

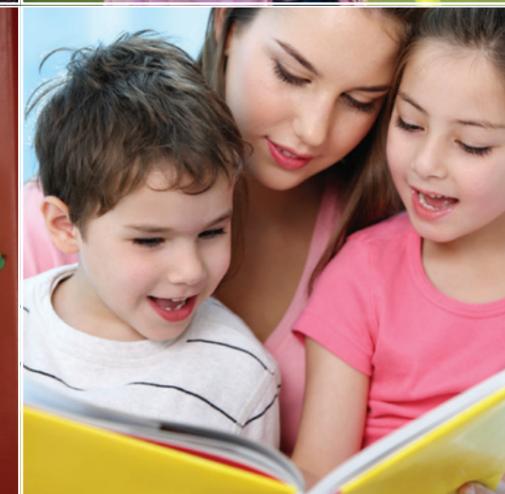


The Complete Guide to
Fundraising
for Diabetes Victoria

Schools

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Thank you from Diabetes Victoria.

On behalf of everyone at Diabetes Victoria, thanks for expressing an interest in hosting your own fundraising event. We are so grateful for your wonderful support!

Diabetes is on track to be the number one burden of disease in Victoria. With your help we can improve the lives of the 324,000 Victorians living with diabetes, as well as their families, friends and community.

Diabetes is almost guaranteed to have impacted someone in your life. Every time you talk to someone about your event or ask them for a donation, you are helping people living with diabetes. Every donation helps.

In this guide you will find all the information you need to host a successful fundraiser from start to finish. You will also find all the important information about what we do with the money you raise at your event, as well as some exciting event ideas if you are looking for inspiration.

Remember, we have a dedicated team on hand to support you. If you have any questions, please don't hesitate to contact our fundraising team directly on **1300 437 386** or fundraising@diabetesvic.org.au. We would love to hear from you.

Thank you again.

Kind regards,

The Fundraising Team

How Your Support Helps

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You can help us to make a difference. Thank you for choosing to fundraise for Diabetes Victoria. Your support and donations will help more than 324,000 Victorians currently living with diabetes, their families, friends and communities.

Here's how:

Diabetes Research

A majority of the funds raised by Diabetes Victoria goes toward diabetes research. This money is used to discover better ways to manage, prevent and cure diabetes. Each year, we contribute \$1.3 million to support Victorian diabetes research projects.

Programs and services

Diabetes Victoria runs a range of programs and services helping people to live well with their diabetes. Our targeted education and information programs are designed to improve diabetes self-management, awareness and prevention. For a full list of our programs and services, check out diabetesvic.org.au

Think about what you can do in 5 minutes... It's not a lot of time is it?

In Australia 5 minutes is all it takes for another person to be diagnosed with diabetes. That's 300 people every single day. Diabetes is the fastest growing chronic condition in this country.

Diabetes Camps Victoria

Since 1954, Diabetes Victoria has been running camps to teach children with type 1 diabetes how to independently manage their diabetes in a safe, supportive and fun environment.

The Australian Centre for Behavioural Research in Diabetes (ACBRD)

The ACBRD is the first national research centre in Australia, dedicated to investigating the behavioural, psychological and social aspects of living with diabetes.



Fundraising ideas

Don't have a specific idea in mind? That's OK! How about something like this:

- Get everyone active and host a school fun run or walk-a-thon. Not only are these events great for staying happy and healthy, you can raise some money for Diabetes Victoria too!
- Maybe you host school fundraisers already? Rather than creating a brand new fundraiser, you can also name Diabetes Victoria as a beneficiary of existing ones!
- Dancing, just like running, is a great way to get active, so why not host a disco? Ask everyone to pay a cover charge that can then be donated to Diabetes Victoria.
- A school fete is another great chance to raise some funds to help us reduce the impact of diabetes.
- Host a casual clothes day or fancy dress day and ask everyone to make a donation. Want to ramp up the fun? Why not have a crazy hair, crazy sock or crazy glasses day!
- Wear blue clothes during *National Diabetes Week* (held in July) or on *World Diabetes Day* (14 November).
- Get the community together for a car boot sale at your school! You can charge people to hire a car space for the day and promote it around the area.
- Holding an art show is a fantastic way to showcase the artistic talents of individual students. Ask for a donation on entry to support cutting-edge research and life-changing programs. Turn the night into a fundraising success by auctioning off a collaborative group art piece from each class

Be creative!



Steps for fundraising success

Right, now, you have your idea, here's some things to help guide you through to hosting your event!

- 1 **Make a budget and event plan** - Your school might regularly support charities, in which case you will have a good idea of the things you might have to buy and the amount of money you might raise. This might be your first time, but someone else may have run a fundraising event before, so make sure you ask around for help! If this is the first time you are hosting a fundraiser at school, it is a good idea to outline these things before getting started, so you don't run into any unexpected costs later. Remember to work out how you will gather funds at this point and how they will be passed on to Diabetes Victoria. We outline all the ways you can donate to us post-event on page 7.
- 2 **Make sure you tick all the legal boxes** - There are a few rules and regulations that you will have to abide by when hosting your event. We outline them on the next page. Familiarise yourself with them before you get into the serious planning.
- 3 **Get support** - We don't mean asking for money just yet. Sometimes, you will need some help to make the event a roaring success. Speak to teachers and families about helping out. They might even be able to approach local businesses to support you too. Don't be scared to ask! You will be pleasantly surprised by how many people will be willing to help. Even other schools in the area might like to be involved.
- 4 **Start promoting** - Get the ball rolling and start promoting your activity, asking people to sponsor you or selling tickets to your event. Put up posters and promote your event on social media. Ask your family and friends to also help spread the word.
- 5 **THE BIG DAY!** - Make sure you enjoy yourself, these events are great fun. Take lots of photos and share them on social media. Don't forget to tag us!
- 6 **Bank your money** - To make the money you have raised count, you need to bank your money according to the banking instructions you received when you registered. If you have any questions or have lost your banking instructions, call **1300 437 386** or email fundraising@diabetesvic.org.au
- 7 **Thank all your staff, students and people who supported your event!** - Remember without them it wouldn't have happened!

\$1800 will send
1 child with
type 1 diabetes
to our kids camp.

Remember, we are always here to help. If you have any questions call **1300 437 386** or email: fundraising@diabetesvic.org.au

Important things to know

There are a few important things you need to know when hosting your event

- **Authority to fundraise** – Make sure you have a letter from Diabetes Victoria authorising you to fundraise on our behalf. This way, we have a record of your activity and you have something to show people if they ask for additional details or authentication of your activities. You can obtain an *Authority to Fundraise* by completing and returning the attached *Authority to Fundraise* form.
- **Receipts** – We can issue tax-deductible receipts to people or organisations that are sponsoring and supporting your event, as long as no goods or services are received for their money. If you are selling raffle tickets, auction prizes, advertising opportunities or anything similar, we will not be able to issue a receipt. If you are accepting cash donations, simply complete the *Donor Receipt* form on page 8 in this book you will need to fill out with the details of your supporters and submit to Diabetes Victoria when you make your final donation.
- **Costs** – Unfortunately, Diabetes Victoria is unable to cover the costs of your fundraising activity. You must cover the initial costs of your fundraiser, but remember what we said about asking for sponsors!
- **Using our name and logo** – We are more than happy for you to use our logo when promoting your event, just make sure you ask first. We do have some rules around how our logo is displayed and used. Just let us know on the *Authority to Fundraise* form and we will send you a logo with all the information you need. When using our name to promote your event, please do not call it “The Diabetes Victoria walk-a-thon” or “The Diabetes Victoria Fun Run”. We don’t want to take credit for your amazing work; so call it “Walk-a-thon, proudly supporting Diabetes Victoria”.
- **Promotion** – In some instances, Diabetes Victoria may be able to assist in promoting your event. This is assessed on a case-by-case basis and, unfortunately, we cannot promote all events.
- **Media and publicity** – Think the media will be interested in what you’re doing? Fantastic! We have a team of communications professionals who will be able to work with your school to construct appropriate messages. Contact the fundraising team on **1300 437 386** or fundraising@diabetesvic.org.au to find out more. Please, do not contact the media without notifying us first.
- **Liability** – In the unfortunate case that something goes wrong, the event organiser accepts that Diabetes Victoria is not liable for any damages. The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- **Guest speakers** – If you would like a guest speaker from Diabetes Victoria, please ask. We are not always able to facilitate these requests, but we will always try.



Useful Resources

We are here to help you every step of the way!

By fundraising for Diabetes Victoria, you are reducing the impact diabetes has on people living with this condition and their families by supporting life-changing programs and cutting-edge research. When you register to hold an event, you will receive a fundraising kit which will include:

- Authority to fundraise letter
- Banking instructions

To help you get inspired and make your event a huge success, we also have a range of resources for you to download.

- Event poster
- Diabetes Victoria logo and style guide
- On the day checklist
- Silent auction sheet

Simply contact the fundraising team on **1300 437 386** or fundraising@diabetesvic.org.au and let us know what you would like.

Collection tins

Having a collection tin at your event is an easy way to collect donations. If you would like a collection tin, simply contact the fundraising team on **1300 437 386** or fundraising@diabetesvic.org.au

