



St George Hospital & Community Health Services

COMMUNITY FUNDRAISING TOOLKIT

For everything you need to know about fundraising, including practical information and advice on:

- ❖ Planning, organising and successfully running your activity or event
- ❖ Encouraging your friends, family and workmates to support you
- ❖ Using the web and social media to promote your event
- ❖ Banking, insurance and money handling issues
- ❖ Event safety and insurance considerations
- ❖ Fundraising guidelines
- ❖ Useful contacts

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GETTING STARTED

Thank you for your interest in fundraising for St George Hospital. Your support is invaluable, and your generosity is much appreciated. The funds you raise will help us continue to provide the best possible healthcare and treatment options for each and every one of our patients.

So, where to start? This toolkit includes practical information and useful resources to get you well on your way including:

- Information on planning and preparing for your fundraising event – what to consider and how much time is required
- Practical tips to encourage your friends, family and workmates to support you
- Great ways to use social media such as Facebook and twitter to promote your event
- Advice on banking and money handling issues
- Event safety and insurance considerations
- Fundraising guidelines
- Useful contacts

You can use the toolkit as a guide to help make your activity or event a success. You can also contact us here at St George Hospital at any stage, if you'd like to discuss your ideas or chat about any issues that might come up.

Deciding on your activity or event

When deciding on what kind of fundraising event you'd like to organise, consider how much time you have to plan, prepare and run your event or activity. Think about how you can gain support from your friends, family and colleagues. Make sure that what you decide on is something you're comfortable doing, and that you feel able to achieve. It's much better to start off small and build up to bigger events as you gain confidence and experience.

These are the steps you'll need to take:

- 1 Decide on your activity or event
- 2 Make contact with the Community Relations Department, St George Hospital to discuss your fundraising proposal or idea. Community Relations must endorse all fundraising activities being conducted
- 3 Complete fundraising application forms
- 4 Once we have received your completed fundraising application form and estimated budget and we are satisfied that the fundraising activity fits in with the philosophies and policies of the South Eastern Sydney Local Health District (SESLHD), you will receive an authority to fundraise letter
- 5 Plan and prepare your activity or event
- 6 Run your event
- 7 Lodge your funds with Community Relations, St George Hospital
- 8 Celebrate your success and thank all your supports

Once Approved

- The Project Coordinator and their group are responsible for all organisational aspects of the event. If you wish to solicit prizes, goods or services or use a public personality/celebrity/entertainer, you will need to notify the Community Relations Department for assistance and to ensure there is no conflict of interest.
- The Community Relations Department is here to support you by providing advice, guidance and contacts.

COMMUNITY FUNDRAISING IDEAS

Have fun raising money for St George Hospital – here are a few of our popular fundraising ideas to provide you with a little inspiration:

- 1 Host a BBQ - sizzle some snags and enjoy frosty drinks with friends, family and workmates in the park or your very own backyard. Perfect for warmer weather!
- 2 Hold a fete, garage or car boot sale – they do say one person’s trash is another person’s treasure
- 3 Organise a bike ride, hike or fun run in a scenic location and inspire your supporters to get active
- 4 Arrange a brunch, lunch, afternoon treats or after work drinks – whatever the time of day, your workmates will welcome the chance to take a break, catch up and support a great cause!
- 5 Organise a casual day and offer colleagues the chance to enjoy a day free of suits, uniforms or clothing that’s been neatly ironed
- 6 Run a raffle or hold an auction with prizes large or small – often the fun lies in just buying a ticket or bidding against a friend
- 7 Get competitive – organise a trivia night
- 8 Hold a dinner party for friends, family or colleagues
- 9 Organise a concert – you might know of a great band or performer who’d be willing to play for your supporters listening pleasure
- 10 Plan a gala ball or evening extravaganza – offer your supporters the chance to dress up to the nines and enjoy an amazing night out
- 11 Organise an outing to an exhibition of interest at an art gallery or museum and ask for a donation
- 12 Stage a fashion parade with contemporary, historical or quirky outfits
- 13 Organise a film premiere and enjoy the post-movie catch-up
- 14 Sell tickets for a play, a comedy act or a classical concert – whatever you think your supporters will enjoy and pay a little extra for

YOUR SUPPORTERS

When organising a fundraising event or activity, it’s important to consider who will support you – whether it be friends, family or work mates. Who can you ask to sponsor you, donate a prize, buy tickets, and attend events?

Your support network might include family members, friends, workmates local shops and businesses, clients, social media contacts basically anyone you can think of!

Advertising

Community Relations must approve any documents/promotional material used to promote your fundraising activity.

Any advertising material for a fundraising event, which includes the St George Hospital name, must include a statement clearly outlining what percentage of the proceeds will flow to the hospital.

Media

The SESLHD is responsible for any media liaison relating to fundraising activities that involves the hospital and therefore approval **must** be obtained prior to any contact being made with media outlets. Please allow **10 days** for approval. We are happy to discuss any ideas you may have.

Using the web and social media

Using the web and social media is a great way to spread the word about your fundraising efforts. You can email family, friends and workmates and ask them to sponsor you or attend your fundraising event. Perhaps they'd like to buy or assist with the selling of raffle tickets.

Remember to make your email personal, as people are much more likely to support you if you share your story about why you are raising funds to support St George Hospital and how the money you raise makes a difference.

Don't forget to use social media, Facebook, twitter and YouTube, are just some of the tools available to spread the word about your event to help you raise extra funds!

RECORD KEEPING

All income and expenses must be accurately recorded on the Statement of Income and Expenditure, which will be provided with your letter of endorsement.

It is a statutory requirement of the State Records Act and Charitable Fundraising Act that all paperwork relating to fundraising activities must be kept for seven (7) years therefore all paperwork **must** be returned to the Fundraising Coordinator together with the net funds within a month of the project completion date.

Please be aware that SESLHD can request and are entitled to audit your records, and so it is necessary to keep all files for the seven (7) year statutory period.

FUNDRAISING RETURN

It is a guideline of both the Charitable Fundraising Act and NSW Health Fundraising Policy that the proceeds from an appeal are applied to the purposes or objects of the appeal, and that any expenses deducted are lawful and proper.

A fundraising appeal for donations only (with no associated supply of goods or services) must take all reasonable steps to ensure that a minimum return of 50% is realised.

The Lotteries and Art Unions Act 1901 requires minimum returns for certain forms of lottery or games of chance eg a minimum return of 40% should be achieved from raffles, 30% from art unions and 12.5% for charity houseie.

In all other cases, including where goods or services are supplied, all reasonable steps must be taken to ensure that the expenses payable do not exceed a fair and reasonable proportion of the gross proceeds obtained.

The proceeds of the Event, the statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to St George Hospital **within 14 days** of the conclusion of the Event.

FUNDRAISING EXPENSES/RECEIPTS

Your receipt will be issued once the following items have been returned to the Community Relations Department:

- 1 Statement of Income and Expenditure
- 2 Invoices
- 3 Unused raffle tickets (if applicable)

The Statement of Income and Expenditure must have attached all records that validate accuracy of all items listed, how many raffle tickets used, sold and returned receipts that tally etc.

Receipts for tax purposes can only be issued to people giving donations of money.

The following are **not** tax deductible:

- 1 raffle or art union ticket purchases
- 2 purchases of goods (eg chocolates, merchandise) or services
- 3 purchases made at an auction

The following are tax deductible:

- 1 Donations of \$2.00 or more
- 2 Donations with associated minor benefits (see examples below)

From 1 July 2004, individuals will, in certain circumstances, be able to receive a tax deduction for the net amount of a donation made to a deductible gift recipient, which has an associated minor benefit. The deduction will be available for cash donations above \$250, where the value of the benefit received by the donor is no more than 10% of the donation or \$100, whichever is less.

Example 1: If you hold a fundraising dinner and charge \$1,000 but the market value of the dinner was \$100, participants will be entitled to a \$900 tax deduction. The dinner ticket price can be split into a \$900 tax-deductible donation and a \$100 price of dinner including GST.

Example 2: If you hold an auction for a new item and the final bidder bids \$2,500 for the item and the item market value is \$200, then this concession does not apply and the whole amount is subject to GST and is not considered a donation. This is due to the fact that the market value of the item purchased by the participant exceeded \$100.

Your event supporters may like to make a donation to the Hospital and are subsequently entitled to a tax-deductible receipt. The Community Relations Department can provide you with a form to record the details we require in order to process their donation. These details include their full name, company name and address, phone contact numbers and amount of donation.

Disclaimer

SESLHD reserves the right to withdraw approval from the fundraiser/event at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above terms and conditions. This process is called Disendorsement.

BANKING

For your fundraising purposes and accountability of monies raised, in some instances it will be necessary for you to open a separate bank account which incorporates the St George Hospital name eg "Mrs Smith's fundraising, funds held in trust for St George Hospital". This account will need two signatories and will be used to bank proceeds and pay any expenses of your event.

LEGALITIES AND INSURANCE

Insurance

As a community fundraising group or individual, you are not covered by SESLHD insurance and therefore you must seek your own Public Liability Insurance and general insurances for your fundraising activity prior to the event or activity and must provide a copy to the Community Relations Department. To find out more about types of liability insurance, you can visit the Australian Government Business website at www.business.gov.au.

Safety

Safety is an important aspect of any fundraising activity so always check facilities in advance including fire exits and first aid.

If you are using a public space for your event you might need to register this via your local council, so always check your local council's website for information or give them a call to find out what you need to do (if anything).

For outdoor events, you may need to get permission/advice from the relevant authority in advance eg Police, local council. You may also need a backup plan in place in case of bad weather.

USING THE ST GEORGE HOSPITAL NAME AND LOGO

The St George Hospital logo cannot be reproduced on any published material or resource without the approval of the General Manager, St George Hospital.

The St George Hospital logo may not be used to provide or imply endorsement or promotion of any product or service or class of products or services or be associated with commercial interests.

A request to use the St George Hospital logo form can be obtained through the Community Relations Officer.

AFTER YOUR EVENT

So you've held your event, now what?

Well done! All your hard work has paid off and you have held a successful fundraiser. There are just a few things to follow up with:

- Thank your supporters and donors for their generous contributions, and don't forget to tell them where the money is going and what it will be used for.
- Bank any money that hasn't already been donated online.

FUNDRAISING GUIDELINES

On behalf of St George Hospital and the many patients we care for, thank you for your interest in supporting us through a fundraising activity.

Please take the time to read the following rules and guidelines before you register your event. If you have any questions about the guidelines, please contact the Community Relations Department on 9113 2901 or email SESLHD-StGeorge-CommunityRelations@health.nsw.gov.au

Your responsibilities

St George is able to offer advice and support for community fundraisers, but cannot be represented as the organiser of community fundraising events. This means that all issues involving financial and public liability and public safety are the total responsibility of the fundraiser. St George will not be liable for any expenses incurred in running or promoting the event.

Any community fundraising event or activity is the sole responsibility of the fundraiser and is to be conducted in the name of the fundraiser; this includes financial and legal aspects. St George Hospital will not take a coordination role in your activity/event and therefore cannot assist with ticket sales or soliciting prizes.

You must make that clear in any advertising material for your event that you are the organiser, not St George Hospital. The notice should also say that 100 per cent of the funds raised will be donated to St George Hospital.

St George Hospital reserves the right to withdraw approval of an activity/event if it feels the fundraiser is not complying with the rules and guidelines set out in this document.

St George Hospital does not condone soliciting of donations in public areas, such as shopping centres or through door-knocking.

Any promotional material must clearly state that the event/activity is raising funds for St George Hospital. It is not to be referred to as a St George event.

Any use of the St George Hospital name and logo must be supplied to the Community Relations Department prior to printing or circulation for approval. Please contact us for guidelines on use.

It is the responsibility of the person/groups authorised to undertake the fundraising activity/event to gain any licences, permits or approvals to operate their fundraising activity from relevant local and state authorities.

Any person who undertakes a fundraising activity on behalf of a registered charity without authorisation by that charity is acting outside of the law and can be prosecuted.

SESLHD and St George Hospital is unable to provide public liability insurance to cover community fundraising activities.

The fundraising activity must meet the requirements of relevant laws and regulations in your State.

CONTACTS

Thank you so much for choosing to fundraise for St George Hospital. We hope it is an enjoyable and fulfilling experience. We are always here to provide support and practical advice, so feel free to contact us any time. Our details are as follows:

Community Relations Department
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