Go Red for Women
Coordinators Kit

goedforwomen.org.au
We’ve got loads of information and ideas here to help you coordinate and run a red-hot Go Red for Women Fundraising Event.

If you do have any questions, need some fundraising resources or just need someone to bounce ideas off, you can contact your local state/territory Heart Foundation fundraising team and we will be happy to help out.

Please remember you need to register before proceeding with your event, and you can do this online at goredforwomen.org.au.

Thank you again for choosing to support the Heart Foundation and good luck with planning your event.

Terms of use: This guide provides general information only, it is not legal advice and you should satisfy yourself as to all legal obligations & issues regarding liability in relation to your proposed fundraising activity. The National Heart Foundation of Australia (the Heart Foundation) is not able to provide legal advice. While care has been taken in preparing the content of this material, the Heart Foundation, its employees, associated entities and related parties cannot accept any liability, including for any loss or damage, resulting from the reliance on the content, or for its accuracy, currency and completeness. This material may be found in third parties programs or materials (including but not limited to show bags or advertising kits). Use of this material by you or any third party does not constitute or imply an endorsement, recommendation or authorisation by the Heart Foundation of such use. Any use of Heart Foundation materials or information by another person or organisation is at the user’s own risk.

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In using this guide, promoting and running your event you must ensure that you make it clear that the event is not actually a Heart Foundation event, but that funds raised will be donated to the Heart Foundation.
About Go Red for Women

Did you know that heart disease*:
- Is the single biggest killer of Australian women?
- Claims the lives of 27 women per day (or more than 9,780 women a year)?
- Kills more than three times as many women as breast cancer?

Go Red for Women is the Heart Foundation’s campaign to help raise awareness of heart disease as the single biggest killer of Australian women. Did you know 90% of Australian women have at least one risk factor such as high cholesterol, high blood pressure or family history?

You can join the fight against heart disease by signing up as a Go Red for Women fundraiser. By holding a Go Red for Women fundraiser, you’ll be raising vital donations to help make a difference and help improve the heart health of all Australian women.

This includes:
- funding lifesaving research into the cause and prevention of heart disease
- supporting health professionals
- raising awareness of heart disease with health promotion campaigns.

You could also win fantastic prizes from our generous sponsors* when you fundraise for Go Red for Women.

Together, we can do something to reduce the risk of heart disease for Australian women.

For more information visit goredforwomen.org.au

*Terms & Conditions apply

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Contact Us

Ph: 1300 65 82 99
Email: gored@heartfoundation.org.au
Go Red for Women: goredforwomen.org.au
10 steps to your fabulous fundraising event

1) **Have fun** and choose a fundraising idea that you’ll enjoy.

2) **Keep it simple.** The best fundraising ideas are the simplest. Be realistic and cost out your event carefully. Keep a checklist so you know exactly what needs to be done at every stage.

3) **Set a target.** Make set you set a fundraising challenge target, and plan how you’ll achieve it.

4) **Keep it legal.** There are a lot of laws relating to charitable giving and what you can and can’t do to raise funds. Following our tips here will help, but if you’re worried please get some independent legal advice regarding the legal implications of your proposed activity, any liability that may arise, and ensure you hold all permits, licences and insurances required. We know this is dry, but it’s also important so please be aware!

5) **Do your sums.** Plan out your costs well in advance and stick to it. Make sure you keep a report of all income related to your event. This information needs to be sent back to us. Funds need to be banked into a designated Heart Foundation account – please don’t send cash in the mail.

6) **Tell people why you’re helping us.** If you have a personal reason for supporting us, make sure to share your story with potential supporters as it help bring your appeal to life and helps inspire them to help you! Please also let us know, as we’re always looking for amazing supporters like you to profile and encourage others to fundraise!

7) **Choose your date carefully.** Be aware of major sporting events and school holidays and see if you can find out what else is going on at around the same time in your area to make sure your event doesn’t clash with another event. Keep an eye on your local papers, online and even on your own social networks.

8) **Tell us about it.** We’d love to hear what you’re planning and can provide you with posters, balloons and materials to help make your event a red-hot success.

9) **Tell others about it.** Tell your friends, family and work colleagues about what you’re up to and let your local paper and radio station know. Publicise your event where you can!

10) **Thank everyone and register for next year!** Let people know how grateful we are for their support and when you know how much you have raised, tell
them so they know what a valuable contribution they have made. And then contact us to register your event for next year!
Planning your Event

We want your Go Red fundraising event to be a smooth and simple process – one that you'll hopefully want to repeat! This Guide can help you on your way. Have fun!

What date and time work best?
- Although June is official 'Go Red' month, your event can be held any time of the year.
- Be conscious of the weather – avoid selecting dates that are traditionally hot or prone to bad weather.
- Pick a day and time which will suit most of your family, friends, work colleagues and whoever else will be attending.

What location would be ideal?
- Do you need approvals/permits from police/local councils?
- Is it easily accessible by all modes of transport?
- Is there parking available?
- Is it large enough for your group?
- Does it have bathroom facilities?

Do you need help with your event?
- Try to get some support for your event:
  - create a committee or ask for helpers to assist you with the workload and to make planning and running the event easier.
- Send out emails/make calls to a variety of sources including:
  - friends and family – call or email and see who is willing to assist you
  - work colleagues
  - local community groups (e.g. Zonta, Rotary, Soroptimists, Lions etc)
  - local high schools, TAFE’s and universities.
- Advertise volunteer and/or committee positions via a number of methods including:
  - Local newspapers/newsletters
  - What’s on sites
  - Volunteering websites
  - Local radio
  - Your social media accounts

Who should you invite?
- Register your event online and send invites to everyone you know!
- Local community groups.
- Friends & family members.
- Work colleagues.

Need some help budgeting?
Download our budget spreadsheet from the ‘Red Tools’ page.
Event Checklist

Below is a list of possible tasks you might need to do to organise your event (please note that not all tasks will need to be performed for your event)

Prep Tasks

- Research any regulations or any permits required that apply to your event
- Select a date
- Secure volunteers to work on your planning committee
- Confirm & book venue
- Register details with the Heart Foundation office
- Register event with local council
- Set up online fundraising page
- Prepare budget
- Prepare event run sheet
- Secure equipment
- Order catering – check out the Heart Foundation’s healthy catering guidelines
- Purchase/arrange drinks
- Identify any local entertainment

Sponsorship

- Identify suitable sponsors
- Check your list with the Heart Foundation
- Approach and secure sponsors

Promotions

- Prepare & send ‘Save the Date’ email/invitation
- Prepare & send email/invitation
- Update and print (or email) event posters
- Book/arrange photographer
- Finalise public relations & media plan

Volunteers

- Identify volunteer opportunities and responsibilities
- Recruit volunteers
- Secure first aid volunteers

Other

- Finalise equipment list
- Pack equipment
- Develop registration process
- Order signage

Post Event

- Thank participants, volunteers and sponsors
- Collate any funds raised
- Return funds & paperwork, including a list of people requiring receipts to Heart Foundation (see finalisation process)
- Register your event for next year!
Start Fundraising

Use your online page to collect donations

Go online to download our ‘Top 10’ Online Fundraising Tips.

Help fund your event with sponsors
Use your local contacts to raise more money and/or save money. Local sponsors can help you by:
• donating cash to assist with your event
• donate products or services to help you set up/run your event
• donate products or services for raffles, auctions and other prizes.

Download our sponsorship letter template from our online page.

Raise more funds with a raffle*

Add a raffle to your event to add a fun activity and raise more money.
• Use local companies to donate products or services as prizes.
• Use friends, family or local students to help sell tickets.
• Use quirky or cute items as “raffle tickets” to match your theme.
• TIP: to help sell more tickets, offer ticket raffle packages e.g. 3 tickets for $10.

Raise more funds with an auction*

Add a live or silent auction to your event to add a fun activity and raise more money.
• Use local companies to donate products or services as auction items.
• Use local celebrities to donate ‘money can’t buy experiences’.
• Use local tradies/handymen to donate their time for live auctions.
• Ask a local real estate agent (auctioneer) to donate their time for a live auction.
• Auction off your centre pieces/event theming.

Sell tickets
• To help raise more funds for your event, you can sell tickets or encourage a donation on entry.

Encourage donations at your event
• Add a section on your entry/registration form for optional donations – often your guests will add a donation on top of the entry fee if asked.
• Provide opportunities for your guests to donate at your event – you can even use a laptop (or iPad) to encourage donations to your fundraising page at the event. Make it easy for people to donate!
• Always let them know your online fundraising page web address so they can donate online.

* Refer to the Red tools page for more information regarding raffles and auctions
Promoting your Go Red for Women Event

To make your event a success you need to get people to participate! There are lots of ways to get people to your event - below are some ideas to help you started.

- Start with your contacts (friends, relatives, work colleagues and acquaintances) – encourage them to also invite their contacts with our easy to use email template.
- Recruit a local celebrity (mayor, MP or news reporter etc) to participate – this will help drive local media interest and will help with word of mouth promotion.
- Use the poster templates provided and post them around your town.
- Use the invitation template provided and post or email invitations to:
  - your contacts
  - local businesses
  - local education facilities (schools, TAFEs and universities)
  - local community groups.
- Contact your local radio station to help promote the event.
- Send a media release to your local papers.
- Register your event with local ‘what’s on’ websites.
- Use social media to help get the word out – Facebook and Twitter are great resources for this (encourage your friends to retweet or share your posts to spread the word).

TIP – Visit goredforwomen.org.au to download some great tools to help you promote your event.

Finalisation process

1. **Bank any funds collected**, there are a number of ways to bank any funds you’ve collected, and receive receipts. Please visit goredforwomen.org.au for details.

2. **Contact us** if you have any questions or want assistance via gored@heartfoundation.org.au or phone 1300 65 82 99.

3. **Thank everyone** for their help:
   - volunteers
   - committee members
   - sponsors
   - special guests
   - attendees
   - donors.
4. **Register your event** for the following year!
Fundraising Terms & Conditions

We hope that you will enjoy coordinating your fundraising event for the Heart Foundation. It is important to note that there is a serious side to fundraising and these guidelines have been developed to help you understand your obligations as a fundraiser for the Heart Foundation.

By coordinating a fundraising event to raise money for the Heart Foundation you agree to these Terms and Conditions.

**General**

1. You are required to have an Authority to Fundraise before you commence raising funds for the Heart Foundation (“the Activity”). Once your fundraising activity is approved, the Heart Foundation will mail you a letter giving confirmation of your Authority to Fundraise, which is your authority to undertake a fundraising activity for the Heart Foundation. This document can only be issued when a detailed and signed Proposal to Fundraise form has been received by the Heart Foundation.

2. The fundraising event must be conducted in the name of the authorised fundraiser and is the sole responsibility of the authorised fundraiser. “Authorised Fundraiser” means the individual/s authorised to fundraise on behalf of the Heart Foundation.

3. Approval of your fundraising activity and the issue of an Authority to Fundraise by the Heart Foundation does not mean that the Heart Foundation has assessed the regulatory implications of your activity. There are numerous laws and regulations relating to charitable giving, fundraising, holding events and running various types of competitions. If in doubt please obtain independent legal advice regarding the legal implications and regulatory requirements of your proposed activity, any liability that may arise, and ensure you hold all permits, licences and insurances.

4. The Heart Foundation is unable to provide public liability insurance to cover community fundraising activities.

5. You accept all risks that may arise from the Activity, including the risk of injury or loss of life.

6. You declare that you are over 18 years of age.

7. You release the Heart Foundation and all persons or corporations associated directly or indirectly with the Heart Foundation from all known and unknown claims, liability, demands and proceedings arising due to any loss, damage, expenses or personal injury which may be sustained by you as a result of or in connection with:
   a) any neglect, act or omission or failure on the part of the Heart Foundation (including its servants, agents, volunteers or employees) or any person or corporation associated directly or indirectly with the Heart Foundation; or
   b) Your participation in the Activity.

8. You indemnify the Heart Foundation and all persons or corporations associated directly or indirectly with the Heart Foundation (collectively “those indemnified”) against:
   a) all losses incurred by those indemnified;
   b) all liabilities incurred by those indemnified; and
   c) all costs actually payable by those indemnified to their legal representatives (whether or not under a costs agreement) and other expenses incurred by those indemnified in connection with a demand, action, arbitration or other proceeding (including mediation, compromise, out of court settlement or appeal), arising as a result of or in connection with your participation in the Activity.

9. You will comply with these terms and conditions as may be amended by the Heart Foundation from time to time. You acknowledge that the Heart Foundation may update these Terms and Conditions and provide a copy to you.

10. You agree to provide true and correct information to the Heart Foundation and promptly notify the Heart Foundation of any changes to your information.

11. You acknowledge that the Heart Foundation reserves the right, at its sole discretion, to withdraw your Authority to Fundraise at any time and without notice or explanation to you.

12. **Heart Foundation** means the National Heart Foundation of Australia (ABN 98 008 419 761) and each of its State and Territory divisions.

**Promotions**
13. Please remember that your fundraising event is one organised by you to benefit the Heart Foundation. As such, you should promote your event as supporting the Heart Foundation. A suggested way of promoting it is “Funds raised will go to support the work of the Heart Foundation.”

14. If you wish to refer to or promote the Heart Foundation, you must refer to the Heart Foundation as “the Heart Foundation”. You only have a right to raise funds on behalf of “the Heart Foundation” but cannot state that you are “the Heart Foundation”.

15. The Heart Foundation will provide you with a community fundraiser logo that you have permission to use on promotional material once you have been granted an Authorisation to Fundraise. Guidelines on how to use the community fundraiser logo will be supplied with the logo.

16. Any promotional material you wish to use for your fundraising activity, such as flyers, posters, invitations, websites or media releases must by approved by the Heart Foundation prior to being printed or disseminated.

17. Due to limited resources the Heart Foundation cannot undertake media relations for the Authorised Fundraiser. As the coordinator of your event you must be responsible for all sales, marketing and promotion.

18. Sponsorship

19. The Heart Foundation must not be associated with alcohol, tobacco or some foods.

Funds & Receipting

20. The general obligations of the Authorised Fundraiser are to:

- Provide the Heart Foundation with an accurate estimate of the income and expenses associated with your fundraising event/activity
- Keep accurate financial records, including itemised expenses and the reason for them
- If you wish to bank funds raised straight into the Heart Foundation bank account, please use the official banking form and your fundraiser ID number, if unsure please contact your local Community Fundraising Coordinator at the Heart Foundation on 1300 55 02 82.
- Funds raised and details of your actual income and expenditure must be returned to the Heart Foundation within 30 days of your fundraising event.

21. As an Authorised Fundraiser you have certain record keeping and reporting requirements that must be met under the relevant fundraising legislation in your State and Territory. For further information on these requirements and fundraising in your State or Territory please contact your local Community Fundraising Coordinator at the Heart Foundation on 1300 55 02 82.

22. We recommend aiming for a minimum net profit of 80% of all funds raised for this event, to donate to the Heart Foundation. Please use the Income & Expenditure sheet included in this kit

23. The Heart Foundation cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. You should aim for your total expenses to be less than 20% of total proceeds (e.g. If your event raises $1000, you should only deduct up to $200 of expenditure, each item of expenditure should be itemised and a receipt should be provided).

24. The Heart Foundation can provide official receipts for approved fundraising activities. Tax-deductible receipts can only be issued to people donating $2 or more. The Heart Foundation will provide guidelines for use of receipts upon request. It is the responsibility of the Authorised Fundraiser to familiarise themselves with these.

25. The Heart Foundation does not issue receipts for Authorised Fundraisers to give out however we can issue them directly to donors once we have received your finalised Donation Receipt Form. It is important that you understand the official guidelines we use for issuing receipts, so you can provide correct information to people who support your efforts. You need to understand when a receipt can be issued, and to whom.

- Tax deductible donations: Receipts can only be issued in return for a straight financial donation, that is, when the donor receives no benefit.
- Non tax-deductible donations: No receipt will be issued for ticket purchases (e.g. raffle), entry to an event, donations of goods or services (e.g., donation of raffle or auction prizes) or auction purchases. That is,
anything where the person gets something in return for giving. In some instances we can issue a ‘sponsorship’ receipt which companies can use to claim sponsorship as a legitimate business expense (which may be tax deductible for the company).

We take this opportunity to remind you of the Terms and Conditions for Fundraising, these were signed off by you when applying for your Authority to Fundraiser and we have reproduced a copy here for your ease of reference.