

Dear Fundraiser,

Thank you for choosing Can Assist as the charity for your event!

Community fundraising such as yours enables Can Assist branches to provide more direct financial assistance, practical support and subsidised accommodation in Sydney and Wagga Wagga to country people as they undergo their cancer treatment.

We ask that you read the enclosed Terms and Conditions and then complete the Event Application Form to ensure that we operate within charity guidelines.

There are four simple steps:

1. Read all the enclosed information, especially the Community Fundraising Event Terms and Conditions.
2. Complete the Event Application Form and email, fax or mail it to Can Assist.
3. We will review your Application and once it is approved we will send you a *Letter of Authority to Fundraise* (which we are legally obliged to do) allowing you to fundraise on behalf of Can Assist.
4. You're now ready to start organising your fundraising event.

Help is on hand to answer any questions you may have. Your first point of call is your local Can Assist branch. If you're unsure of who to contact, or if you don't have a Can Assist branch in your area, please contact our Sydney Office on 1300 226 277 (local call cost).

On behalf of the Board, branches and country families we support, I'd like to say a very sincere thank you. As we are a small charity, every dollar you raise makes a real difference to our ability to continue our work.

Kind regards,



Richard Appleby
Chief Executive Officer

Event Application Form

PLEASE COMPLETE THIS FORM, SIGN then Email: admin@canassist.com.au or Fax 02 8217 3410 or Mail to: CAN ASSIST, Suite 1, Ground Level, 35-39 Mountain Street, Ultimo NSW 2007. Tel: 02 8217 3400 or 1300 226 277.

YOUR DETAILS

Who is running this event? _____ Write the name of the individual or community group: _____

Your name: _____ Organisation: _____

Address: _____ Suburb: _____ Postcode: _____

Phone (H): _____ Phone (W): _____

Mobile: _____ Fax: _____

Email: _____

Have you raised funds for Can Assist before? Yes No

PROPOSED EVENT DETAILS - Please tick any boxes below that apply to your event.

- | | | |
|--|--|---|
| <input type="radio"/> Auction | <input type="radio"/> Sale - donate% of proceeds | <input type="radio"/> Head shave/colour |
| <input type="radio"/> Open garden | <input type="radio"/> Cake stall | <input type="radio"/> Lunch/dinner/picnic |
| <input type="radio"/> Art exhibition/sale | <input type="radio"/> Trivia night | <input type="radio"/> Sports event |
| <input type="radio"/> Racing day | <input type="radio"/> Fashion parade | <input type="radio"/> Exhibition stand |
| <input type="radio"/> Book sale | <input type="radio"/> Quilt show | <input type="radio"/> Market stall |
| <input type="radio"/> Raffle | <input type="radio"/> Fun run/walk | <input type="radio"/> Concert |
| <input type="radio"/> Bicycle/motorbike ride | <input type="radio"/> Golf day | <input type="radio"/> Other _____ |

Event name: _____ Date: _____

Event address/venue: _____

WHY DID YOU CHOOSE CAN ASSIST?

- | | |
|--|---|
| <input type="radio"/> I have/had cancer | <input type="radio"/> I want to support people in rural NSW with cancer |
| <input type="radio"/> I want to support the work of Can Assist | <input type="radio"/> I have a family member/friend who has been affected by cancer |
| <input type="radio"/> In memory of a loved one | <input type="radio"/> I have benefited from Can Assist services |
| <input type="radio"/> My workplace event needs a beneficiary | <input type="radio"/> To gain experience holding an event |

HOW WILL YOU BE COLLECTING AND RAISING FUNDS? Please tick all options that apply to your event.

- | | |
|---|-------------------------------------|
| <input type="radio"/> Entry ticket sales | <input type="radio"/> Donations |
| <input type="radio"/> Raffle ticket sales | <input type="radio"/> Collections |
| <input type="radio"/> Auction | <input type="radio"/> Sale of goods |

I WOULD LIKE PROCEEDS FROM THE EVENT TO SUPPORT: Please tick one option.

- | | | |
|--|---|------------------------------------|
| <input type="radio"/> My local Can Assist branch. Branch name: _____ | | |
| <input type="radio"/> Sydney Accommodation Service | <input type="radio"/> Can Assist support services | <input type="radio"/> Lilier Lodge |

Will any other organisation receive funding from this event? YES No

If YES, please advise name of the other beneficiaries and their respective proportional split: *(We are required to include this split in your Letter of Authority.)*

Approximate Attendance: _____ Approximate \$ Amount To Be Raised: _____

SUPPORT – Would you like help from Can Assist?

- | | | |
|--------------------------------------|--|------------------------------------|
| <input type="radio"/> Posters | <input type="radio"/> Can Assist brochures | <input type="radio"/> Newsletters |
| <input type="radio"/> Logo via email | <input type="radio"/> Can Assist volunteers at event | <input type="radio"/> Other: _____ |

SHARING YOUR EVENT:

We like to share stories from the community with our members and supporters. Would you be happy for us to write up your event in our newsletter 'Colvin Chatter', our website and social media YES NO *If yes, we will contact you.*

THANK YOU FOR REGISTERING YOUR EVENT. PLEASE READ THE FORMS COMMUNITY FUNDRAISING EVENT TERMS AND CONDITIONS, AND THE HINTS AND TIPS BEFORE SIGNING YOUR AGREEMENT BELOW. Please tick all boxes.

- | |
|--|
| <input type="radio"/> I have read the terms and conditions of holding a fundraising event for Can Assist. |
| <input type="radio"/> I agree to conduct my fundraiser/event in accordance with the terms and conditions. |
| <input type="radio"/> I agree to indemnify Can Assist from and against any claims for injuries and damage arising at or from the event/fundraiser that is the subject of this application. |

Signed: _____ Name: _____ Date: _____

(If you are under 18, please ask your parent or Guardian to sign.)

Please double check you have fully completed this form before sending it in. Thanks!!



Photo of Drew MacArthur and Annah Witt courtesy of the Vassar Tribune

Fundraising Hints and Tips for Holding your Event

Hints and Tips for Holding your Event

Fundraiser stands for:

F FORM

An idea for a fun, innovative and interesting event or fundraiser.

U UNDERSTAND

The guidelines provided by Can Assist to ensure that you conduct your fundraiser or event in accordance with the terms and conditions.

N NOMINATE

A date, time and venue for the event.

D DECIDE ON

- Who will be involved. Ask for help! Not only do you get support, you give other people the opportunity to contribute as well.
- How much will it cost you to hold the event and how much are you aiming to raise.

R RESPONSIBILITIES

Divide up the responsibilities which need to be done with your committee or supporters. You may want to think about venue, refreshments, media, posters, marketing materials, program, special equipment, setting up/cleaning up, account keeping and sponsorship as a start.

A ADVERTISE

- Tell your families, friends and colleagues about the event and ask them to spread the word.
- Ring the local media organisations and send them press releases. Use the enclosed Hints and Tips for Engaging the Media. Remember what the press needs to know: who, what, when, where, and why. You must include your contact name and phone numbers.
- Contact local service clubs, schools, shops and community groups to enlist their support in advertising your event.

I INFORMATION

- Ensure that all your printed materials explain clearly that you are holding the event to raise funds for Can Assist.
- Have Can Assist marketing materials such as brochures available for people so that they can learn about who you are fundraising for.

S SPONSORSHIP

- Ask local companies or businesses to support your event through sponsorship.
- Sponsorship can be financial or gifts in kind (donated goods and services).
- In return for sponsorship you can thank and name the company at your event and in your publicity.

E EVENT

- Relax and enjoy the event - it will be over before you know it.

R REMEMBER

- To thank everyone involved.
- Your efforts are helping Can Assist, your local community and people in country NSW facing the trauma of cancer.

Tips for Organising a Fundraising Event

TELL PEOPLE WHY YOU ARE SUPPORTING CAN ASSIST

People usually have their own unique reason for supporting Can Assist, so tell everyone why you're fundraising for us and it will help increase their enthusiasm for supporting your event. This can be conveyed in your press release, when talking to the media and at the event. Reminding people about the positive results of their contribution usually inspires people to give more. Make sure people know that they are helping to alleviate the suffering of country cancer patients.

LET EVERYONE KNOW WHAT YOU ARE DOING

The more people who know what you are doing, the more money you will raise.

- Use social media such as Facebook to advertise your event.
- Email all your family, friends and colleagues about what you are doing and your reason for doing it. Let them know how they can help you and how they can get involved.
- Contact your local media, newspapers, radio stations, magazines, and regional television station. Remember the media relies on people like you to fill their pages and airtime. For some guidance, see the enclosed form Hints and Tips for Engaging the Media.
- Put posters up in your local shops, libraries, churches, surgeries, community centres, schools, or workplace. The posters should include the event's name, date, and time and contact details. It is always a good idea to ask first, of course!

USE THE INTERNET

Can Assist has partnered with Everyday Hero to provide you with an easy way to manage sponsorship type events such as head shaves, walks, runs, swims, or rides. You can create your own Hero page or select Can Assist as the charity you wish to support and encourage your contacts to donate online. Go to www.everydayhero.com.au and sign up to create your own fundraising page.

DONATIONS ARE TAX DEDUCTIBLE

All donations over \$2 are tax deductible. Can Assist can issue receipts to people if you have filled out their details on the Donor Tally sheet (which you will receive with your Letter of Authority to Fundraise) and returned the Donor Tally Sheet to your local Can Assist branch or the Sydney office.

BASIC RECORD KEEPING

A simple way of keeping track of the financial details of your event is to keep a folder with plastic sleeves. Use individual sleeves to keep copies of all receipts, invoices, bank deposits, cheques, press releases and Donor Tally Sheets.

SAY THANK YOU

No matter how small the contribution ALWAYS say thank you. Write a letter of thanks to all your supporters after the event and let them know the results of the event. People like to be acknowledged and to hear the results of their contribution. We can keep your supporters updated with progress at Can Assist through our quarterly newsletter, the Colvin Chatter. Ask people if they would like to receive the newsletter, collect their address details so we can send them to the Sydney office so we can add them to the mailing list.

We could not continue to do what we do without you!



Hints and Tips for Engaging the Media

Hints and Tips for Engaging the Media

ENGAGING THE MEDIA

1. Create a list of all the media organisations in your local area including: local, free and community newspapers, local radio and television stations and the local or shire council.

Include contact phone numbers and email addresses for each organisation. The contact details for a newspaper are usually on their website under Contact Us or on the paper's inside front or inside back page.

2. Prepare background notes about your event before calling a media organisation or sending media releases. The background notes should answer the questions:

- **what** is the name of your event.
- **when** and **where** will the event be held.
- **who** is organising the event and why.
- **how** can people become involved.

3. Write a media release

Media releases are simple – all they are is a letter or an email sent to media organisations. They should include all the information the media needs to publicise your event. To write a media release you just need to follow the what, when, who and how dot points you have prepared.

If you are sending the media release as an email, put the name Can Assist in the subject line and write the Media Release directly on the email page as many newspapers will not open attachments.

Start with a heading which includes the words Can Assist, for example: Can Assist Fundraising Event then say what the event is, when and where it will be held, who is organising the event and why, and how many people can become involved. The media release should include a Key Message Statement about Can Assist. The Key Message Statement is *Can Assist is a charity dedicated to helping country people affected by cancer. Their vision is that every country community, family and individual should have equitable access to cancer treatment, support, services and care.*

Include your name and contact phone numbers so the media can ring you for more information. Send the Media Release as an email or letter to the organisations on your list.

4. Phone the news organisations

If you can, ask for the editor or a journalist by name. Journalist's names appear with their stories in the paper.

Introduce yourself and Can Assist. Ask if they are interested in running a story about your event and have the background notes, the "what, when, where, who and how" ready to tell them about the event.

Invite the journalist or a photographer to your event and let them know that you have emailed their organisation a media release.

5. Phone the Local Council

Local and Shire Council websites are very useful. They frequently have What's On? and Local Events sections which list local events. Some councils even have events coordinators who will work with you to support your event.

Ring your local council and ask for support. Have your prepared background notes ready.

Ask if the event can be listed on the council website.

6. At the Event

- Take lots of photographs or have a volunteer take photographs.
- Think about lighting and background – do not photograph into the sun or in front of bright windows.
- Chose a good background – not fussy, no distracting signs or objects (such as garbage bins, exit or toilet signs) no window to reflect the flash at night.
- Take photographs with sun behind the photographer or find a place where both photographer and photographed are in the shade.
- Make sure people are not half in light, half in shade.

7. After the Event

- Email the media organisations a report and digital photographs after the event.
- Include detail about who was there, how successful the event was and how much money was raised.
- Thank the community for their support in attending the event.
- Thank the editor/journalist/newspaper for their support by sending a personal letter and a *Letter to the Editor* section of the paper.

8. Tell Can Assist about your event

We love to hear about the wonderful events organised by Can Assist supporters and members. Our quarterly newsletter, the Colvin Chatter, is a great way of sharing your event with other Can Assist supporters.

RESOURCES

This section contains really practical material which you can use to tell people about Can Assist and to help with writing your press releases.

About Can Assist

Can Assist is a charity dedicated to helping country people affected by cancer. Our vision is that every country community, family and individual should have equitable access to cancer treatment, support services and care.

Can Assist provides accommodation, practical support and financial assistance to country people in NSW affected by any type of cancer.

Can Assist began as the Cancer Patients Assistance Fund in 1955. The founding vision remains as Can Assist continues to address the changing needs of country cancer patients.

Can Assist has 50 branches with 2,900 volunteers who dedicate their time and energy to fundraising and providing practical and financial support to country families affected by cancer, a testament to the deep sense of community spirit found in country towns.

In 2011/12 Can Assist helped 2,563 country people and spent \$1.6 million on accommodation, financial assistance and home-based support.

What we do

Can Assist provides accommodation and support at the Sydney Accommodation Service and Lillier Lodge, Wagga Wagga; direct financial assistance; and home-based support through Can Assist Viva Packs.

Cancer – the facts about the inequity of cancer in rural and regional areas

- Radiotherapy often requires daily outpatient treatment for over six weeks. Rural patients need to travel and live away from home for this treatment. In some cases, people choose the type of treatment they have based not on what is needed but on the proximity to home, or worse, they refuse treatment altogether. (*Hospital and Allied Accommodation Australia Committee, November 2009*)
- Cancer survival reduces with geographical remoteness: Rural cancer patients are 35% more likely to die within five years of diagnosis than patients in cities.
- For some cancers, remote patients were up to three times more likely to die within five years of diagnosis. (*Cancer in Rural Australia, National Rural Health Alliance Fact Sheet 8, May 2009*)
- Rural Australians miss out on vital radiation services that increase survival and recovery rates for cancer patients. The benchmark for the percentage of those undergoing cancer treatments who should receive radiotherapy is 52%. In NSW, just 35% of cancer patients receive radiotherapy. (*Professor Chris Milross, Royal Australian College of Radiologists*)
- Waiting times for radiation treatment in the Coffs Harbour region can be up to 50 days, well above the internationally accepted benchmark of 14 days. (*Sydney Morning Herald, 12.10.2010*)
- Cancer survivors living in rural areas have greater anxiety and distress levels and more emotional wellbeing concerns than cancer survivors living in larger cities. (*Psycho-Oncology, Vol. 19, Issue 6, June 2010*)

Local volunteers supporting local families affected by cancer



Community Fundraising Event Terms and Conditions

Community Fundraising Event Terms and Conditions

These guidelines have been prepared to help you as an individual or group in holding an event to support Can Assist.

IMPORTANT STEPS

Prior to conducting any fundraising you should:

1. Read these Terms and Conditions.
2. Complete the Event Application Form.
3. Tick all three boxes at the bottom of the Event Application Form to show that you have read and agree to the Terms and Conditions.
4. Return the Event Application Form to Can Assist.
5. Have received written approval, a 'Letter of Authority to Fundraise,' from Can Assist. If you need the Letter of Authority quickly, we can email or fax it. You will also receive a Donor Tally Sheet with your Letter of Authority.

TERMS AND CONDITIONS AND AUTHORITY TO FUNDRAISE

1. Any person or organisation conducting a fundraising event on behalf of a charity must, by law, have an Authority to Fundraise.
2. Can Assist will send you a Letter of Authority to Fundraise once we have received your Event Application Form.
3. By ticking all three boxes at the bottom of the Event Application Form you agree to indemnify Can Assist from and against any claims for injury or damage at or arising from your fundraising event.
4. Can Assist must be satisfied that your event does not put any individual or organisation, including Can Assist at risk.

CAN ASSIST'S INVOLVEMENT

We are happy to send you newsletters, brochures and posters for your event. You can purchase promotional items such as slap bands, car stickers and balloons with the Can Assist logo.

You may ask for a Can Assist volunteer to attend your event. Just let us know on your Event Application form. Please note, however, that Can Assist will not co-ordinate your event or take responsibility for the development, implementation or outcome of your event.

The event will be organised and conducted by you and it is your responsibility. The event is not a Can Assist event. It is your event to raise funds for Can Assist.

USE OF THE 'CAN ASSIST' NAME

If you want to use the Can Assist name or logo on promotional materials, you must get approval from Can Assist. All promotional materials must meet Can Assist's current branding guidelines. Ask us to email you our colour or black and white logo.

Can Assist must be referred to as Can Assist in all written materials. For example, "Proudly supporting Can Assist" or "All funds raised will support Can Assist, providing practical support to country families affected by cancer."

INSURANCE, LAWS AND REGULATIONS

You should ensure that you have all necessary insurance to cover all attendees, volunteers and participants. Can Assist insurance does not cover your event.

All fundraising events must abide by all relevant laws and regulations. This includes all raffles, bingo, other games of chance or any public appeal. If you are undertaking any of these activities you should

view the Office of Liquor, Gaming and Racing website for further information and ensure you comply with their requirements. Please visit: www.olgr.nsw.gov.au/charitable_home.asp

As the event organiser, you are responsible for all financial aspects and legal requirements of your event. This includes keeping accurate records of income and expenditure and raffles, auctions or other means of fundraising. These must comply with the regulations of the Charitable Fundraising Act (NSW) 1991.

EXPENSES AND BANKING

Can Assist will not pay for any expenses associated with your event. You can pay for expenses from the proceeds of your event so long as this is documented. If you open a bank account for the event, the total monies raised must be deposited before expenses are taken out. Expenses must not be more than 40% of the total amount raised.

In all other forms of fundraising such as the sale of goods and services, the return must be fair and reasonable. Can Assist may ask for copies of receipts for expenses. Please note it is not mandatory to open a bank account specifically for your event. If you have a bank account you can use and accounting procedures in place to ensure that all money received in the course of a particular fundraising appeal can be clearly distinguished, you may use that account.

TAX DEDUCTIBLE DONATION RECEIPTS

Can Assist can provide tax deductible donation receipts for donations over \$2. All people who want tax deductible donation receipts must be listed on the Donor Tally Sheet. All receipts will be sent to you for distribution, unless otherwise agreed between you and Can Assist. Please note, tax deductible donation receipts cannot be issued for raffle tickets or where a person has received a service or item of value in return.

PROCEEDS FROM FUNDRAISING EVENT

Within four weeks of the completion of your fundraising event, you must give all proceeds from the event and the Donor Tally Sheet to either:

- a) your local Can Assist Branch; or
- b) the Can Assist Sydney office.

(You will receive a Donor Tally Sheet with your Letter of Authority to Fundraise).

CONTACT US

If you have any queries about these conditions or holding your event, please contact the Sydney Can Assist office on 02 8217 3400 or 1300 226 277.

We could not continue to do what we do without you!