Fundraising Manual
You can help people living with diabetes
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 & ACT, you 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, some are struggling to cope with the diagnosis, and are overwhelmed by fear.

Fundraising for Diabetes NSW & ACT 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.
The best way to raise funds

The best way to raise funds for Diabetes NSW & ACT is to set up a fundraising page on everydayhero. Once your page is created, we’ll review and approve it on the site. You can then go ahead and email everyone you know the link to your page, asking them to donate.

Keeping people up to date on your progress and thanking them for their donations will encourage them to donate more - and perhaps even tell other people about your efforts.

Don’t forget that social media is a great way to get the word out and don’t be afraid to include the link to your donation page in each post and ask people to support you.

Everydayhero works best if your page is linked to a challenge that you are undertaking, such as:

- A sponsored swimming, hiking, jogging, cycling, dancing, reading, table tennis or golf marathon – or climbing a mountain, or running the City2Surf;
- Giving something up for a number of days, such as junk food or watching television;
- Travelling light;
- Camping out.

Diabetes NSW & ACT hold an annual fundraising event – the Great Ocean Road Walk. If a five day fundraising walk along one of the most beautiful parts of the Great Ocean Road appeals to you, please let us know and we will send you the details.

Other great fundraising ideas

- Garage sale;
- Community sausage sizzle;
- Swear jar;
- Movie night at home;
- Wine and cheese party;
- Gold coin donation day at your child or grandchild’s school;
- Sell cakes at work (and ask your employer to match your raised funds).

“Charity begins at home, but should not end there.”
Scottish proverb
**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 & ACT who will need to authorise your event. If you are setting up a fundraising page online, you do not need to complete a form.

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

Please take the time to read and understand these guidelines before completing the Application to Raise Funds.  

1. In accordance with the Fundraising Institute of Australia and the NSW Charitable Fundraising Act 1991, Diabetes NSW & ACT is required to authorise all community fundraising events/activities. Once your activity has been approved, Diabetes NSW & ACT 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 & ACT. The application will form the basis of any dealings between Diabetes NSW & ACT 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 & ACT. 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.

“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 & ACT.
• 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 & ACT 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 & ACT cannot assist.

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, bungy 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 & ACT 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

5. If the fundraiser wishes to include the Diabetes NSW & ACT name and/or logo on any materials or products, prior permission must be obtained from Diabetes NSW & ACT. 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 & ACT 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 & ACT, they must refer to the organisation as “Diabetes NSW & ACT.”

9. Please remember that your fundraising activity will not be Diabetes NSW & ACT’s fundraising event. It will be a fundraiser to raise funds for donation to Diabetes NSW & ACT. A suggested format to promote your activity is “Funds raised will support Diabetes NSW & ACT...”

10. Due to limited resources, Diabetes NSW & ACT 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.

“We make a living by what we get, but we make a life by what we give.”

Winston Churchill
The general obligations of the fundraiser are to:

- provide Diabetes NSW & ACT 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 & ACT 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 & ACT 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 & ACT 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 & ACT.

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

14. 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:

- cheque made payable to Diabetes NSW & ACT;
- credit or debit card;
- money order;
- bank deposit — please contact Diabetes NSW & ACT 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
- 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 gives, no matter the size of their donation!

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. We may even be able to share information about your event through our social media channels.
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.

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 & ACT. 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 & ACT 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.

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.
# Application to raise funds

## Contact Details

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## Event Details

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<td>Description of event:</td>
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<td>Date of event:</td>
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<td>Venue:</td>
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## Funds

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

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

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**Anticipated funds payable to Diabetes NSW & ACT:**

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

**Have you previously raised funds for Diabetes NSW & ACT?**  

- [ ] Yes  
- [x] No

If Yes, which activity/event:

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**What support/assistance do you require from Diabetes NSW & ACT?**

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

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**Donations to Diabetes NSW & ACT must be returned with donor contact details for tax purposes.**

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

**Please confirm the following by ticking the appropriate box:**

**YES**  **NO**

- I have read Diabetes NSW & ACT’s Community Fundraising Guidelines and agree to abide by them at all times
- I/We agree not to use Diabetes NSW & ACT’s logo without the appropriate authority
- I/We agree not to accept tobacco or alcohol company sponsorship, donations or in-kind support
- I/We agree not to be involved in illegal activity, violence, aggression or undue risk taking
- Do you have Public Liability Insurance? (If yes, please attach copy)
- I/We indemnify Diabetes NSW & ACT from liability incurred as a result of a claim arising out of an incident in relation to an activity conducted by me/us
- I/We agree to contact Diabetes NSW & ACT before approaching Organisations for financial sponsorship

All funds raised enable Diabetes NSW & ACT 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 & ACT’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:

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<th>Name of supervisor:</th>
<th>Signature:</th>
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<th>Relationship to host:</th>
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**DISCLAIMER:** Diabetes NSW & ACT 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.

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**We hope you enjoy raising funds for Diabetes NSW & ACT!**

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**Please complete this form and return to Diabetes NSW & ACT to receive your Letter of Authority to Fundraise.**

<table>
<thead>
<tr>
<th>Mail:</th>
<th>GPO Box 9824, Sydney NSW 2001</th>
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<tbody>
<tr>
<td>Email:</td>
<td><a href="mailto:fundraising@diabetesnsw.com.au">fundraising@diabetesnsw.com.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>1300 136 588</td>
</tr>
<tr>
<td>Website:</td>
<td>diabetesnsw.com.au</td>
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</table>
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 & ACT:

Phone: 1300 342 238
Email: fundraising@diabetesnsw.com.au
Website: diabetesnsw.com.au/fundraise

Postal Address
Attn: Fundraising, GPO Box 9824, Sydney NSW 2001

diabetesnsw.com.au