

Kidsafe Victoria Community Fundraising Kit



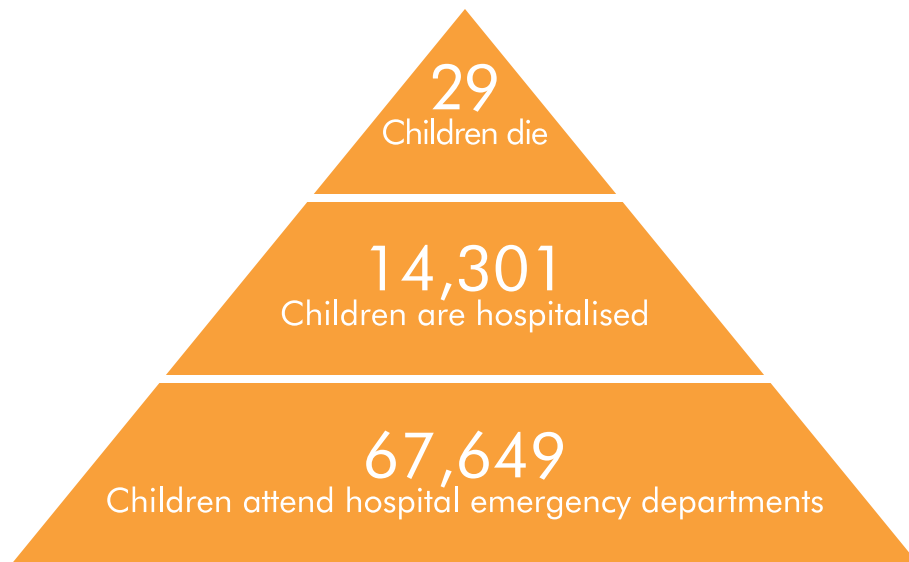
Thank you!

Thank you for deciding to raise funds for Kidsafe Victoria. By conducting an event or activity and encouraging others to donate, you will be supporting Kidsafe to make a safer world for kids in Victoria. Your contribution is greatly appreciated. Please ensure you read through the following guidelines, hints, instructions and requirements before you get started. You will need to fill out a Fundraising Application Form and send it to us to register your intent to Fundraise. Please contact us on fundraising@kidsafevic.com.au or (03) 9036 2306 if you have further questions.

Did you know?

Approximately 260 children die and 58,000 are hospitalised every year due to unintentional injury in Australia. This means that more **Australian children die of injury than die of cancer, asthma and infectious diseases combined.**

Every year in Victoria approximately 29 children die and a further 81,000 are treated in hospital as a result of unintentional injuries. The majority of these injuries and deaths are preventable.



Causes of child injury include:

- **Falls** – from things such as nursery furniture and equipment (e.g. prams, high chairs, change tables), household furniture (e.g. cots, beds, chairs), playground equipment and wheeled devices (e.g. bikes, scooters).
- **Hit/Struck/Crush** – finger jams in doors and household objects such as televisions and bookcases falling on top of children.
- **Transport** – children involved in motor vehicle incidents, pedestrian incidents and driveway run overs.
- **Cutting/Piercing** – cuts from glass and other sharp household items (e.g. knives, scissors).
- **Burns and Scalds** – from hot tap water, hot beverages such as tea and coffee and hot food including soup and 2 minute noodles.
- **Poisoning** – from common medications such as paracetamol, household cleaners (e.g. bleach, dishwashing detergent, toilet bowl cleaners).

What you need to do to start fundraising

Step 1: Decide what type of fundraising event you want to hold and how you will organise it. Refer to the hints and tips in this document to ensure your idea is fully formed.

Step 2: Read through this fundraising kit and understand what is required of you as a Community Fundraiser. If you still have questions, make sure you contact us on fundraising@kidsafevic.com.au or (03) 9036 2306 before you start.

Step 3: Complete the Community Fundraising Application Form at the end of this kit and send it to us (details provided on form) for confirmation of your activity.

Step 4: Wait for approval of your event. We will contact you to confirm that we have received the details of your activity and that we have given approval to proceed. Please do not start fundraising until this is received.

Step 5: Organise and host your fundraising activity! Keep track of donations and expenses using the forms provided.

Step 6: After your event you will need to contact us within 30 days with the paperwork included within this kit, and to hand over the funds that you have raised. Congratulations – if you've reached this step you've just done a great thing to support Kidsafe Victoria.

What your fundraising will support:

The funds you raise will enable us to continue developing innovative child safety and injury prevention campaigns, specific resources for parents, grandparents, carers, childcare centres and schools, in addition to researching and distributing the latest child safety and product recall information to the community in a timely way.

You will be helping us to continue raising public awareness of safety and injury prevention risks for children, and to equip all adults with the information they need about the actions they can take to reduce these risks.

How your fundraising will help:

- **\$200** provides a home safety presentation to a parent/carer group
- **\$450** provides a child restraint education session for community organisation staff (e.g. Foster Care agency)
- **\$1,000** equips a facilitator to provide outreach programs to a new community
- **\$2,000** provides every Maternal and Child Health centre across the state with a copy of Kidsafe's 'Baby's first year' DVD
- **\$5,000** provides 80,000 home safety checklist for families - approximately 1 for every new baby born in Victoria each year
- **\$7,500** provides 1500 resource kits for families including a home safety checklist, child restraint fact sheet and emergency numbers magnet
- **\$10,000** funds Kidsafe's telephone support line for three months, providing parents, carers, early childhood and health professionals with access to up to date information, support and advice.

Ideas to get you started

Participate in an existing event – find an existing community event that encourages you to participate for your own cause or charity, such as cycle events and fun runs. Get your friends and family to sponsor you. These events are already organised - saving you time and money - which means you can concentrate on participating yourself or getting a team together. Important: Make sure to check that the event allows fundraising for a third-party and isn't already linked to a different cause/charity.

Take on a challenge – commit to a personal best, a big change, or participation in something challenging and get others to sponsor you e.g. climbing a mountain, a weight loss goal, a solo bike ride or anything else that aligns with your personal interests and abilities. Make sure your activity is suited to your ability and doesn't carry unnecessary risks.

Host an event – Events can vary in size, commitment, and type, so find one that suits your networks, interests and capabilities. Anything from a night in with friends to a gala dinner might work for you. Here are some event types to get you thinking:

Gala dinner or ball – sell tickets to a night of dining and entertainment with a theme.

Luncheon – these can be informal, formal or business style depending on your guest list – book out a venue and charge a ticket price to raise funds.

Trivia or games night – hold a fun activities night in a local venue with a donation as entry.

Music concert or festival – check with local venues such as halls, or your council and organise local acts.

Barbecue or picnic – with a size and venue to suit – you could make it a community or stakeholder event or simply ask your friends and family and encourage a donation through a collection box.

Night In with friends – Wanting something small scale to enjoy with friends? Hold a night of food and fun at your place and invite your close friends and family. Ask them for a donation.

Dress up day or costume party – hold a costume party at your house or your place of work, encouraging people to dress in a particular theme– raise funds on the day/night.

Movie night – host a movie night at your place, perhaps with a particular theme. You could make up special tickets for the evening and "sell" popcorn, chocolates and drinks to raise funds.

Charity auction – include this in your other event or hold a specialised auction event. Ask for donations of goods and experience vouchers or hold a specific event like an art auction.

Any other event that suits your skills and interests – the possibilities are endless, how about; **an art show; karaoke night; garden party; golf competition; sports days community fete; talent night; or cake sale?**

Offer a service - hold a car wash for a day; groom or walk pets; do some gardening for your neighbours; paint kids' faces; or delivery any other service for a day and collect donations instead of payment.

Used Goods Sale – sell off old clothes, household items and knick-knacks from your front yard/garage, or enlist the support of your community group, school or club to conduct a used goods sale – calling for donated goods and donating the money raised.

Donations or gifts in lieu – if you have a special event coming up such; wedding; engagement party; baptism; Christmas or other event where you would normally receive a gift, you might like to ask for a donation to Kidsafe Victoria instead – provide a form, envelope and collection box to do so, or provide guests with online donation details.

- **Practice, train, conduct test runs** – do whatever you need to do to prepare to meet your goals.
- **Host your event/activity** – on the day, not everything will always go to plan, just host or participate to the best of your abilities. If you've done the right type of preparation you should be able to just enjoy it!
- Collect and track donations!
- **Report back to Kidsafe Victoria within 30 days of the completion of your event with:**
 - Donation receipt form
 - Expenses tracking form
 - Fundraising Outcomes Summary
- **Don't forget to thank your participants** – be it on the day/night, with a letter or in person.

Organisers Checklist

- **Read and understand all of the guidelines and requirement in this kit**

- **Register your event or activity with Kidsafe Victoria** using the Community Fundraising Application Form, await confirmation and discuss your event if required.

- **Plan your event**

- Choose the type of event you want to host taking into account your capabilities and resources.
- Check out any approvals or permits that might apply to your areas for certain events.
- Get some help from friends or family (small events) or a fundraising committee (larger events).
- Set a fundraising target and cap for expenses.
- Create a budget.
- Have a date in mind and think about how long you will need to organise the event.
- Have a venue in mind that suits your event type, size and budget.
- Research, explore options, get quotes, plan and double check – you might like to consider starting an event folder, planning book, saving all computer files in one location, or starting a pin board for inspiration.
- Set goals for how you want your event or activity to progress.
- Make sure your event is legal, ethical, safe and within the best interests of participants.

- **Make bookings and orders**

- Reserve venues or locations.
- Organise catering or think about what refreshments you will provide.
- Think about audio visual requirements e.g. sound and screens.
- Source goods, entertainment or activity props required to host your event/activity.
- Consider booking any transport or delivery requirements.
- Order any theming, floral arrangements, outfits, decorations, or party supplies.

- **Coordinate and focus on specifics**

- Specify room or venue setup.
- Consider security requirements.
- Liaise with venues and other suppliers.
- Develop run sheets or schedules.
- Organise and brief suppliers and other participants.
- Draft any presentation notes, speeches, etc.
- Check contracts such as those with venues or other suppliers.
- Understand and organise any insurance needs e.g. liability insurance.

- **Promote your event**

- Think about your audience – create a guest list or target list for donations.
- Be clear in your communications and think about the story you want to tell – make sure they know; why you are conducting the event/activity; where the money is going; what will happen at the event/activity; and what is expected of them.
- Source sponsorship, in-kind (free or reduced cost) support; pledges; donations etc.
- Make sure you understand branding requirements for Kidsafe Victoria and your responsibilities.
- Use a promotion method that works for you e.g. tickets; posters; emails; a blog, your website; a specific fundraising page; social media; face-to-face; reminders; and thank you letters.
- Prepare promotional materials - be honest, accurate, creative and succinct.

Your responsibilities as a Fundraiser

- Any event organised by a third party (individual, group or organisation), external to Kidsafe Victoria is not an official Kidsafe Victoria event, and that third-party is not acting as an official representative or agent of Kidsafe Victoria.
- Kidsafe Victoria bears no responsibility for the management or conduct of a fundraising event organised by a third party. The event will be conducted in the organiser's name and they will be solely responsible for the organisation, conduct and outcomes of the activity or event.
- The organiser must take responsibility to ensure their event or activity is compliant with all legislative requirements, and must obtain all necessary permits, permissions, authorities and licences needed. It is the responsibility of the individual organiser to investigate these requirements and no responsibility will be taken by Kidsafe Victoria for matters involving national, state/territory or local council laws, or venue codes of conduct.
- Events must be organised with the safety and security of all participants in mind and the Organiser must take responsibility for the safety and security of others and themselves, including holding the required insurances such as public liability insurance. Events or activities that present inherent or unreasonable risk are not encouraged by Kidsafe Victoria.
- The organiser or event/activity must not in any way undermine the work of Kidsafe Victoria, discredit Kidsafe Victoria's brand, or bring Kidsafe Victoria into disrepute. The Organiser commits to fundraising in an ethical way that is in line with the values of Kidsafe Victoria.
- The Organiser will seek permission before using the Kidsafe Victoria brand in any way, such as in promotional materials, including use of; logos, taglines, images, and any other brand elements. Express written permission must be gained for any brand use, and under no circumstances should the fundraising event or activity be attributed to the organisation.
- Permission must be sought before contacting the media. You can discuss media opportunities with us by contacting fundraising@kidsafevictoria.com.au or (03) 9036 2306.
- The event or activity should not be named or branded as Kidsafe Victoria and the organiser should seek to instead name the activity themselves. Support can be promoted with the lined "supporting Kidsafe Victoria."
- An organiser must inform Kidsafe Victoria of any prior or current criminal convictions. Though these may not necessarily restrict your ability to fundraise with us, we retain the right to consider your suitability as a Fundraiser.
- The organiser agrees to release Kidsafe Victoria to the fullest extent permissible under law for all claims and demands of any kind associated with the event or activity and related outcomes, and indemnifies Kidsafe Victoria for all liability or costs that may arise in respect to any damage, loss or injury that occurs to any person in anyway associated the event or activity.
- The organiser is responsible for covering any expenses relating to the event and as such any losses that may arise from the event or activity. Kidsafe Victoria takes no responsibility for the financial outcome of the event/activity.
- The organiser agrees to be honest in their handling of money that they have committed to donate. The organiser will hold all funds raised until the event or activity is complete and funds are submitted to Kidsafe Victoria.
- The organiser must commit to accurately completing all necessary paperwork and supplying this to Kidsafe Victoria within 30 days of the event or activity being completed.
- Kidsafe Victoria reserves the right to cancel any association with fundraising events or activities at any time and withdraw approval, if the organiser fails to meet any requirement or their registration or aforementioned responsibilities.
- You must be 18 years or older to qualify for registration as a community fundraiser, or have an adult submit on your behalf and then accompany you at the event or activity. If you are submitting on behalf of someone under 18 years, please make these clear on the application form.

Money Matters and Funds Raised

You will need to accept all responsibility for the financial outcome of your event, and for the handling of money in relation to costs and donations received.

Costs:

- No expenses incurred or payments made should be made in the name of Kidsafe Victoria.
- If you decide to deduct expenses from your fundraising income received you should do so in a fair, honest and reasonable way, tracking all expenses. Only direct "out of pocket" expenses such as; venue costs, should be included. At no time should the organiser/s take a cut or personally profit from our Community Fundraising program.
- Please track all legitimate costs on the Expenses Tracking Form provided.

Donation Receipts:

- If your donors require a receipt, please collect their details on the Donations Receipt Form provided. Receipts will be issued by Kidsafe Victoria.
- Donations of \$2.00 are tax deductible with a receipt issued by Kidsafe Victoria.
- A payment is not classified as tax deductible (and as such will not receive a donation receipt) if the person making the payment receives goods, services or a "chance to win" something in return for their money e.g. auctions, raffles, sale items, gifts.

Submitting your funds raised:

Thank you for raising funds for Kidsafe Victoria. When it comes time to hand those funds over to us, please choose one of the options below:

Electronic Funds Transfer

Kidsafe Vic Inc
BSB: 063 894
Account No: 10255813

Online Donations

<http://www.kidsafevic.com.au/support-us/donate>

Cheques and money orders

Cheques and money orders should be payable to "Kidsafe Victoria" and posted to:

The Fundraising Manager
Kidsafe Victoria
P O Box 1005
Collingwood VIC 3066

Submit final paper work (Expenses Tracking Form, Donations Receipt Form and Fundraising Outcomes Summary) to:

The Fundraising Manager
Kidsafe Victoria
P O Box 1005
Collingwood VIC 3066 or fundraising@kidsafevictoria.com.au

Event Name:

Event Date:

Donation Receipt Form

Please use the form below to collect details of all donors/donations requiring a formal receipt to be issued by Kidsafe Victoria. Please refer to section Money Matters and Funds Raised in the Community Fundraising Kit for guidelines (some exclusions apply).

[illegible]

Total Donations Received \$ _____

Fundraising Outcomes Summary

Please complete this form once your event or activity is finished and return it to Kidsafe Victoria, P O Box 1005, Collingwood VIC 3066 or fundraising@kidsafevictoria.com.au .

Fundraising ID # Issued by Kidsafe Victoria _____ Today's Date _____ Date of Event/Activity _____

Title or name of Fundraising Event/Activity _____

Name of Responsible Person _____

Postal Address _____ State/Territory _____ Postcode _____ Contact Number _____

Description of the Event _____

Total Amount Raised \$ _____ Total Expenses \$ _____ Total submitted to Kidsafe Victoria \$ _____

Payment method chosen Electronic Funds Transfer _____ Cheque/Money Order _____ Online payment _____

Are there any comments about your experience as a Community Fundraiser that you wish to share with us?

I confirm that all the details in the paperwork provided is correct and accurate to the best of my knowledge, and I hereby give\$ _____ to Kidsafe Victoria.

Name _____ Signature _____ Date _____

Kidsafe Victoria Community Fundraising Application Form

Once you have reviewed the Community Fundraising Kit, and you have read and understood all the requirements and responsibilities of our Community Fundraising events and activities, you will need to complete the following application form to register your interest. Once you have completed this form please submit it to us via fundraising@kidsafevictoria.com.au or Kidsafe Victoria, P O Box 1005, Collingwood VIC 3066. If you have further questions, please don't hesitate to contact someone from our office on (03) 9036 2306. We look forward to having you on board as a valued Community Fundraiser. Your contribution will help Kidsafe Victoria make a safer world for all kids.

Name of Responsible Person _____ Postal Address _____

State/Territory _____ Postcode _____

Contact Number (day time) _____ Email Address _____

Organisation (If applicable) _____ ABN (if applicable) _____

Title of Proposed Event or Activity _____ Date of Proposed Event or Activity _____

Type of Event _____

Brief Description of Proposed Activities (what you will do): _____

Where will the event occur? _____ What do you want to raise fun for? _____

What is your Fundraising Target? \$ _____ Why did you choose Kidsafe Victoria? _____

I have read the Community Fundraising Kit and all the guidelines within it, and I understand my responsibilities as a Fundraiser for Kidsafe Victoria:

Name _____ Signature _____

*Applicants must be 18 years or over to register or must have an adult register on their behalf and accompany them at the event/activity. If you are submitting this form on behalf of someone under the age of 18, please indicate the details here: