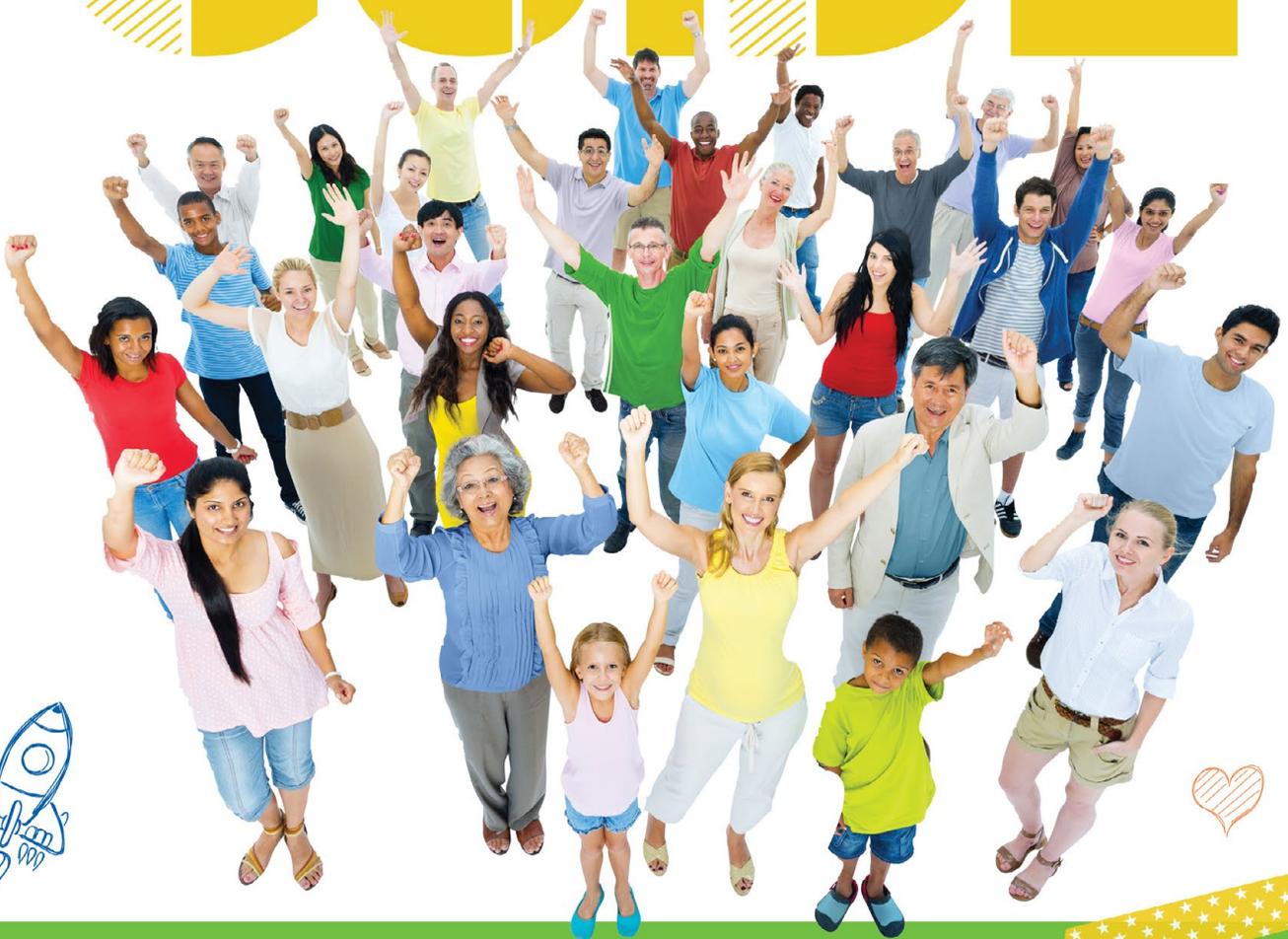


DO IT YOURSELF COMMUNITY FUNDRAISING GUIDE



THANK YOU for choosing to raise funds for your local hospital.
You are directly funding new equipment, upgraded facilities and
the highest quality of care for patients in your own community.

HOW YOU ARE HELPING

We are so lucky to have such amazing support from our local community.

Here are some of the great fundraising projects that have really had an impact on patient care.



Julia and Family Celebration of Teddy raised \$4k



Dromana Dees Do It Yourself Pros raised \$13k



Community Concerts for Cancer raised \$5k



DO IT YOURSELF COMMUNITY FUNDRAISING GUIDE

JULIA AND FAMILY CELEBRATE TEDDY

Teddy surprised everyone when he decided to arrive early at just 35 weeks. Julia and family were overjoyed by the help and support they received so decided to raise funds In Celebration of Teddy.

Julia and family helped raised \$4,000, enough to buy a special piece of equipment to keep babies warm in the Special Care Nursery!

DROMANA DEES – DO IT YOURSELF PROS

This group of wild women stunned us all with the Dromana Dees calendar featuring risqué beach poses of the group. To date they have raised over \$13,000 for our Chemotherapy Services by holding Do It Yourself Fundraising events and through quirky calendar sales!

COMMUNITY CONCERTS FOR CANCER

Terry and Bernadette of the Community Spirit Entertainers held not one, but two amazing Community Concerts on the Peninsula to fundraise for our Cancer Appeal. Their events raised over \$5,000 to help us purchase an Endoscopic Ultrasound Machine to help detect and treat cancer faster!

FUNDRAISING FUN

Fundraising events are a great way to bring people together and raise funds for a cause you care about. Here are some ideas to help get you started on your own fundraising project.

CREATE YOUR OWN FUNDRAISING WEBSITE

You can create your own fundraising website to collect donations or to help raise funds for an event. Fundraising websites are a fun and easy way to promote your event to your friends and family. Some easy fundraising websites to use are **mycause** and **gofundraise**, the best part is all of the donations are done online so you don't have to do any banking. Get started!

TRIVIA NIGHT

Test the knowledge of your friends and family with a fun night of trivia. Use a local hall or pub for the evening and ask local businesses to donate prizes.

DO IT YOURSELF COMMUNITY FUNDRAISING GUIDE

MORNING TEA

Host a morning tea in your home, office or local venue. Sell tea, coffee and cakes. Make it an enjoyable and delicious social event.



GUESSING GAMES

Keep people guessing. It can be anything from the number of lollies in the jar to the 'weight of a newborn baby'. Or gather a selection of baby photos and invite guesses as to who's who.

CAR WASH

Everyone loves a good old fashioned car wash. Get some friends, buckets and sponges together and have fun while washing cars to raise money.



TALENT SHOW

Think you could be a talent scout? Hold a talent competition at work, school or even at your local pub. Charge an entry fee and see what talents you unearth!



CELEBRATION GIVING

Do you have a special day coming up? Fundraising in celebration of a milestone event is a wonderful way to add meaning to an already special occasion.

CHALLENGE EVENTS

Hold or join a fun run, walk or outdoor activity. Create a team and find sponsors, challenge yourselves while raising funds for your local health care.



TRASH AND TREASURE SALE

Are your cupboards and backyard bulging with unwanted items? Open your doors for a day or join a local car boot sale and let people discover new treasures in your trash.

FREE DRESS DAY

Introduce a monthly dress down or fancy dress day at school or work. Ask for a donation to participate and fine those who don't!

BAKE SALE

Tempt your friends and co-workers with your delicious cookies and cakes. Bake sales are an age old classic because they are yummy and they work!



SAUSAGE SIZZLE

Hold your sausage sizzle at your local store, in your backyard or your local sports field. Ask local businesses to donate sausages.



Enjoy 



Got your own idea? We would love to hear from you. Contact our Community Fundraising team to make it happen.

STEP BY STEP

Fundraising is easy and fun!

Just follow this simple guide.



PICK SOMETHING FUN TO DO
Stuck for an idea? Check out our ideas page.

CREATE A PLAN
Set a date, time, target and get to planning.

MAKE IT OFFICIAL
Register your event with us by filling out the Do It Yourself registration form or sign up online at **mycause** or **gofundraise**.

GO
We're here and happy to help you get started with your fundraising event.

Big IDEA

idea

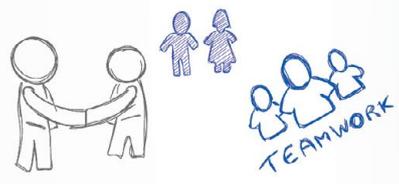
PLAN



SPREAD THE WORD
The more people you tell, the more money you'll raise. Contact us to get our special "raising funds for" logo to use on your promotional materials.



DO IT YOURSELF COMMUNITY FUNDRAISING GUIDE



FUNDRAISE & HAVE FUN!
Count the money you've raised and celebrate a job well done! Follow our easy banking guidelines to get the money to us. And don't forget to thank your participants and donors.



BANKING YOUR MONEY

Has your event concluded?

It is time to count your money and pat yourself on the back for a job well done. Congratulations!

All of the money you have raised is going toward improving patient care and services in your local community.

thank you



DO IT YOURSELF COMMUNITY FUNDRAISING GUIDE



Fancy Dress Fundraising party

BY POST:

Send a cheque payable to **Peninsula Health** along with your contact details to:

Community Fundraising,
Fundraising & Community Relations,
PO Box 52,
FRANKSTON VIC 3199



ONLINE:

If you have set up a Community Fundraising Page online using either **mycause** or **gofundraise** all of the work is done! The money will be directly deposited into our donation account.



BANK TRANSFER:

Please deposit funds into the following bank account:

- BANK: Westpac Frankston
- ADDRESS: 52 Wells St, Frankston
- ACCOUNT NAME: Peninsula Health Donations
- BSB: 033-272
- ACCOUNT NO: 157256
- REFERENCE: Donation <your name/organisation>

Once you have completed the bank transfer please send an email to us with the following details:

- Date of transfer
- Amount
- Contact name and details
- Organisation's/individual's names
- Email to: fundraising@phcn.vic.gov.au
- Details for whom the receipt/s should be made out to
- Appeal you have fundraised for

COMMUNITY FUNDRAISING GUIDELINES

The following guidelines have been established to assist you in planning your fundraising activities in support of Peninsula Health. Prior to completing and signing the Community Fundraising Registration Form please read the following information regarding community fundraising for Peninsula Health.

AUTHORITY TO FUNDRAISE AND YOUR RESPONSIBILITIES

All individuals, groups and organisations who wish to fundraise on behalf of Peninsula Health must register with us prior to commencing your event or activity. Steps to gain authority to fundraise:

- **READ** the Community Fundraising Guidelines
- **SIGN AND RETURN** the Community Fundraising Registration Form
- On approval, we will send you an **AUTHORITY** to Fundraise Letter authorising you to raise funds on behalf of Peninsula Health. This will enable you to request donations, support and gifts-in-kind to help with your fundraising event or activity.
- We are also able to provide you with a Letter of Introduction if needed.

DO IT YOURSELF
COMMUNITY
FUNDRAISING
GUIDE

As the fundraiser, you will be responsible for the coordination and management of the event or activity, including associated finances, insurances and staying up to date and complying with legal requirements. Your responsibility may also include soliciting prizes, ticket sales, publicity and promotion.

You are also required to keep our Community Fundraising Adviser up to date throughout the planning and implementation of your event or activity.

FINANCES AND BANKING

You may not incur any expenses in the name of Peninsula Health.

All financial aspects of fundraising, including raffles, record keeping and budget of fundraising event or activity are the responsibility of the fundraiser. Please note that Peninsula Health does not provide receipt books.

Peninsula Health requires that you maintain and provide financial records relating to your event or activity, including copies of invoices and receipts within 30 days of the activity. Reasonable expenses, which must be properly documented, are not to exceed 40% of the gross revenue of the fundraising activity or event as per The Fundraising Appeals Act 1998 (Victoria). Of course, you may choose to donate any or all expenses and give 100% of the gross revenue to Peninsula Health.

All funds raised should be sent to Peninsula Health within 30 days of completing your fundraising event or activity. You can send a cheque, money order, use a credit card or EFT transfer. Please contact the Peninsula Health Community Fundraising Adviser for further details.

Continued

RECEIPTS

If a supporter makes a donation of \$2 or more Peninsula Health can issue an individual tax receipt. If supporters would like receipts, please provide the supporter's date of gift, full name, full address, phone number and donation amount.

Please note a tax deductible receipt cannot be issued when the supporter has received goods or services in return for their support, e.g. the purchase of event entry, raffle tickets, merchandise or auction items.

Peninsula Health cannot issue any tax deductible receipts until funds are received. Please allow up to four weeks after funds are received for receipts to be issued.

PROMOTION, LOGO AND MARKETING

As the fundraiser, you have the responsibility to make it clear that the fundraising activity is not Peninsula Health's activity, but an activity to raise funds for Peninsula Health.

You are not authorised to use the name Peninsula Health, or the name of affiliated hospitals and services, in the name of the event. For example you are not able to call an event the Peninsula Health Fun Run as this implies that the event is organised by Peninsula Health. Appropriate wording would be:

"Proudly supporting Peninsula Health (or Frankston Hospital, Rosebud Hospital, etc.)"

"Funds raised will go towards funding Peninsula Health (or Frankston Hospital, Rosebud Hospital, etc.)"

Fundraisers are not permitted to use the Peninsula Health logo at any time. There are **"Raising funds for"** Peninsula Health, Frankston Hospital and Rosebud Hospital logos available. The use of the logos will be granted on an individual basis.

Peninsula Health has many wonderful supporters who coordinate a variety of fundraising activities and events throughout the year. Due to the large number of activities we are not able to do individual activity or event promotion. This includes press releases, media coverage and social media posts.

We will endeavour to help with promotion on our website wherever possible. This will be determined on an individual basis.

We do encourage you to generate marketing materials and publicity for your event and are happy to advise you on how this might be best carried out for your individual activity or event.

All marketing materials, including media releases, brochures, flyers, etc. must be approved by Peninsula Health.

If you would like a Peninsula Health representative to attend your event please notify us at the time of your application and we will endeavour to provide a representative. Please note, due to the volume of activities and events held annually we are not able to guarantee a representative.

DO IT YOURSELF
COMMUNITY
FUNDRAISING
GUIDE



Continued

APPROACHING POLITICIANS AND BUSINESSES FOR SUPPORT

Please do not solicit politicians. As the major public health care provider on the Mornington Peninsula we have existing relationships with politicians on local, state and federal levels.

Please check with us before soliciting a business as we may currently have a donor relationship with that business. Peninsula Health does not accept support from companies that do not align with our values or that may jeopardise our reputation as a health care provider, e.g. gambling, alcohol, tobacco, etc. If you are unsure if a business is suitable please liaise with our Community Fundraising Adviser before approaching them.

LEGAL RESPONSIBILITY, PERMITS AND INSURANCE

All fundraising on behalf of Peninsula Health must comply with the current Australian Federal and State Laws. In Victoria, Peninsula Health and those fundraising on behalf of Peninsula Health must adhere to the Fundraising Act of 1998.

It is recommended that prior to commencing your activity or event you familiarise yourself with the legislation relevant to your fundraising activity or event and apply for all required permits. You can find more information by visiting www.consumer.vic.gov.au

If you are holding a raffle you must comply with the regulations set forth by the Victorian Commission for Gambling and Liquor Regulation. This may require you to obtain a permit, e.g. raffles where the total prize pool is over a certain amount. You can find more information by visiting www.vcglr.vic.gov.au

If alcohol is to be served or sold at the event in an unlicensed venue you must obtain a temporary permit in advance from the Victorian Commission for Gambling and Liquor Regulation. You can find more information by visiting www.vcglr.vic.gov.au

You may also be required to hold a permit by local councils or shopping centres. It is the responsibility of the fundraiser to obtain permission and appropriate permits prior to the event.

Peninsula Health does not provide public liability insurance for fundraisers.

The fundraiser is responsible for obtaining adequate public liability insurance in respect of the fundraising activity (including all components involved in the staging of the activity). The fundraiser must, if requested, be able to provide proof of that insurance.

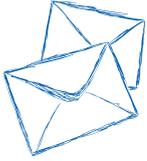
DISCLAIMER

Peninsula Health reserves the right to terminate the agreement relating to the fundraising activity or event at any time if the fundraiser participates in activities that may undermine the reputation of Peninsula Health or if the fundraiser fails to adhere to any of the above guidelines outlined in this document.

DO IT YOURSELF
COMMUNITY
FUNDRAISING
GUIDE



Do It Yourself
REGISTRATION FORM



To be completed and returned to:
Community Fundraising
Fundraising and Community Relations
PO Box 52, FRANKSTON VIC 3199

fundraising@phcn.vic.gov.au
www.peninsulahealth.org.au
03 9788 1504

CONTACT DETAILS OF APPLICANT

NAME:			
COMPANY:		ABN (IF APPLICABLE)	
POSTAL ADDRESS:			
SUBURB:			
STATE:		POST CODE:	
PHONE:			
EMAIL:			
WEBSITE:			

ACTIVITY DETAILS

ACTIVITY NAME:			
VENUE ADDRESS:			
ACTIVITY DATE:		ACTIVITY TIME:	
BRIEF DESCRIPTION OF ACTIVITY:			

ANTICIPATED FUNDS TO BE RAISED:	
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ALLOCATION OF FUNDS	PUBLICITY AND MARKETING
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How would you like your donation/proceeds to be allocated:

Peninsula Health General Fund

Frankston Hospital

Rosebud Hospital

Golf Links Road Rehabilitation

Ward/Service/Appeal (*please specify below*):

Would you like to use Peninsula Health's Fundraising Logo for your promotional/marketing materials?

Yes* No

**By selecting yes, you agree to not alter the logo in any way.*

Would you like Peninsula Health to potentially promote your event on our Facebook Page?

Yes No

Would you like a letter of introduction to assist with your fundraising?

Yes No

Do It Yourself REGISTRATION FORM

I _____ as the Fundraiser, and on behalf of those who are involved in this fundraiser, understand that in addition to informing Peninsula Health of our intentions we may need to register with Consumer Affairs. Check the Consumer Affairs website www.consumer.vic.gov.au to clarify your roles and responsibilities and click on [Clubs and not-for-profits](#) to see the specific activities that need to be registered.

We understand that Peninsula Health has the right to decline our application to raise funds on behalf of Peninsula Health, Frankston Hospital and Rosebud Hospital.

We acknowledge that we need written approval of all printed and electronic materials used to promote our fundraiser. Peninsula Health will provide an authority to fundraise letter.

We are clear that we need to communicate that Peninsula Health or the nominated beneficiary (eg. Frankston Hospital, Rosebud Hospital or program or ward within Peninsula Health) is the beneficiary of our efforts, thus the fundraising is supporting the cause and will clearly state that it is not a Peninsula Health event/fundraiser.

We acknowledge that Peninsula Health staff will not be held responsible for anything related to our fundraising efforts.

We understand that funds raised will contribute to the programs we nominate and that Peninsula Health manages these funds in line with its business plan and relevant legislation and regulations around conducting business in the health sector.

X

Person representing fundraising group

X

Fundraising and Community Relations,
Peninsula Health

Date

Date



Thank you for fundraising on behalf of Peninsula Health. You really are making a huge difference to the lives of our patients and their families.

Do It Yourself DONATION RECEIPT FORM

**DO IT YOURSELF
COMMUNITY
FUNDRAISING**

Your donation will directly fund new equipment, upgraded facilities and the highest quality of care for our patients and their families.

FOLLOW THESE SIMPLE STEPS:

- 1 Fill in the details of EACH DONOR on the table below.
- 2 Tick 'receipt' if the donor requires a tax receipt.

Donations of \$2 or more made to Peninsula Health are tax deductible.

Please allow up to four weeks from close of event for Peninsula Health to send this via post or email.

HOST NAME:		EVENT DATE:	
NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			
			NO* <input type="checkbox"/>
NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			
			NO* <input type="checkbox"/>
NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			
			NO* <input type="checkbox"/>
NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			
			NO* <input type="checkbox"/>

Do It Yourself DONATION RECEIPT FORM

**DO IT YOURSELF
COMMUNITY
FUNDRAISING**

HOST NAME:		EVENT DATE:	
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NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			

NO*

NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			

NO*

NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			

NO*

NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			

NO*

NAME:			
ADDRESS:			
SUBURB:		POST CODE:	
DONATION:	\$	RECEIPT:	
EMAIL:			
PHONE:			

NO*



TOTAL:
\$

Thank you for fundraising on behalf of Peninsula Health. You really are making a huge difference to the lives of our patients and their families.

*Information collected may be used to keep you updated on our work. Tick the NO box if you do not wish to receive information from Peninsula Health. To read our privacy policy visit www.peninsulahealth.org.au or call 03 9784 7777.

