetes NSW?  Yes  No

If Yes, which activity/event?

What support/assistance do you require from Diabetes NSW?

Please take a minute to tell us why you have chosen Diabetes NSW as your nominated charity:

## Donations to Diabetes NSW must be returned with donor contact details for tax purposes.

Diabetes NSW has established guidelines to ensure that your activity complies with regulations and upholds Diabetes NSW principles.

Please confirm the following by ticking the appropriate box:

	YES	NO
I have read Diabetes NSW's Community Fundraising Guidelines and agree to abide by them at all times	<input type="checkbox"/>	<input type="checkbox"/>
I/We agree not to use Diabetes NSW's logo without the appropriate authority	<input type="checkbox"/>	<input type="checkbox"/>
I/We agree not to accept tobacco or alcohol company sponsorship, donations or in-kind support	<input type="checkbox"/>	<input type="checkbox"/>
I/We agree not to be involved in illegal activity, violence, aggression or undue risk taking	<input type="checkbox"/>	<input type="checkbox"/>
Do you have Public Liability Insurance? (If yes, please attach copy)	<input type="checkbox"/>	<input type="checkbox"/>
I/We indemnify Diabetes NSW from liability incurred as a result of a claim arising out of an incident in relation to an activity conducted by me/us	<input type="checkbox"/>	<input type="checkbox"/>
I/We agree to contact Diabetes NSW before approaching Organisations for financial sponsorship	<input type="checkbox"/>	<input type="checkbox"/>

All funds raised enable Diabetes NSW to continue to play a pivotal role in the management and prevention of diabetes — both at home and in the workplace — by challenging, listening, educating, advocating, and funding research.

I understand my obligations with regards to holding my event in accordance with the terms and conditions of Diabetes NSW's Community Fundraising Guidelines.

I declare that all details on this form are correct to the best of my knowledge.

Name:

Signature:  Date:

If you are under 18 years of age, please have your parent/guardian/teacher sign on your behalf:

Name of supervisor:  Signature:

Phone:

Relationship to host:

DISCLAIMER: Diabetes NSW reserves its right to withdraw its approval for any fundraising event/activity at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

# We hope you enjoy raising funds for Diabetes NSW!

Please complete this form and return to the Fundraising Coordinator to receive your Letter of Authority to Fundraise.

**Mail:** GPO Box 9824, Sydney NSW 2001

**Email:** fundraising@diabetesnsw.com.au

**Phone:** 1300 136 588

**Website:** diabetesnsw.com.au

# Your support means so much to so many

Fundraising for Diabetes NSW is a wonderfully positive way to influence the future and support a cause that's close to your heart. Your support is truly life changing for children, teenagers and adults living with and at risk of diabetes.

Through your fundraising, you'll reduce the impact of diabetes and help them live their lives well. You'll also help take us one step closer to finding a cure so that we live in a better world, free of diabetes and its complications.

For more information on fundraising for Diabetes NSW, please contact our Fundraising Manager on:

Phone: 1300 136 588

Email: [fundraising@diabetesnsw.com.au](mailto:fundraising@diabetesnsw.com.au)

Website: [diabetesnsw.com.au/fundraise](http://diabetesnsw.com.au/fundraise)

---

## Street Address

26 Arundel Street, Glebe NSW 2037

## Postal Address

Attn: Fundraising, GPO Box 9824, Sydney NSW 2001

[diabetesnsw.com.au](http://diabetesnsw.com.au)

