

COMMUNITY FUNDRAISING KIT 2015/2016

For Barwon Health's facilities & services



Barwon Health Foundation:
PO Box 281, Geelong Vic. 3220.
Ph: 4215 8900 Fax: 0342158936
Email: foundation@barwonhealth.org.au
Web: barwonhealthfoundation.org.au

Thank you for selecting the Barwon Health Foundation as the beneficiary of your community fundraiser. Please read this community fundraising kit carefully before holding your event, activity or campaign.

About Barwon Health

Barwon Health provides a diverse range of vital health and medical services. The service region extends from Geelong, across the southern coast of Victoria to the South Australian border.

Barwon Health's Mission is:

To provide an integrated service delivery approach that ensures high quality, safe, people focussed care which is responsive to the needs of our community.

Barwon Health encompasses:

- University Hospital Geelong (inc emergency, general health, stroke, cardiac)
- Hospital in the home programs & palliative home care services
- Andrew Love Cancer Centre
- McKellar Centre (medical, rehabilitation, palliative and aged care)
- Swanston Centre (Mental Health Services)
- Geelong Central Community & Mental Health Service
- Belmont Community & Mental Health Service
- Corio Community & Mental Health Service
- Torquay Community & Mental Health Service
- Newcomb Community & Mental Health Service
- Anglesea Community & Mental Health Service
- Rotary House (Renal Services)
- 59 Sydney Parade (Community & Mental Health)
- South Geelong (Dialysis Services)
- Belmont Community Rehabilitation Centre
- John Robb House (Aged Care)
- Peter Street (Aged Care)
- Geelong West (Mental Health)
- Geelong West (Drug Treatment Services)
- Norlane (Day Activity Centre – Aged)
- Colac (Mental Health)

The Barwon Health Hospital Appeal current focus is #Projectlove – redevelopment of the Andrew Love Cancer Centre (ALCC) Chemotherapy Day Ward and Pharmacy.

#Projectlove will be completely community funded and is only made possible with strong local support. The target is to raise approximately \$3 million, to contribute to the redevelopment and to purchase new equipment in both areas of the Andrew Love Cancer Centre.

In our region, 2,394 people are diagnosed with cancer each year and 197 people are treated in the ALCC Chemotherapy Day Ward each week, as well as 600 medical outpatient appointments.

Each patient, however, is an individual, with an individual treatment plan and chemotherapy made especially for them by the ALCC Pharmacy. This pharmacy supplies over 16,500 products per year for patients treated at Barwon Health and since 2010, the number of items prepared and supplied by the ALCC Pharmacy to Barwon Health patients has increased by more than 80%.

To keep up with the increase demand, the pharmacy needs expanding to ensure each patient receives the best individual treatment possible. The redevelopment will feature more space and updated equipment to provide clinicians and pharmacists with the best facilities possible for this very important work.

Additionally, the current Chemotherapy Day Ward needs expanding and updating to ensure patients receive their treatment in the most comfortable environment.

The Barwon Health Foundation hosts a variety of events and campaigns throughout the year to raise money for the Appeal. It is important to familiarise yourself with the events and activities that are already in place and that may be similar to your fundraising idea.

Each year, the Barwon Health Hospital Appeal culminates in one weekend of giving that takes place on the Queen's Birthday weekend. This weekend involves tin shakes and other activities where the Geelong community can show their support by making a donation.

Select where your money goes

If your fundraising efforts are to support the Barwon Health Hospital Appeal then your contribution will assist the Andrew Love Cancer Centre Chemotherapy Day Ward and Pharmacy. Assistance with the appeal is always appreciated.

However if you would like your funds to contribute to a particular service or facility this needs to be nominated on the registration sheet. If a service or facility is not nominated then the funds will contribute to the Appeal.

For example, you may nominate a specific area such as:

- A particular site i.e. University Hospital Geelong, McKellar Centre rehabilitation and aged care or a community health centre
- A service i.e. cancer services, maternity services, stroke services
- A ward. i.e. Ward 3 University Hospital Geelong, Ward 7 McKellar Centre

About Community Fundraising

Organising fundraising activities is a fun and rewarding way to generate funds for important health services.

We really appreciate your support and the following notes will hopefully answer many questions for you. If you have other questions, please do not hesitate to contact the Barwon Health Foundation on 4215 8900 or email foundation@barwonhealth.org.au

There is strict legislation that governs how organisations and community groups conduct fundraising activities. So it is important that you read the guidelines and information provided by the Department of Consumer Affairs around this legislation. Read the information about fundraising at www.consumer.vic.gov.au then click on 'Clubs and not-for-profits' to see the specific activities that need to be registered.



Steps to conducting a fundraising activity for Barwon Health Foundation

- Step 1: Complete and return the Barwon Health Foundation Fundraising registration and agreement forms following
- Step 2: Check the Dept of Consumer Affairs website to determine whether or not you need to register with them. Read the information about fundraising at www.consumer.vic.gov.au then click on 'Clubs and not-for-profits' to see the specific activities that need to be registered.
- Step 3: Stay in contact with the Barwon Health Foundation and keep the representatives informed about your plans. You will receive a 'sanction letter' from the Barwon Health Foundation to confirm the registration.

Barwon Health Foundation Fundraising Guidelines

This agreement provides the basis for a fundraiser/event to be organised by the Fundraiser in conjunction with the Barwon Health Foundation.

If accepted, by signing and returning the attached fundraising registration forms, these terms and conditions will form the basis of any dealings between Barwon Health Foundation and the Fundraiser in relation to the fundraiser/event.

Upon Barwon Health Foundation entering into this agreement with the Fundraiser, they will send the Fundraiser an authorisation (sanction) letter confirming Barwon Health Foundation's approval of their activities. The Fundraiser is not authorised to use Barwon Health Foundation as its beneficiary charity until it has received the sanction letter.

Barwon Health Foundation involvement

The fundraiser/event shall be conducted in the Fundraiser's own name and is the sole responsibility of the Fundraiser. However, please keep the Barwon Health Foundation updated to a reasonable level about your fundraiser and as outlined in the following sections, permission must be granted to use Barwon Health Foundation and Barwon Health Hospital Appeal logos.

The Barwon Health Foundation can offer suggestions, answer enquiries and review media releases that you prepare. However, the officers are not able to take a coordination role in all independent activities and events. The Barwon Health Foundation does not have the resources to assist in soliciting prizes, organising publicity and promotion, or providing goods or services to assist the Fundraiser in the running of the fundraiser/event unless expressly agreed prior to authorisation of the event by the relevant authority at the Barwon Health Foundation.

Requests for Barwon Health Foundation or Barwon Health representative presence

If you would like a representative from the Barwon Health Foundation or Barwon Health to attend your activity, or play a part in the proceedings, requests can be made to the Barwon Health Foundation. Please allow sufficient time for your request to be organised and it is subject to availability of the relevant personnel.

Acknowledging Barwon Health Foundation

If the Fundraiser wishes to refer to or promote the Barwon Health Foundation or the Barwon Health Hospital Appeal, they must refer to Barwon Health Foundation as **"Barwon Health Foundation" and proceeds to support the "The Barwon Health Hospital Appeal"**.

Promotion/advertising can start after registration is complete and sanctioned by the Barwon Health Foundation.

It must be very clear that the Fundraiser's event, activity or campaign is not organised by the Barwon Health Foundation or the Barwon Health Hospital Appeal.

Recommended wording for fundraising events include:

"This event proudly supports the Barwon Health Hospital Appeal"; or

"This event proudly supports the Barwon Health Foundation"; or

"Proceeds from this event will support Barwon Health's University Hospital Geelong"; or

"Funds raised will be donated to Barwon Health's McKellar Centre"; or

"To support Barwon Health's Andrew Love Cancer Centre"; or

"All proceeds to support surgical services at Barwon Health's University Hospital Geelong"

Using the Barwon Health Foundation Logo

If the Fundraiser wishes to utilise the Barwon Health Foundation logo or Barwon Health Hospital Appeal logo on any materials or products, a minimum pledge amount of \$500 is required. The Fundraiser must obtain prior permission from Barwon Health Foundation in writing.

Any material or products requesting logo representation must be submitted to Barwon Health Foundation for approval prior to going to print.

Instead of using the logos, Barwon Health Foundation may sanction the use of a line of copy stating the relationship between the Fundraiser and the Foundation for all fundraiser promotional material instead.

Celebrities including Geelong Cats

Due to the number of demands placed on celebrities to support the Barwon Health Foundation, any approach made to these public personalities must be discussed with the Barwon Health Foundation prior to any contact being made.

This is particularly important in relation to the Geelong Cats – The Barwon Health Foundation is a charity partner of Geelong Cats and appearances are taken up by Barwon Health Hospital Appeal organised events only.

Sponsorship & donations

Please familiarise yourself with the Barwon Health Foundation major sponsors. They are shown on the Barwon Health Hospital Appeal website barwonhealthfoundation.org.au or you can ask the Barwon Health Foundation.

Any approaches to these sponsors for financial or prize support must be discussed with the Barwon Health Foundation prior to the approach being made.

Media and Public Relations

The Barwon Health Foundation officers would be more than happy to discuss any ideas you may have for media materials or releases, although the execution will be up to the Fundraiser.

All printed material, including media releases, must be approved by Barwon Health Foundation. Printed material must be forwarded to Barwon Health Foundation for approval prior to being printed or circulated.

Submitting funds after an event or activity

Any funds raised need to be submitted to the Barwon Health Foundation as soon as possible after the event/conclusion of the activity or campaign. This is to ensure they are banked quickly.

If large amounts of cash have been collected, for your own security we recommend that you submit these funds to the Barwon Health Foundation on the next business day.

All small amounts should be received within 30 days. After 30 days you will be contacted by the Barwon Health Foundation to enquire about the funds.

The Barwon Health Foundation office is open Monday to Friday from 9am-5pm.

Financial Aspects of Your Fundraising

It is a requirement of the Charitable Fundraising Act that accurate records of income and expenditure be maintained. The financial aspects, fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Fundraiser and the Fundraiser must comply with any obligations imposed on it by the Charitable Fundraising Act and associated regulations. You can visit www.consumer.vic.gov.au to clarify your roles and responsibilities and click on 'Clubs and not-for-profits' to see the specific activities that need to be registered.

Barwon Health Foundation will only issue individual receipts for tax deductions for attendees/supporters of the fundraiser/event if a donation of \$2.00 or more is made to Barwon Health Foundation by that attendee/supporter. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. If the total of individual receipts exceeds 30 please provide Barwon Health Foundation an electronic version of your register.

When the attendee/supporter has given money in return for goods or services i.e. a dinner or game of golf, a tax-deductible receipt cannot be issued.

Disclaimer

Barwon Health Foundation reserves its right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Thank you for reading the community fundraising kit. All the stipulations are to ensure that you have a successful event working within the Barwon Health expectations. We wish you success for your fundraising!

**Thanks
The Barwon Health Foundation**



COMMUNITY FUNDRAISING REGISTRATION FORM - PAGE 1 OF 2

To be returned to the Barwon Health Foundation

PO Box 281, Geelong. Vic. 3220.

Ph: 5260 3355 Fax: 5260 3822

Email: foundation@barwonhealth.org.au

Web: barwonhealthfoundation.org.au

Name of fundraising activity: _____

What type of event/activity: _____

Date: _____ **Time:** _____

Venue: _____

Venue Address: _____

Cost of Tickets/entry: \$ _____

Estimated donation: \$ _____

How will you be promoting your fundraiser: _____

Name of Coordinator: _____

Contact address: _____

_____ Postcode: _____

Contact phone no.: _____ Mobile: _____

Email address: _____

We would like our funds to contribute to:

[] The Barwon Health Hospital Appeal

[] Specific facility, service or ward:

please specify _____

Do you need to discuss sponsorship, logos, media, promotion or celebrity involvement with the Barwon Health Foundation? (this is in line with the information provided in the community fundraising kit)

FUNDRAISING ACTIVITY AGREEMENT - PAGE 2 OF 2
Written Agreement

I _____ - as the Fundraiser, and on behalf of those who are involved in this fundraiser, have read and fully understand the guidelines we need to adhere to when implementing our fundraising activities. We understand that in addition to informing the Barwon Health Foundation of our intentions we may need to register with Consumer Affairs -check the Consumer Affairs website www.consumer.vic.gov.au to clarify your roles and responsibilities and click on 'Clubs and not-for-profits' to see the specific activities that need to be registered.

We understand that Barwon Health Foundation has the right to decline our application to raise funds on behalf of the Foundation and Barwon Health.

We acknowledge that we need written approval on all printed and electronic materials used to promote our fundraiser.

We are clear that we need to communicate that the Barwon Health Foundation or the nominated beneficiary i.e. University Hospital Geelong is the beneficiary of our efforts, thus the fundraising is supporting the cause and it will be made clear that it is not a Barwon Health Foundation or Barwon Health Hospital Appeal event/fundraiser.

We acknowledge that Barwon Health Foundation and Barwon Health staff will not be held responsible for anything related to our fundraising efforts.

We understand that funds raised will contribute to the programs we nominate and that Barwon Health manages these funds in line with its business plan and relevant legislation and regulations around conducting business in the health sector.

Person representing Fundraising Group

Date

Executive Director Barwon Health Foundation

Date