

## **Fundraising Guidelines**

These guidelines have been developed to assist groups and individuals who wish to conduct fundraising projects to benefit Cancer Council NT.

### **1. About Cancer Council NT**

Thank you for your interest in fundraising for Cancer Council of the Northern Territory. Our mission is to minimise the impact of cancer on Territorians. Cancer affects almost 1 in 2 Australians, and we rely on the support and generosity of people like you to help us in the fight against cancer.

### **2. Where do the funds you raise go?**

Donations from the public enable Cancer Council NT to continue to assist those in need of our services. Cancer Council NT provides support, prevention, education and advocacy for cancer patients and their families across the Northern Territory with offices in Darwin, Katherine and Alice Springs. Much of our work involves our nurses providing one on one patient support and nurse counselling: assisting in practical matters like – prosthetic breast, bra and wig fittings, financial assistance and pro bono legal services. We continue to be the only provider of ostomy services in the NT, providing medical products to ostomy clients all over the Northern Territory. In addition, our Transport to Treatment program provides transport for patients from home to treatment and medical specialist appointments.

We run prevention programs in schools and corporates regarding SunSmart, Tobacco/Vaping cessation and general health and wellbeing to reduce cancer risk. Cancer Council continually advocates for new strategies and ongoing research in our fight against cancer.

### **3. Organising Fundraising**

By following some principles, you can turn a good idea into fundraising dollars!

Step 1 – Set clear, achievable targets at the beginning E.g. How much you aim to raise; what is your timeframe?

Step 2 – You may have already had a fundraising idea in mind; however, it is still worthwhile brainstorming ideas with friends/family or your fundraising committee. Choose events that are fun for you to organise and fit into your lifestyle.

Step 3 – Pick the best idea (i.e. the one that gives you the best value for money, best utilises your time and you are most enthusiastic about) and start planning!

When planning, things to consider include:

- **Timing** – if possible, try not to schedule your event at the same time as public holidays or special occasions e.g. Mother's Day, or other events that might compete with yours e.g. large sporting fixtures.

- Any licenses and permits that may be required (check local government websites).
- **Teamwork** – Organising a fundraiser takes time and can be challenging. Why not put a committee together to help you do the work? The value of volunteers and helpers cannot be underestimated – they usually have hidden talents and the ability to access untapped donor/supporters outside your own network!
- **Sponsorship** is when a company pays to associate its name, logo and/or product with an activity. You may want to consider approaching sponsors to help cover any costs associated with your fundraiser. Before approaching sponsors, think what relevant benefits you can offer them. Any sponsorship for an event with Cancer Council NT logo must have a “fit” with our principles. e.g. No affiliation with tobacco products / companies.
- Cancer Council NT involvement – If you would like a representative from the Cancer Council NT to attend your activity, please advise as early as possible to allow enough time for us to source the most appropriate representative for your function/event. If you are unsure of a sponsor or affiliate, just call Cancer Council NT and the fundraising officers can assist and advise on supporters that would be a good fit.

#### 4. **Tips for organising successful fundraising events**

Organising a fundraiser can be hard work so plan to raise the most amount of money in the most efficient and enjoyable way possible.

- Lower your event costs as much as possible with goods, services, prizes and venues donated. Approach sponsors to cover costs.
- Utilise your own existing network of friends, workmates, recreational clubs to promote the event
- Incorporate a ‘challenge’ into your fundraising i.e. organisation/club v organisation/club.
- Make sure everyone feels recognised and appreciated for their help with the event.
- Delegate event tasks to people you can rely on and ask for help when you need it; and
- Take steps to ensure the event is as safe and enjoyable as possible
- Examples of opportunities to raise funds at your event include fundraising to conduct a head shave, raffle, jellybean counting jar, sell off decorations at the end of the event, have a trading table

#### 5. **Fundraising for the Cancer Council NT**

These guidelines provide the basis for a fundraiser/event to be organised by the Fundraiser on behalf of Cancer Council of the Northern Territory. If accepted, by signing and returning the Fundraising Proposal and Agreement, these terms and conditions (guidelines) will form the basis of any dealings between Cancer Council NT and the Fundraiser in relation to the fundraiser/event.

The fundraiser/event shall be conducted in the Fundraiser’s name and is the sole responsibility of the Fundraiser. Though the Fundraiser is the conductor of the



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fundraiser/event, Cancer Council NT is happy to assist when able in reviewing any ideas about the implementation of the fundraiser/event, including acquiring prizes, organising publicity, or providing goods or services to assist the Fundraiser in the running of the fundraiser/event.

#### **6. Using the Cancer Council NT Name and Logo**

Any material or products requesting logo representation must be submitted to Cancer Council NT together for approval. Permission for logo usage and will attract conditions, negotiated between Cancer Council NT and the Fundraiser, especially if the use of logo is for marketing activities of the organisation, and a minimum donation amount may have to be guaranteed.

All material with which the Cancer Council NT name and logo is to be associated must first be approved by the Cancer Council NT. If the Fundraiser wishes to refer to promote the Cancer Council NT, it must refer to the Cancer Council NT as "Cancer Council of the Northern Territory." The Fundraiser has no right to the name "Cancer Council of the NT". Suggested wording would be "proudly supporting the Cancer Council of the NT" or "funds raised help The Cancer Council in their mission to defeat cancer."

#### **7. Media and Public Relations**

We can provide approved fundraisers with a sample media release, local media lists, sample sponsorship documents, tips for dealing with media and publicity ideas – but due to limited resources we cannot undertake media relations for the Fundraiser. All printed material, including media releases must be approved by the Cancer Council NT. Printed material must be forwarded to The Cancer Council NT for approval prior to being printed or circulated.

#### **8. Legal Implications**

The event/fundraiser must meet requirements of relevant laws and regulations of the Northern Territory. The information you give the Cancer Council NT will be available to the relevant authorities on request.

#### **9. Approval**

Once approved, you will be provided a Letter of Authority to raise funds from Cancer Council NT.

If you have any queries about your application, please contact the Events and Fundraising Coordinator at Cancer Council NT.