



**Community**  
**Fundraising**  
**Guide**

# **Thank you for your interest in hosting an event to support Diabetes SA.**

**Each year, many individuals and groups are inspired to make a difference by holding an activity or an event in their local community to raise money to support Diabetes SA.**

Community fundraising is a fun and rewarding way to raise money for Diabetes SA. It is an opportunity to gather friends, family and your community. It is also a great opportunity to show your support for friends or loved ones affected by diabetes.

As a not for profit, member based Association that is largely self-funded, our mission is to educate, advocate, support and fund research that provides better outcomes for people at risk or living with diabetes.

Empowering people to live well with diabetes and raising awareness for those at risk is our vision for all South Australians.

Diabetes SA commenced camping activities in 1956. Diabetes SA is committed to providing diabetes support services and undertaking activities which improve health outcomes; camp is one of our major activities for children.

# Here are some ideas to help make your event a success.

## What will your event be?

Brainstorm some ideas. Here are some to get you started...

### Step 1 – Plan the What, When, Where, Who and How?

- Auctions
- Car Boot/Book Sale
- Trivia Night/ Bingo Night
- Open Garden
- Fashion Parade
- Have a Birthday Party and ask your guests to donate in lieu of gifts
- Treasure Hunt
- Fancy Dress Party
- Formal Dinner Dance
- Shopping Tours
- Cinema Night
- Karaoke Night
- Fun Run or Walkathon
- Casual Day at Work
- Host a re-cycled clothing party
- Organise a workplace challenge i.e. Manager vs Staff Cricket Match
- Have a Birthday Party and ask your guests to donate in lieu of gifts

## When will your event be?

Make a decision about when would be an appropriate time to hold your event and try answering the following questions:

- Will my event be best on a week day/weekend or day/night?
- Are there other similar events on around this time?
- Can my event coincide with a particular season or festivity

## Where will you hold your event?

When selecting a venue for your event, take into account;

- Expected attendance numbers
- Amenities available (including kitchen, toilets and power facilities)
- Accessibility (including wheelchair, public transport and parking)
- Costs of the venue

It is also a good idea to have contingency plans in case of changes in weather conditions or attendance numbers. This may include an alternative venue or timing of event. It is always important to book venues as early as possible and ensure that you get all bookings confirmed in writing.

## How to put on a community fundraising event

There are many aspects to an event and here are just a few areas to consider in your planning.

### Support

Whether it be donations, time, products or services you will be surprised by people's willingness when you ask for their support. Gather as many helpers as possible and don't try to do everything yourself. If it is a large event, forming a committee will help you to delegate certain responsibilities.

### Budget

It is essential to set a budget for your event and stick to it. As part of Diabetes SA's Fundraising Guidelines we require a draft budget to confirm you have thought through the financial aspects of your event, for example where your income will be generated and what expenses you may incur.

### Promotion

In order to make your event a success it is important to promote your event in the local community. This may include putting up posters in shop fronts or placing an advertisement in your community newsletter or website. Consider your target market and the best way to reach them with your promotional material.

### Sponsorship

Involve local businesses in your event, as they can be a direct source of financial sponsorship and a useful source of goods and services required for your event. This will help keep costs down and ensure the maximum amount is raised to support Diabetes SA.

### Timeline

Setting a timeline will allow you use your time efficiently in preparation for your event. A timeline allows you to allocate tasks to helpers and set deadlines for tasks.



Casey - living with Type 1 diabetes for 6 years

## Step 2 – Act Now!

Once you have thought through the initial plans for your event it is then time to let us know what you would like to do.

By completing our Community Fundraising Proposal Form and returning this along with a draft budget and a copy of photo ID.

In order to comply with fundraising legislation and Diabetes SA policy all community fundraising events must be registered and approved by Diabetes SA. Once you have received written approval from Diabetes SA you may begin your fundraising.

## Step 3 – Enjoy your hard work

It is time to put plans in action. If you prepare well the event will pay off and be successful.

## Step 4 – Follow up

It is very important to follow up and thank all those involved, from those who helped to the businesses that supported your efforts. Try to gather as much feedback as possible, and keep your own brief notes, as this will enable you to improve on your event for the future. Follow up by informing the media about the success of your event.



Clare - living with  
Type 1 diabetes  
for 2 months

## **1. Diabetes SA – Support and involvement**

The financial responsibility, fundraising efforts, record keeping and management of the fundraiser/event are entirely the responsibility of the Fundraiser and due to limited resources Diabetes SA is unable to take a coordinating role in your event.

## **2. Publicity**

We encourage you to involve your local media (including newspapers and radio) to publicise your event. Please remember to discuss any media opportunities with us. As the event is raising funds for Diabetes SA – but is an externally run event please include wording on printed material such as;

- Proudly supporting Diabetes SA
- Funds raised help support Diabetes SA
- If you wish to use the Diabetes SA logo or name on printed material including flyers or products you must gain approval to ensure it meets our branding guidelines.

## **3. Public liability, permits & legislation**

Check the venue you are hiring covers your public liability insurance. Council permits may also be required for events in parks, public areas or outside shop fronts, particularly if you are selling or serving food. Contact the appropriate council for more information.

It is your responsibility to ensure their fundraising event complies with any obligations imposed on it by government legislation. Eg. if you organise an event serving food by law you are required to apply safe food handling practices. For more information visit [www.health.sa.gov.au/pehs/Food-index.htm](http://www.health.sa.gov.au/pehs/Food-index.htm)

## **4. Raffles/Lotteries**

Any person or group who conducts a raffle or lottery as part of their fundraising event must have written consent from Diabetes SA. If you are considering raffles, please be aware strict legislation applies and you may require a permit. Go to [www.abs.sa.gov.au](http://www.abs.sa.gov.au) or contact the Diabetes SA to discuss.

## **5. Collecting donations**

We do not authorise 'door to door solicitation, collection of donations via tin rattling or telemarketing.

## **6. Tax deductible donations**

All gifts \$2.00 and over are tax deductible. A gift must be made voluntarily and the donor must not receive any material benefit order to be classified as a gift. Example Mr Sample buys a ticket for a fundraising concert, pays \$20 for the ticket and makes a voluntary donation of \$10. The \$20 ticket is not a tax deductible, but the \$10 donation is tax deductible gift.

## **7. Receipts**

A general receipt will be issued to the Fundraiser. However, if you require individual receipts please keep a record of the donor's name, address and amount and Diabetes SA will send individual receipts as requested.

## **8. Approval & identification**

Before you begin fundraising you must complete the attached Community Fundraising Proposal Form return to Diabetes SA together with a copy of photo ID for verification purposes. Once you receive written approval from Diabetes SA you may begin your fundraising.

Diabetes SA reserves the right to withhold or withdraw its approval for the event or activity at any time should it become apparent fundraising legislation or guidelines are not adhered to.

# Community fundraising proposal form

Thank you for your interest in hosting an event/activity to support Diabetes SA. Please take the time to read over our Community Fundraising Guide before completing the following form.

## Personal Details

(companies/organisations/groups, please nominate a contact person)

Title \_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company/Organisation/Group (if applicable) \_\_\_\_\_

Position title (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

## Have you previously hosted a fundraising event for Diabetes SA?

No

Yes

If yes, please provide details e.g. type of event and when \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Proposed event details

Name of event/activity \_\_\_\_\_

Proposed date of event/time frame \_\_\_\_\_

Brief description of event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event location \_\_\_\_\_

Estimated number of people attending \_\_\_\_\_

Are you organising a raffle as part of your event?

No

Yes

If yes, what is the total value of the prize \$ \_\_\_\_\_

Please read specific legislation regarding raffles at [www.olgc.sa.gov.au](http://www.olgc.sa.gov.au)

