



Fundraising Tool Kit



Welcome!

We are thrilled to have your interest in supporting the fundraising efforts of the Sanfilippo Children's Foundation.

The vision of the **Sanfilippo Children's Foundation** is to fund medical research so a cure can be found in time for children battling Sanfilippo today and those born with it tomorrow.

As a charity, we have strict legal guidelines to follow to ensure we meet rules and maintain our obligations to our State licences, the Australian Taxation Office (ATO) and the Australian Charities and Not-for-profits Commission (ACNC).

The information contained in this pack will provide you with some basic information as you embark upon your fundraising journey and will demonstrate how to seek authority on how to fundraise for us.

Feel free to contact us with any questions along the way, contact details are listed on **page 7**.

We thank you sincerely for your interest in the vital work of the Sanfilippo Children's Foundation.



Taste of Opera 2014



Totally '80s Trivia Night 2015

Planning your fundraiser

Any person or organisation that wants to fundraise in Australia needs a licence to do so. The **Sanfilippo Children's Foundation** is a registered charity holding all necessary licences. Supporters who fundraise on our behalf can do so under this licence but need to obtain written authority from us first in order to comply.

You will need to:

- Review ideas and decide what form your fundraiser will take.
- Tell us about your fundraiser and have it registered with the Foundation.
- Complete and submit the Supporter Fundraising Endorsement Application (page 7 of this toolkit).
- Have your fundraiser authorised by the Foundation with an endorsement letter.
- Organise your fundraiser.
- Stage the fundraiser.
- Lodge your funds with the Foundation.



Sanfilippo 1000 team finish 1000km run from Melbourne to Sydney, 2015.

It's important to . . .

- Cost your fundraiser to ascertain if it is worth spending your valuable time.
- Where possible, try to utilise field of expertise of family members, friends and colleagues.
- Set realistic targets based on the type of fundraiser and the amount of people taking part.
- Consider the use of web, social, print and other media and/or establishing your own fundraising page via our website. See:

www.sanfilippo.org.au/fundraise



Trivia Night 2014



KCA Walkathon 2015

Best practice checklist

- ✓ Any fundraising activity must be authorised by the **Sanfilippo Children's Foundation**. Please contact us and get authority and a letter of endorsement before you begin fundraising.
- ✓ To obtain endorsement we ask you to submit a Supporter Fundraising Endorsement Application (page 7 of this toolkit) so we can validate it fits within the guidelines.

- ✓ The use of the Foundation's logo is subject to approval. For all 'third party' supporter fundraisers, we will provide you with a copy of our specially designed 'Proudly Supporting Sanfilippo Children's Foundation' logo.



- ✓ When using our logo, please ensure correctness of logo colour and scaling.
- ✓ All material (press releases, posters, advertisements, invites) that use our name and logo need to be approved in advance by the Foundation prior to printing or publishing.
- ✓ Once endorsed, you take full responsibility for organising and staging the fundraiser.

- ✓ It is your responsibility to gain any licences, permits or approval (where necessary) to operate the fundraiser from respective community, local and state authorities.
- ✓ The Foundation cannot pay expenses you incur while fundraising. You may deduct your necessary expenses from the money raised provided they are properly documented.
- ✓ As part of your application, we ask you to provide a breakdown of anticipated revenue (e.g. ticket sales, raffle, auction items, donations). See application form.
- ✓ We ask you to also detail anticipated expenses (e.g. venue hire, food/drink, equipment hire, design/printing). See application form.



DONATE



Meet a Gem... fundraising case study

Belinda and the bakers



In 2015 Belinda Yates and a group of wonderful volunteer bakers raised over **\$10,000** for the **Sanfilippo Children's Foundation**, with a series of five all-day cakes stalls held at Bunnings. Remarkably, Belinda kick-started the cake stalls while herself recovering from breast cancer.

Belinda says: “Being a mother you want anything in the world for your children, so for me it was more, how could I not get involved. My experience with breast cancer had made me realise how precious life is.

We have a pretty tight-knit group of friends and we all wanted to help and do something to make a difference. It was after some brainstorming at the park one morning, that we asked what could we all do. We all agreed we could bake. That was the beginning!

My advice to anyone thinking about fundraising is to just do it! If everybody just did a bit, it would add up. Don't sit back and think someone else will do it! You would be surprised how much you can achieve by putting yourself out there”.



Top 5 fundraising tips

1. Know your target market
2. Make it look presentable
3. Always wear a smile!
4. Get people together
5. Put yourself out there

Supporter Fundraising Endorsement Application

Please print and fill in the following form and scan/email to info@sanfilippo.org.au or post to PO Box 475 Freshwater NSW 2096.
For more information re your application, phone **1800 664 878**.

Name organiser	
Contact number	
Email	
Postal address	
Name organisation (if applicable)	
Date of fundraiser	
Time of fundraiser	
Type of fundraiser (e.g. gala dinner, trivia night, cake stall)	
Further details of fundraiser	
Anticipated expenses Please provide a breakdown (e.g. venue hire, food/drink, equipment hire, design/printing)	

<p>Anticipated revenue</p> <p>Please provide a breakdown (e.g. funds from ticket sales, raffle, auction items and donations)</p>	
<p>Use of logo requested (If yes, details of logo usage)</p> <p>Please note all endorsed supporter fundraisers must use our 'Supporting the SCF' logo, which we will supply to you.</p>	
<p>Media coverage planned</p>	
<p>Do you require ticketing?</p> <p>If your fundraiser is approved, and you would like to use our website's ticketing platform, please contact us to discuss set up.</p>	
<p>Organiser's signature</p> <p>Date</p>	
<p>I agree I will ensure my costs do not exceed 40% of the total I raise.</p>	<p>Please tick</p> <div><input type="checkbox"/></div>

Fundraising Do's and Don'ts

- No door-knocking or soliciting donations in public spaces without permission.
- If you're interested in involving one of our ambassadors, please contact us first. (Our ambassadors work for us on a pro-bono basis and have limited time).
- All events should aim to keep costs to a minimum, best practice is they should not exceed 40 % of the total you raise.

Thank you once again for making the Sanfilippo Children's Foundation your charity of choice. We wish you every success on your fundraising journey. Don't forget to have fun!



**Kimberly Clark
Australia (KCA)
Walkathon
presentation
2015.**