



COMMUNITY FUNDRAISING GUIDELINES

Firstly, we want to thank you for joining us in our mission to reduce the instance and impact of cancer in the Canberra region. We are a community-funded organisation- that means your fundraiser is directly supporting the services Cancer Council ACT provides.

The guidelines have been developed to assist groups and individuals that are planning fundraising events or activities that support Cancer Council ACT. If you have any questions, please don't hesitate to email us at events@actcancer.org

Organising your event

The volunteer *coordinator* is defined as an individual or organisation holding the fundraiser or event on behalf of Cancer Council ACT.

The fundraiser or event is the sole responsibility of the coordinator. Cancer Council ACT is not able to take a coordination role in these activities and its staff cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the coordinator in the running of the fundraiser.

The coordinator may wish to donate a percentage of sales over a period of time to Cancer Council ACT. It is essential that the percentage amount to be donated is displayed on all printed materials relating to the promotion. If the fundraiser involves any type of gambling It is the responsibility of the coordinator to ensure compliance with the Gambling and Racing Control Act 1999.

Promoting your event

If you wish to utilise the Cancer Council ACT name and/or logo on any materials or products, then you must obtain prior permission from Cancer Council ACT.

Each piece of printed material, including media releases, must be approved by Cancer Council ACT. Printed material must be forwarded to Cancer Council ACT for approval prior to being printed or circulated. Permission for logo usage will attract conditions, negotiated between Cancer Council ACT and the Coordinator, especially if the use of logo is for marketing activities of an organisation.

If approved, you must adhere to guidelines on how to use the logo provided by Cancer Council ACT. The coordinator must specify that the fundraising event is 'proudly supporting Cancer Council ACT' and must not imply partnership.

Authority to Fundraise

Cancer Council ACT automatically authorises any coordinator who registers through the official Cancer Council website of each respective campaign, which include:

- [Relay For Life](#)
- [Australia's Biggest Morning Tea](#)
- [Daffodil Day](#)
- [The Longest Day](#)
- [Do It For Cancer](#)

We strongly encourage all fundraisers to register their activities through one of these websites to

ensure the secure processing of donations and up-to-date communications.

Upholding Cancer Council ACT standards

Because of the nature of our organisation and the high ethical standards under which we operate, we ask that you consider our values when holding an event. It is important to decide whether the fundraiser/event corresponds with Cancer Council health messaging and our position on certain issues.

For example, you may wish to consider the relationships between:

- Cancer and tobacco
- Cancer and sun exposure
- Cancer and obesity/diet
- Cancer and alcohol

Banking, receipting and record keeping

Using our online platforms to fundraise is the easiest and most secure way to ensure you are complying with fundraising requirements and regulations. It also significantly reduces the administrative load for our team, so that we can focus on providing care for those experiencing cancer. When you fundraise online, all donors to your event are receipted instantly via email, giving you more time to enjoy your event.

If you wish to collect cash donations, cash boxes and receipt books can be collected from our office in Deakin. We are a small charity with very limited resources, and for this reason we ask that you be aware of the following:

- It is the coordinator's responsibility to provide receipts to individual cash donors by using receipt books provided. As we have no way of verifying how much each person has donated via cash, only the fundraiser will be receipted when the final donation amount has been banked. **We no longer accept Tax Receipt Request Forms** - cash receipting must be done by the event coordinator.
- We generally do not have the capacity to deliver receipt books, merchandise, or other items to your event due to our very small staff numbers. We appreciate your understanding and look forward to you visiting our office in Deakin.
- At large scale public events, our EFTPOS machines may sometimes be used only where a Cancer Council staff member is present. Please contact us to discuss if this is possible.

Cash may be donated at our office, however it is of great help to us if the funds are transferred directly to our bank account. For information on depositing funds directly to our bank account, please see our [direct deposits page](#).

Public Liability Insurance

Cancer Council ACT does not provide public liability coverage for any community fundraising event, and we legally cannot provide you with advice on this matter. The responsibility sits solely with the coordinator to seek independent advice to ensure the fundraising events are appropriately and independently covered. Businesses can find information on the Australian Government's business.gov.au site under [Business Insurance](#).