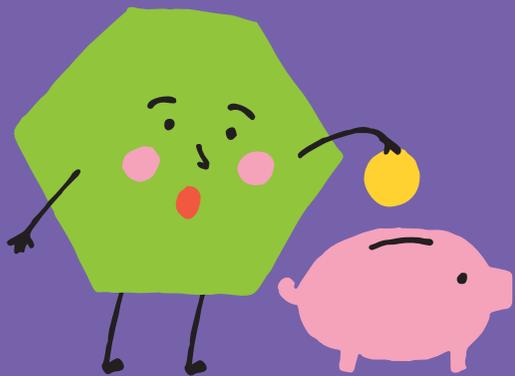


# FUNDRAISING TOOLKIT



**THE KIDS' CANCER PROJECT**  
**FUNDRAISE YOUR WAY**

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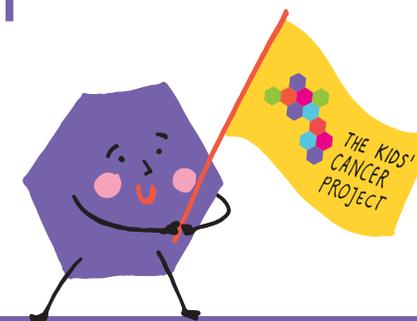


## **VISION**

To see 100% of children, adolescents and young adults survive cancer and live with no long-term health implications caused by their treatment.

## **MISSION**

To provide scientists with the funding they need to make discoveries, translate pioneering research, advance treatments and build support programs that will improve survival rates for all young people with cancer and allow them to thrive after treatment.





**“My promise is to never give up until every child survives cancer with minimal or no long-term effects.”**

**COL REYNOLDS OAM**

## **HISTORY**

**The charity’s founder, Col Reynolds OAM, vowed to never give up until there are kinder, more effective treatments for every child diagnosed with cancer.**

It all started on an ordinary day in the late 1980s when Col found himself driving his empty tourist coach past the Children’s Hospital in Camperdown, Sydney.

After stopping to let two youngsters with bald heads cross the road, he parked his vehicle and went into the hospital on the spur of the moment.

Touched by the spirit of everyone he met that day, Col made it his personal mission to help kids with cancer in any way he could.

Col learned very early in his quest, the only way to improve outcomes for these children is through advances in medical research.

## **WHAT WE DO**

The Kids’ Cancer Project is an independent national charity supporting childhood cancer research.

Since 1993, thanks to strong community support, the charity has contributed 70 million dollars to scientific research projects to help children with many types of cancer.

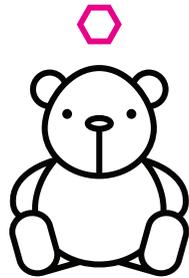
Right now, the charity is funding 57 medical research projects across 26 institutes Australia-wide.



# WHY we need your help



In Australia, more children die of cancer than any other disease.



Three Aussie kids diagnosed every day



Three Aussie kids will die from cancer every week



99% of survivors will have lifelong health problems due to their treatment

# Getting STARTED

**So, you've decided you're going to Fundraise Your Way!**

**Here's a simple step by step guide to help you get your fundraiser set up and ready to start collecting donations for kids cancer research.**

## **STEP 1:** **Decide on your fundraiser**

What is your fundraiser and when will it happen? What is your fundraising target?

## **STEP 2:** **Set up your fundraising page**

- Create your [page](#), add a profile photo, and personalize your story.
- Setup your fundraising page to receive your own URL and QR code
- Add blog posts and updates
- Friends and family can donate and receive receipts instantly
- Download our Proudly Supporting logos [here](#)

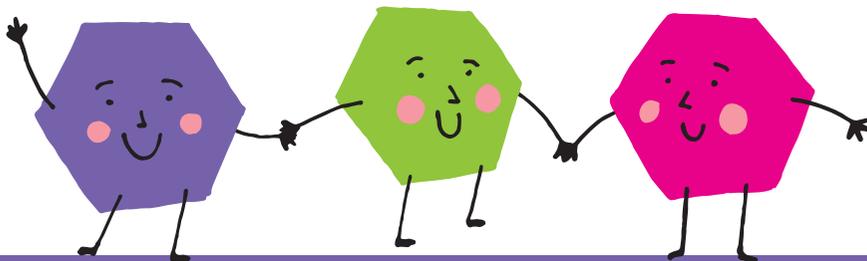
## **STEP 3:** **Share your page**

Once your fundraising page is ready, it's time to share your fundraiser far and wide!

Be sure to share your page on all of your social media outlets as well as sharing via email and text. Don't forget to tell everyone about your fundraising journey in person too! Your workplace, clubs, gym, pub, are all great places to put up a poster to promote your fundraiser.

We have great resources you can use [here](#)

**NOTE:** If you prefer to conduct your fundraiser offline without a fundraising page, get started by contacting [fundraising@tkcp.org.au](mailto:fundraising@tkcp.org.au)



# Fundraising *IDEAS*



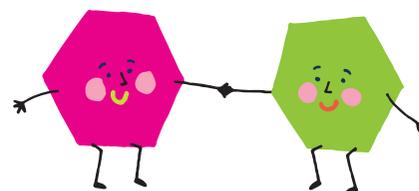
## #1 Challenge yourself

Be brave and take on a personal challenge and seek sponsorship support from colleagues, friends, family and business contacts for your efforts. Have you thought about taking on a fitness challenge like [The Better Challenge?](#) Or think big with an overseas trekking adventure!



## #2 Sizzle that sausage

Rally your friends, teammates or colleagues and run a community fundraising BBQ at your local hardware store or supermarket. Source donated food and drinks to sell on the day. Contact your local store for information.



## #3 De-clutter

One person's trash is another's treasure – encourage friends and colleagues to de-clutter cupboards, wardrobes and bookshelves and organise a “Second Hand Sale” at work, at a local market or online to sell unwanted jewellery, clothes, artwork and books for kids with cancer.



## #4 Trivia Night

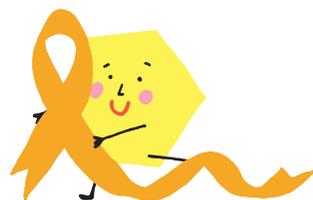
Organise a trivia night with friends, colleagues, or clients to test their knowledge and prove who really is the smartest of the bunch! Ask a friend or team member to be MC (or source a special guest), charge a table entry fee and combine with a raffle or auction for a night of laughs and fundraising.

# Fundraising *IDEAS*



## #5 Give it up

Choose your vice (chocolate, coffee, alcohol etc) and give it up to support kids' cancer research. Ask family and friends to sponsor your challenge with donations. Or put the money you save directly toward childhood cancer research.



## #6 Go gold!

Encourage your friends, family, work or sports club to hold a gold day. Collect gold coin donations and host a BBQ or a bake sale on the day to show your support for childhood cancer awareness.



## #7 A night at the flicks

Host a movie night at a local cinema, community hall or in your own home. Charge a fee per head and donate ticket sales. You could also run a raffle on the night for extra fundraising.



## #8 Race day

Gather the punters and organise an event at your local golf club or race track and run sweeps, raffles and an auction for a networking day with a purpose. For more ways to get involved [click here](#)

# Suggested fundraising TARGETS



**\$263**  
**DONATION**

Delivers eight kids' tumour samples to a specialist



**\$422**  
**DONATION**

Opens a new clinical trial at an Australian hospital



**\$1,087**  
**DONATION**

Funds tests to see if a new drug is working for one child

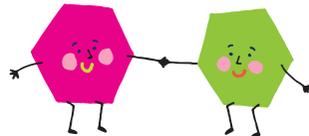
# Social Media *TOP TIPS!*



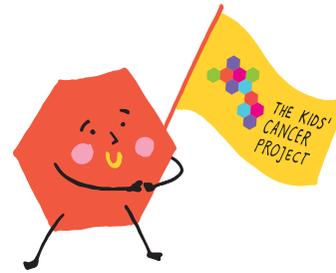
**Capture your fundraising journey** with photos and videos and share to your page.



**Updates are key!** Keep your followers up to date with your campaign to show your commitment to the cause and make them feel like they're part of the journey.



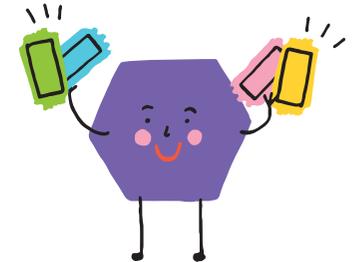
**Be sure to interact** with your followers, not just post.



**Use hashtags and tag us** in your posts:  
**#FUNDRAISEYOURWAY**  
**#THEKIDSCANCERPROJECT**  
**@THEKIDSCANCERPROJECT**



**Publicly thank people** when they donate to your page! This encourages other people to donate.



**Why not think bigger?** Contact your local paper or radio station with details of your fundraiser and let them know why you're supporting The Kids' Cancer Project.

**Don't forget to tag us!** **f** THE KIDS' CANCER PROJECT **X** @KIDSCANCERPROJ **@** @THEKIDSCANCERPROJECT **in** THE KIDS' CANCER PROJECT

# Legal *STUFF*

Before you get started, there are some important things to know.

Under the 1991 Charitable Fundraising Acts in each Australian state and territory, all individuals, groups or organisations who wish to fundraise must register with us, whatever the size of the event or type of the donation (cash or in-kind).

## ***BEFORE YOU START***

Before you start fundraising for The Kids' Cancer Project, we will need to authorise your fundraising activity. If you are conducting an offline fundraiser please read our Fundraising Guidelines\*, then complete, sign and return an [Agreement to Fundraise\\*](#) form to us for approval.

When your fundraiser has been approved, you will receive an authority to fundraise confirming you are permitted to promote and collect donations on behalf of The Kids' Cancer Project.

If you have created a fundraising page, you do not need to fill out an Agreement to Fundraise form, as your fundraising page acts as your Authority to Fundraise.

**For more information, contact us on 1800 651 158 or email [fundraising@tkcp.org.au](mailto:fundraising@tkcp.org.au)**

As you plan your fundraiser, please consider any possible legal requirements.

## ***AUTHORITY TO FUNDRAISE***

Once your fundraiser is approved you will receive an authority to fundraise – you legally cannot begin fundraising without this.

## ***FUNDRAISING GUIDELINES***

Make sure your fundraiser complies with [The Kids' Cancer Project's Guidelines](#).

## ***INSURANCE***

Please note that your fundraiser will not be covered under The Kids' Cancer Project insurance policy – it's important to ask your local insurance broker about cover for any activity you will be running.

# Legal *STUFF*

## LICENSES

For some activities, like raffles, you may require a license. Check requirements for your state via these Helpful Links:

-  [Northern Territory](#)
-  [Western Australia](#)
-  [Queensland](#)
-  [South Australia](#)
-  [New South Wales](#)
-  [Victoria](#)

## PERMITS/PERMISSIONS

If you are fundraising in a public place, local sports ground or shopping centre, you may require permission from the local council or centre manager.

## TAX RECEIPTS

All donations \$2 and over are tax deductible. Note: if a good or service is received in return for money given (e.g. raffle ticket), then a tax deduction does not apply.

We hope you've been inspired  
to start fundraising for The Kids'  
Cancer Project!

**If you have any questions,  
we're here to help!**

Please reach out to us by  
calling **1800 651 158**, or email  
**[fundraising@tkcp.org.au](mailto:fundraising@tkcp.org.au)**



**[thekidscancerproject.org.au](http://thekidscancerproject.org.au)**



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