



Prostate Cancer
Foundation
of Australia

RESEARCH
AWARENESS
SUPPORT

FUN

WAYS TO

FUNDRAISE

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FUNDRAISING FOR PCFA




Thank you for thinking about supporting the work of Prostate Cancer Foundation of Australia (PCFA) by holding a fundraising activity.

With so many people affected by prostate cancer we need all the help we can get to enable us to continue to run our vital projects in the areas of research, awareness and support. PCFA receives limited government funding and relies on the generosity of the community and corporate partners to fund our work.

This guide has been developed to make it easy for you to support PCFA. The guide outlines the simple steps you need to follow to ensure that we meet all the requirements under the various State laws regarding collecting funds for charities. The guide also highlights ways we can help you make your event a great success.

No matter how big or small your fundraising activity, I am grateful for your support and sincerely thank you for all your efforts.

Best of luck.

A handwritten signature in black ink that reads "Andrew Giles".

ANDREW GILES

Chief Executive Officer

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RESEARCH
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THE PROCESS AT A GLANCE



TALK

If you are thinking of holding a fundraising event for PCFA contact your local State office and have a chat to our team about your ideas and plans. All contact details can be found on the last page of this guide.



WRITE

Fill in the PCFA's Fundraising Event Application in this guide and send it back to your local State office for their endorsement. Any questions you have about the form can usually be answered by a quick call to your local State office.



REVIEW

Your local State office will then send the forms to our CEO who will personally review, approve and provide you with a formal Authority to Fundraise Letter. PCFA will also issue you with an Event Code. This Event Code should be listed in all correspondence and is vital when it comes to banking the funds you will be raising. This ensures that we can give you full credit for your hard work.



ORGANISE

Upon receipt of authorisation you can then work with your local State office to make your event fun and enjoyable. Your State office can help with media advice, web listing, merchandise and use of PCFA logos and receipt books.



ACHIEVE

Host your event, have some fun and bank the funds into PCFA account. The money you raise will go towards vital research into a cure for prostate cancer.



CELEBRATE

Reward and recognise your supporters. If you have pictures and stories from your event send them into your local State office so PCFA can spread word of your success.

FANTASTIC FUNDRAISING IDEAS

Fundraising can be fun and rewarding, with just a bit of inspiration you can help us to raise money to support the fight against prostate cancer.

Garage sale

Wine and cheese night

Silent auction

Dress down day

Golf day

Raffle

Bad tie day

Blue work or school casual day

BBQ

Movie screening

Karaoke night

Cake stall

Themed disco

Coffee morning

Fun run

Quiz night

Car wash

Sausage sizzle

A FEW HELPFUL HINTS

Running a successful fundraising event takes a lot of effort, planning and hard work. To make it a bit easier here are some helpful hints.

GET ORGANISED

The first steps in successful fundraising are deciding what sort of event you would like to have, gathering helpers and scheduling when it will be held. You may also like to set an event target that could include the amount of money you hope to raise or the number of people you want to involve.

This is a useful time to contact your local State office to speak with the State Manager or Events Co-ordinator to get some advice and hints.

PUBLICITY - GET YOUR EVENT NOTICED

Publicising your event is very important as you want as many people as possible to know about your activities. Your local State office can assist with PCFA posters and support material. They can also help with listing your event on the PCFA website www.prostate.org.au.

WORK WITH THE LOCAL MEDIA

If you are organising a large event you will want to get as many people involved as possible. Tell your local media about it; contact your local newspaper, radio station or television station to see if you can spark their interest. Your local State office can assist with this.

MINIMISE THE EXPENSES

To keep expenses as low as possible, try to get your event sponsored. Approach a local company to assist by providing goods or services that can help keep the cost of organising and running your event to a minimum. Usually sponsors will want some recognition in return, so we suggest you think about what you can offer before your initial contact with them. Offering to use their logos on promotional material and event merchandise could be sufficient incentive to get them involved.

A FEW HELPFUL HINTS

MAKE THE MOST OF INTERNET & EMAIL

The internet is the fastest and easiest way to get your event out there to as many people as possible.

Social networking sites such as Facebook, MySpace and LinkedIn are excellent ways to spread the word about your upcoming event.

Email is another great way to circulate your message to a vast number of people. Simply send an email to everyone you think would be interested and ask them to forward it on to people they think would be interested. Soon your message has been seen by many more people than you could have directly made contact with by yourself.

EVERYDAY HERO

A great site to help you with online fundraising for your event is www.everydayhero.com.au. It is a simple and easy way to secure online donations for your event. Talk to your local State office about whether this might be an option for your event.

SENDING YOUR FUNDS TO PCFA

Once your event is over and you have collected your funds, you will need to send them to PCFA.

YOU CAN BANK FUNDS RAISED FOR PCFA IN THE FOLLOWING WAYS:

- **Direct Deposit**
- **Cheque**
- **Credit Card**
- **Internet Banking**

See page 8 for details.



Tex and his canine mate Bundy, on a motorbike ride raising awareness for prostate cancer in Australia.

FUNDRAISING ESSENTIALS

Fundraising is all about having fun and raising funds for a great cause. At the same time it's a serious activity that needs to be undertaken in a transparent and ethical way.

SOME KEY THINGS TO BE AWARE OF:

- PCFA – like all charities – needs to adhere to the 40/60 rule which states that to raise \$1.00 a charity should not spend more than \$0.40.
- Be aware that no event endorsed by the PCFA can be used to make money for yourself, or any other charitable organisation.
- Because you are raising money to benefit PCFA, you may request use of our name and logo so that people will know which charity they are supporting. Your local State office can assist with this.
- If you produce marketing materials using our name and logo, you must send us a copy for prior approval.
- Anyone running a fundraising event needs to consider licences, permits, local council approvals and insurance.
- Insurance - you might need to cover your event, either for public liability, the venue, or any other aspects specific to your fundraiser. Contact your local State office and your insurance provider for advice in this regard.
* **PCFA do not provide insurance cover**
- Within two weeks of the conclusion of your event, any monies raised must be forwarded to PCFA. Please be sure to include your accounts showing details of your expenses, plus a total of funds raised at the event.

If you have any questions about fundraising please contact the local State office.

For more information about the fundraising regulations in your State you may like to refer to the resources page on the Fundraising Institute of Australia's website (www.fia.org.au). The FIA site provides links to each of the relevant State Government departments that deal with fundraising.

MAKING THINGS EASIER FOR YOU

PCFA is pleased to provide you with advice, information, promotional materials and support to assist your efforts.

POSTERS

We have a range of downloadable posters that you can use to profile your event

STICKERS

We have a range of stickers that can be used at your event



MEDIA

We can help with preparing a media release that you can take to your local media outlets

WEBSITE

We can promote your event in the event section of our website – www.prostate.org.au

RECEIPT BOOKS

We can also provide you with tax deductible donation books that can be used for people making donations of \$2.00 or more to PCFA

MERCHANDISE

We have blue ribbon lapel pins that you can sell for \$3.00 at your event

Your local State office can assist with all these resources once your event has been approved as a PCFA fundraising event.

DEPOSITING FUNDS

PAYMENT OF MONIES RAISED AT FUNDRAISING EVENTS

IMPORTANT: All deposits must be 'tagged' with the name of your Event Code (which is marked at the top of your authorisation letter) so PCFA can identify your event on the bank statement.

YOU CAN BANK FUNDS FOR PCFA IN THE FOLLOWING WAYS:

- **Direct deposit** - at your local Commonwealth Bank of Australia branch:
BSB 062 000 Account No. 12668231
Please quote Event Code when asked for Agent ID. Be sure to mail the deposit slip butt and details (retaining a copy for your own records) to PCFA Head Office
- **Cheque** - (made payable to Prostate Cancer Foundation of Australia) and mail to PCFA Head Office with an accompanying note to identify the event
- **Credit card** - payments can be made online at www.prostate.org.au or by telephoning Head Office
- **Internet banking** - so we can identify your payment, ensure to quote the Event Code in the reference section.

Please notify PCFA of the deposit details for your event by email to donations@prostate.org.au

If PCFA receipt books were issued for the event, the completed books must be returned to the PCFA Head Office with a note identifying the event.

To ensure that PCFA continues to meet its obligations under the various charity legislations, a registry of receipt books is maintained within the Head Office.

Many thanks for your hard work on behalf of PCFA. We truly appreciate it.

In 2010 in Australia, more than **3300** men are expected to die of prostate cancer.

Prostate cancer is the most common cancer diagnosed in Australia.

1 in 9 men in Australia will develop prostate cancer in their lifetime.

It is recommended that men aged 50 and over (or 40 and over if they have a family history) should speak with their doctor annually about prostate cancer and, if necessary, be tested.

Each day more than **50** men learn that they have prostate cancer.

An estimated **20,000** new cases of prostate cancer will be diagnosed in Australia in 2010.

RESEARCH AWARENESS SUPPORT

NEW SOUTH WALES & AUSTRALIAN CAPITAL TERRITORY

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QUEENSLAND & NORTHERN TERRITORY

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WESTERN AUSTRALIA

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VICTORIA AND TASMANIA

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SOUTH AUSTRALIA

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