



The Royal Children's Hospital Good Friday Appeal
FUNDRAISING GUIDELINES



Give that they may grow.

THE ROYAL CHILDREN'S HOSPITAL GOOD FRIDAY APPEAL FUNDRAISING GUIDELINES

Thank you for your offer to help raise funds for the The Royal Children's Hospital Good Friday Appeal. This document has been designed to make your fundraising event a success and it's as easy as A B C:

- a) Read through this document and decide on the type of fundraising event you would like to hold.
- b) Look over the Terms & Conditions of Registration As A Fundraiser, fill in the Fundraising Proposal and Agreement form ([click here](#) to view) and email, post or fax it to the Project Co-ordinator.

Email goodfridayappeal@heraldsun.com.au
Post PO Box 14744 Melbourne VIC 8001
Fax (03) 9292 2650

- c) The Project Co-ordinator will contact you to discuss your event and answer any questions you may have. Once your event is formally approved, you're set to go!



Touching lives.

Encouraging hearts.

SOME INTERESTING THINGS YOU MAY NOT KNOW ABOUT THE ROYAL CHILDREN'S HOSPITAL AND THE GOOD FRIDAY APPEAL

- > The hospital was founded in 1870 and was originally called the Hospital for Sick Children
- > Approximately 34,000 children are admitted to the RCH each year
- > About 280,000 children visit the hospital's outpatient department annually
- > RCH provides Australia's most comprehensive care program for neonates
- > In 1870, fundraisers raised enough money to purchase 6 beds, blankets, sheets, towels, soap, a hip bath and a large boiler
- > The Good Friday Appeal was established in the early 1930's by a group of journalists from the Herald & Weekly Times Limited paper the Sporting Globe
- > In 1942, following World War II, radio station 3DB added its support and organised a radio-thon
- > Channel 7's first Good Friday Appeal telethon was in 1957, soon after TV was introduced in Australia
- > Every year, the Appeal amazingly receives slightly more than the pledged amount

WHAT DOES THE MONEY BUY?

All funds raised during the Appeal are used to buy medical equipment and to fund research projects, some of which have included:

- > Anaesthetic operating theatre equipment
- > Ophthalmology equipment
- > Parent beds
- > Macadamia in-house TV Program
- > Procedural Pain Play Therapists
- > Neonatal Patient Monitors
- > Heart Lung Bypass Machine
- > Infant Incubators
- > Clinitron Bed for Burns Patients
- > ECG/Monitors

TO MAKE YOUR FUNDRAISING EVENT A SUCCESS, YOU WILL NEED....

> A great idea

Talk to friends, family or work colleagues about possible ideas – traditional ideas are often great but maybe you could think of a new angle! Choose an idea that you are passionate about, one that will give you the most profit for the least amount of work, and one that you and everyone involved will have fun with.

> To set goals

Set clear goals of what you want to achieve and work out the steps needed to get there. As your idea develops, re-visit your goals to make sure you're on track.

> Good friends

Many hands make light work! If you can, surround yourself with a reliable and enthusiastic team that will work with you to help you achieve your goals. Organising an event can be challenging so call on the talents of your family, friends and work colleagues and enjoy the challenge together!

> A 'to do' list

Write a list of tasks and delegate jobs to match the skills of your team members – this will keep them motivated. Make sure everyone is clear on their tasks and responsibilities and don't forget to include your team along the way.

> The right time

The Good Friday Appeal attracts a lot of media attention on Good Friday and during the weeks leading up to the Appeal. You might like to consider holding your event or fundraising activity around this time to take advantage of the heightened awareness of the Appeal in the community.

> Financial records

The simple way is to file all receipts, deposit slips and any other relevant financial information in a plastic folder for security and quick reference. The Good Friday Appeal cannot pay expenses incurred during the running of your event but you are allowed to deduct necessary expenses from the proceeds you raise provided you maintain the appropriate records. Your expenses must not exceed 30% of your profit. So, for every \$1 you spend you need to raise \$3 in return.

> Sponsorship

To keep costs at a minimum you might like to consider approaching local businesses/groups to provide goods and services. In return, you could include the company's logo on advertising material or, if appropriate, allow them the opportunity to set up an information stand or stall at your event. Choose sponsors that are relevant to your event and that are suitable to our cause.

> Publicity

Depending on the type of event you are organising, publicity could be essential to its success. Once your event has been approved, the Good Friday Appeal Project Co-ordinator can assist you in the way forward to promote your fund raising activity. Local press appreciate local stories; a story involving a patient of The Royal Children's Hospital can add impact and relevance. The Good Friday Appeal office team can assist in this way. Media releases must be cleared by the Good Friday Appeal Project Co-ordinator before being sent. With your agreement, your event will be listed on the Good Friday Appeal website.



A brighter future

begins today



Faith. Hope. Love.

HELPFUL BITS

> Use of the Good Friday Appeal logo and name

Once your fundraising has been approved by the Good Friday Appeal Project Co-ordinator, you can request an electronic version of the logo. This will be sent with a Style Guide illustrating how it can be used. All materials featuring the logo must be approved by a Good Friday Appeal representative prior to printing. Your event is being held in support of the Good Friday Appeal so any wording should reflect this. Some suggestions are "in support of the Good Friday Appeal" or "proudly supporting the Good Friday Appeal".

> Collection containers

The Good Friday Appeal is proud to support the environment by offering recyclable collection containers, available on request.

> Merchandise

Selling Good Friday Appeal merchandise is an easy way to support The Royal Children's Hospital at work, at school or at your local sporting/social club. Simply click [here](#) to order online.

> Bringing in the money

Once you have collected all funds raised please deposit into your nearest National Australia Bank using the following account details:

BSB: 083-019

Account Number: 54-766-6738

Account Name: RCH Good Friday Appeal

Special Donations Account

Your reference: FPA ****/*****

(found on your Authority to Fundraise letter)

> Tax Deductible receipts

Tax deductible receipts can be provided for donations over \$2 (the Good Friday Appeal is a DGR and TCC registered charity). You will be required to send a list of all donors requesting a receipt including name, address and donation amount, along with the money raised or with a bank receipt showing that the money has been deposited into the Good Friday Appeal nominated account (refer Bringing in the Money). Keep in mind, tax deductible receipts can only be issued for donations of money and not "in kind" donations.

> Government Regulations

As the organiser of an event, you need to be aware of relevant government rules and regulations. The Good Friday Appeal office team can advise on various requirements, however, for more comprehensive details visit the Consumer Affairs website www.consumer.vic.gov.au and click on the 'Associations, Clubs and Fundraising' link. For information on the legislation of conducting a raffle, visit www.vcgr.vic.gov.au

> Online fundraising

If your fundraising involves asking family, friends and workmates to sponsor you, creating your own sponsor page is quick and easy –and it's free! All you need is internet access.

Simply:

1. Go to www.goodfridayappeal.com.au
2. Click on 'Online Fundraising' and choose one of the fundraising links.
3. Follow the 3 easy steps to creating your 'Hero Page' including your personal message, your fundraising target, and your picture or personalised video.
4. Send your new web address to as many people as you can and good luck!



GOOD FRIDAY APPEAL – A TO Z FUNDRAISING IDEAS

Art Sale – Students auction off their artwork to parents as part of an art exhibit at school.

Auction – Obtain products and services from local businesses and auction off to the highest bidder.

Baby Shower – Donations to the Good Friday Appeal in lieu of gifts.

Beach Volleyball Tournament – Participate within your own club or invite other clubs to a challenge.

Bike Ride – Grab a group of friends or workmates and create your own bike riding event or participate in an organised ride seeking sponsors for your efforts.

Book Sale – Great way to get rid of all those old books!

Car Pool – Get to know your neighbours on the way to work, protect the environment and raise money for sick kids.

Casual Dress Day – Ask your boss/supervisor if you can nominate a day each week/month to wear casual clothes for a donation.

Coin Line – Encourage workmates/fellow students to contribute a gold coin and see how far you can get around the building/playground!

Company Contributions – Ask your employer if they will match the donation made by the staff.

Craft Market – Create your own crafty treasures or gather second hand crafty items from family and friends as part of your local craft market.

Door Knocking – Be part of an official collection group in your area. Click [here](#) to find out how!

Dunk Your Boss/Teacher – People will pay big bucks to participate in this one!!!

DVD Night – Charge an entry fee to a themed DVD night. Serve food and dress up following the theme!

Easter Egg Hunt – Hold your own or grab your basket and head to the annual Cadbury Easter Egg Hunt. Click [here](#) to find out more.

Family Fun Day – 'Kids Big Day Out' – part of the Good Friday Appeal celebrations at Etihad Stadium. Click [here](#) to find out more.

Fat Free Day – Ask family and friends to sponsor you as you attempt to avoid fat for a whole day or why not commit to a week for 3/6/9/12 months?

Be the change you wish to see.

GOOD FRIDAY APPEAL – A TO Z FUNDRAISING IDEAS

Footy Tipping – Instead of prizes for the winners, why not donate the participation fee?

Fun Run – Participate in the Herald Sun CityLink Run for the Kids. For more details visit www.r4k.com.au

Garage Sale – Get the whole street involved and get rid of all your unwanted items and raise money for the kids!

Golf Day – Corporate or private – always a great fundraising day!

Good Friday – Click here to see what's happening around Victoria on Good Friday and get involved.

Hat Day – Encourage workmates/fellow students to wear a funny hat – fine people who take theirs off.

Help! – Ever wanted to become a Good Friday Appeal volunteer? Click [here](#) to find out how.

Hot Cross Bun Drive – At work or at school! Invite your local baker to get involved.

International Children's Day – June 1 every year and a great day to hold a fundraising event for The Royal Children's Hospital!

Jelly Bean Jar – Ask people to guess how many jelly beans in the jar for a gold coin donation.

Jumble Sale – Get rid of unwanted items and raise money at the same time!

Karaoke – Discover the inner talents of your workmates, family and friends at a Karaoke Talent Quest! Charge a participation fee and ask local businesses to donate prizes.

Kids Big Day Out – Bring the whole family to this fun filled day at Etihad Stadium on Good Friday. From jumping castles to rides in a Hummer limousine – there's something for everyone! Click [here](#) to find out more.

Lamington Drive – An oldie but a goodie – hold at work or at school.

Line Dancing Marathon – Encourage members to get involved – and ask family and friends to sponsor you!

Marathon – Grab a group of friends or workmates and create your own marathon event or participate in an organised marathon seeking sponsors for your efforts.

Merchandise – Sell Good Friday Appeal merchandise. Click [here](#) to find out how!

Money Tree – Draw the outline of a tree and encourage workmates/students to fill in the outline by sticking gold coins to it!

Neighborhood Collection – Be part of an official collection group in your area. Click [here](#) to find out how!

Online Auction – Make a bid on some fantastic 'money can't buy' items up for grabs in the annual Good Friday Appeal Online Auction. Look out for more details on the website closer to The Good Friday Appeal.

Online Fundraising – If your fundraising involves asking family, friends and workmates to sponsor you, creating your own sponsor page is quick, easy and it's free – all you need is internet access. Click [here](#) to find out how.

Phantom Call – A great fundraising tool for your club or organisation. Ideal for Spring Racing Festival get togethers, cup eve parties, fundraising & social functions in hotels and the workplace. Click [here](#) to find out more.

Pied Pipers – One of our official collection groups. Join them this Good Friday. Click [here](#) to find out how.

Premiership Posters – Check out the huge range of AFL and NRL Premiership posters produced exclusively by the Good Friday Appeal with all proceeds going to The Royal Children's Hospital. Click [here](#) to order your poster.

Pyjama Day – Why bother getting dressed! At work or at school, a pyjama day is a novel way to raise funds!

Quit – Ready to quit that bad habit – why not do it for a cause! Ask family and friends to sponsor you.

Run for the Kids – Enter Victoria's biggest fun run and help the kids at the same time! Visit www.r4k.com.au for all the details

Schools – Contact the Good Friday Appeal office and find out all the different ways your school can get involved!

Shopping Tours – If you're looking for an excuse to shop, you can't go past raising money for the kids! Grab the girls and get ready for a great day.

Swear Jar – Great for the home or workplace!

Stair Climb – Grab a group of friends or workmates, create your own event and seek sponsors for your efforts.

Telephonist – Become a volunteer telephonist during the telethon on Good Friday. Click [here](#) for more details.

Trivia Night – A classic fundraising idea that's sure to be a hit! Include an auction and raffles throughout the night.

Uncle Bobs Club – One of our official collection groups. Join them this Good Friday. Click here to find out how.

Undies on the Outside Day – Not recommended for the shy but very funny if you dare! Charge people to participate and fine those who don't!

Volunteer – Volunteer your time. Click [here](#) to find out how.

Whacky Wednesday – At work or at school! Charge a participation fee and award prizes for the whackiest outfit!

X-Treme Sports Challenge – Challenge your workmates/friends/fellow gym members and go hard for a good cause.

Zany Dress Day – At work or at school and charge a participation fee.



Giving back to

the community



The more we care

the more beautiful life becomes.

TERMS AND CONDITIONS OF REGISTRATION AS A FUNDRAISER ON BEHALF OF THE GOOD FRIDAY APPEAL

1. These terms and conditions govern the Fundraising Event described in the Fundraising Proposal and Agreement being organised by the Fundraiser on behalf of The Royal Children's Hospital Good Friday Appeal (RCH Good Friday Appeal). The Fundraiser agrees to be bound by and accepts these Terms and Conditions by signing and returning to RCH Good Friday Appeal Fundraising Proposal and Agreement.
2. 'Fundraiser' means the individual or organisation holding the Fundraising Event on behalf of the RCH Good Friday Appeal as detailed in the Fundraising Proposal and Agreement. Fundraisers do not represent the RCH Good Friday Appeal but are acting on their behalf to raise funds that will be forwarded to the Good Friday Appeal. A fundraiser has no power to bind the RCH Good Friday Appeal in any manner whatsoever or to take any action or do any act or thing in the name of the RCH Good Friday Appeal. Fundraisers must make this clear in all dealings with the public, sponsors and supporters.
3. The Fundraising Event shall be conducted in the Fundraiser's name and is the sole responsibility of the Fundraiser. The financial aspects, fundraising, raffles, record keeping and management of the Fundraising Event are entirely the responsibility of the Fundraiser. All costs and debts associated with the fundraising activity are the responsibility of the Fundraiser. The RCH Good Friday Appeal is not able to take a co-ordination or management role in these activities, however, will provide whatever support and advice possible. The Fundraiser will not act in a way which has the effect of impacting adversely on the image, reputation or brand of the RCH Good Friday Appeal.
4. The Fundraiser agrees that it is solely responsible for the organisation, management and conduct of the Fundraising Event and all associated costs and liabilities. It warrants that the Fundraising Event will be promoted and conducted by the Fundraiser in compliance with all relevant laws and regulations. Without limiting the above, the Fundraiser acknowledges and agrees that, to the full extent permitted by law, the RCH Good Friday Appeal (including its officers, directors, employees and agents) shall not be in any way liable, whether solely or jointly, for any loss, damage or injury howsoever sustained (including without limitation, for negligence or breach of statutory duty) to any person or property, arising out of or in respect of the Fundraising Event.
5. Any person or organisation fundraising in Victoria is required by law to have an 'authority to fundraise'. The RCH Good Friday Appeal will send the Fundraiser an authorisation letter confirming The RCH Good Friday Appeal's involvement when:
 - A written and signed Fundraising Proposal and Agreement has been received;
 - The RCH Good Friday Appeal is satisfied that the Fundraising Event will produce a appropriate return after expenses have been deducted.
 - The RCH Good Friday Appeal is satisfied that the Fundraising Event fits in with the aims and values of The RCH Good Friday Appeal.
 - The RCH Good Friday Appeal is satisfied that the Fundraising Event is not high risk.

The Fundraiser is not authorised to use the Good Friday Appeal as its beneficiary charity until the Fundraiser has received a letter of authorisation from the RCH Good Friday Appeal.

6. All publicity:
 - must clearly state that funds raised will be forwarded to the RCH Good Friday Appeal.
 - material must be approved by the RCH Good Friday Appeal prior to it being publically displayed.
 - must be forwarded to the RCH Good Friday Appeal so that the Appeal can answer enquiries from the public with confidence about the Fundraising Event.
7. The RCH Good Friday Appeal grants to each Fundraiser a licence for the duration of the Fundraising Event to display and use the Good Friday Appeal logo as permitted in the fundraising letter of authorisation from the RCH Good Friday Appeal. Approval of a fundraising activity and use of the Good Friday Appeal logo is not and must not be used in any way to indicate an endorsement by the RCH Good Friday Appeal or The Royal Children's Hospital of a product or service
8. All collectors must wear clearly visible identification badges detailing the RCH Good Friday Appeal. They must use collection tins provided by the RCH Good Friday Appeal.
9. The RCH Good Friday Appeal may withdraw approval immediately to the Fundraiser and its Fundraising Event in its absolute discretion if it considers it necessary to protect the reputation of the Appeal. In this situation, fundraising and promotion must cease immediately. The fundraising authorisation and all monies raised must be returned to the RCH Good Friday Appeal within seven days of the withdrawal of the approval.
10. When you provide the Fundraising Proposal and Agreement, the RCH Good Friday Appeal will collect certain personal information about you. For details of the information we collect and its uses please see our privacy policy. Despite anything in that policy, however, we will not use your personal information collected in relation to you to contact you with marketing offers, nor pass that information to our related companies for that purpose, however we may contact you for other reasons relating to the provision of fundraising activities that you have submitted. You can contact our privacy officer at Email: privacy@hwt.newsltd.com.au, Mail: PO Box 14999 Melbourne City MC 8001. Should you require further information on our privacy policy or access to your personal information please contact the Privacy Officer as above. The full privacy policy can be found at: <http://www.news.com.au/heraldsun/privacy>