



the gutsy challenge

Give for GI Cancer Research



Fundraising Guidelines

Thank you for your interest in fundraising for the GI Cancer Institute. We value all enquiries from individuals, community groups and businesses that will assist us in finding better ways to treat GI cancer. Our aim is to develop new standards of care for all GI cancers, to improve survival rates and to reduce suffering as much as possible. Any third party raising funds for the GI Cancer Institute must comply with relevant laws and regulations within each State or Territory. Your event needs to be run safely and meet all the financial and legal requirements. That way, not only will it go smoothly with great results but will ensure all your efforts go towards making a real difference to those in need. We would appreciate you completing a Proposal to Fundraise form. To assist you in preparing your fundraising event we have developed the following guidelines and we welcome your submission. All Proposals to Fundraise will be responded to within three working days. If your proposal is compatible we will provide you with a letter giving you Authority to Fundraise on our behalf and a Fundraising Toolkit. The Toolkit is designed to assist you with the organisation of your event and to maximise opportunities to raise funds and communicate valid messages to the community about the work of the GI Cancer Institute.

THE TOOLKIT

The Toolkit includes:

- Information about the GI Cancer Institute to assist you in understanding what we do
- Style Guidelines for you to use our images, logos etc.
- Letter template you can adapt for seeking sponsorship or donations to support your event
- Receipt template to complete for all donations
- Invitation template
- Media Release guideline with suggestions to promote and publicise your event
- Media Release template you can adapt to promote your event
- Fundraising incentives you can receive from the GI Cancer Institute
- Income and Expenditure template
- Organisation check list

THE GUIDELINES

Please read the following guidelines carefully before completing your Proposal to Fundraise

- Any fundraising activity undertaken by a third party to raise funds for the GI Cancer Institute will be conducted by that individual or group/ committee and is the sole responsibility of the person/s making application to the GI Cancer Institute.
- Any promotional material must clearly state that the event is “raising funds for the GI Cancer Institute”. It is not to be referred to as a GI Cancer Institute event.
- The GI Cancer Institute logo is a valuable brand. Any use of the logo must be approved by the Institute and any printed material using the logo must be authorised by the GI Cancer Institute prior to printing. Guidelines for using our logo will be included in the Fundraising Toolkit.

- Due to our ethical standards we will not be involved in any event or be associated with any organisation or industry group that supports or promotes smoking.
- Any fundraising activity undertaken must fit within the NSW Charitable Fundraising Act guidelines which specify that expenses must not exceed 40% of funds raised. The GI Cancer Institute cannot pay any expenses incurred by you. The person/parties authorised to fundraise are responsible for payment of all expenses in relation to the agreed fundraising activity.
- A third party cannot issue a receipt for funds raised. Only the GI Cancer Institute can issue a receipt for money raised on our behalf. If a receipt is required, relevant information must be recorded on the receipt templates provided in the Fundraising Toolkit and receipts will be issued direct to the donor by the GI Cancer Institute.
- A donation is described as an amount of money given with no expectation of a benefit in return for the amount given. Please be aware that tickets to attend fundraising events, purchase auction items, raffle tickets etc. are not donations and therefore not eligible to receive a tax deductible receipt.
- A detailed Income and expenditure sheet will be included in the Fundraising Toolkit and should be completed by any person/parties authorised to fundraise for the GI Cancer Institute. This sheet, together with any receipts in relation to costs associated with the event, must be kept by the person/parties authorised to fundraise for seven years to satisfy the Australian Tax Office.
- Funds raised must be reconciled and forwarded to the GI Cancer Institute within 14 days of the completion of the fundraising activity.
- The GI Cancer Institute is able to support local media relations for any fundraising activities undertaken. We will provide you with a Media Release template and some guidelines for gaining publicity for your fundraising activity in the Fundraising Toolkit.
- The GI Cancer Institute is unable to secure raffle or auction prizes for your fundraising activity.
- Funds raised and individual donations can be deposited direct to our bank account. Donations can be made at any time via our website www.gicancer.org.au/donate and will be allocated as funds raised to your event total. You can also build your own online fundraising site through the fundraising portals [Everyday Hero](#) or [Go Fundraise](#).
- Community fundraisers are not authorised to deposit any funds raised into their personal bank account. Once you receive an authority to raise funds for the GI Cancer Institute any funds raised using our name must be deposited into one of the above approved account options.
- The GI Cancer Institute is unable to provide any public liability insurance for any fundraising events organised by a third party.
- The GI Cancer Institute accepts no responsibility for any accidents or incidents that occur during the organisation or running of the fundraising activity. You must indemnify the Institute in any insurance you undertake in relation to your activity.
- It is the responsibility of the person/parties authorised to undertake the fundraising activity to gain any licences or approvals to operate their fundraising activity from relevant local and state authorities.
- Any person who undertakes a fundraising activity on behalf of a registered charity without authorisation by that charity is acting outside of the law and can be prosecuted.
- We reserve the right to refuse, or cancel at any time the granting of a fund raising authority if we believe it is not in the best interests of the individual or the Institute.



PROPOSAL TO FUNDRAISE FORM

GI Cancer Institute

If you would like to organise a fundraising event to support the GI Cancer Institute please complete this proposal and return it to anne@gicancer.org.au via email or mail to Locked Bag 77, Camperdown NSW 2050. You can also find the online form at www.gicancer.org.au

Once approved, you will receive a letter authorising you to fundraise on behalf of the GI Cancer Institute and a Fundraising Toolkit. Please click [here](#) for an online version of the form.

Details of the event

Name of person organising the event/activity					
Name of organisation (if applicable)					
Street Address					
Suburb		State		Postcode	
Postal Address (if different from above)					
Telephone					
Email					
Title of Event					
Proposed date of Event					
Start and Finish time					
Location of Event					
Number of proposed participants					
By what means will you be raising funds? (e.g. ticket, raffle, auction, sponsorship)					
Will you be raising money for any other organisations at the event?					
If yes, please advise name(s)					

Declaration

I hereby declare that all information provided to the GI Cancer Institute in this proposal is true and accurate. I have read the Fundraising Guidelines and agree to abide by all conditions contained within the guidelines. I agree to indemnify the GI Cancer Institute against any claims for injuries or damages arising out of the event or activity I undertake. I understand that the GI Cancer Institute has the right to withdraw my approval to fundraise if I am in breach of any of the Fundraising Guidelines.

Name: _____ **Signature:** _____ **Date:** _____



Locked Bag 77, Camperdown NSW 2050
Phone: 1300 666 769 **Fax:** (02) 9562 5348
Web: www.gicancer.org.au
ABN 34 093 854 267

Fundraising Toolkit



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**GI CANCER
INSTITUTE**

GASTRO-INTESTINAL CANCER RESEARCH

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STYLE GUIDELINES

We encourage fundraisers to follow the styles we defined for posters, brochures, pages of their event and activities. The style guidelines provide usage of images, colours and fonts in detail. Please contact us at 1300 666 769 or email anne.casey@gicancer.com.au if you have any questions.

Fundraisers are encouraged to use the images on their fundraising page, brochures, packaging, and elsewhere. You may not use the logos and images or its likeness as your own or for any other commercial purpose without permission from the GI Cancer Institute.

The logos are registered trademarks of the GI Cancer Institute, which is responsible for defending against any damaging or confusing uses. In general, we want these logos to be used as widely as possible to promote us and our community. Derivative versions of our logos are generally prohibited, as they dilute the GI Cancer Institute's brand identity. For high resolution versions of the logos, please contact us at anne@gicancer.org.au or 02 8036 5220.

Guideline for GI Cancer Institute style

Colours	CMYK	RGB	PMS	Notes
GICI Turquoise	(90, 0, 49, 0)	(0, 162, 151)	3268C	HEX #00A395
Dark Teal	(100, 0, 0, 80)	(0, 51, 51)	7547C	HEX #003333
Black	(0, 0, 0, 100)	(0, 0, 0)		HEX #000000
Grey	(0, 0, 0, 50)	(128, 128, 128)	877C	HEX #808080
Writings	Headings		Content Text	
Font Type	Calibri		Calibri	
Font Size	11		11	

Guideline for Gutsy Challenge style

Colours	CMYK	RGB	PMS	Notes
GICI Turquoise	(90, 0, 49, 0)	(0, 162, 151)	3268C	HEX #00A395
Orange	(0, 44, 79, 5)	(251, 143, 0)	7413C	HEX #FB8F00
Grey	(0, 0, 0, 50)	(128, 128, 128)	877C	HEX #808080
Pink	(0, 99, 47, 1)	(237, 2, 140)	225C	HEX #ED028C
Green	(30, 0, 69, 22)	(139, 198, 62)	368C	HEX #8BC63E
Writings	Headings		Content Text	
Font Type	Calibri		Calibri	
Font Size	11		11	

Writing/stylistic rules

- When mentioning GI cancer for the first time, please do not abbreviate, write it as whole Gastro-Intestinal (GI) cancer
- Avoid words such as sufferer and cure



Suggested logo uses are as below with no further adjustments. Please contact us on 1300 666 769 for high resolution versions.



the gutsy
challenge



SPONSORSHIP LETTER TEMPLATE

NAME

ORGANISATION

STREET ADDRESS

SUBURB STATE POSTCODE

Date

Re: Sponsorship Opportunity

Dear NAME

I am (your personal story and experience with GI Cancer). In XXXX 2015, I will hold a fantastic event to raise awareness of gastro-intestinal cancers and to raise funds to support clinical trials for the GI Cancer Institute.

The GI Cancer Institute helps to save the lives of the 24,600 Australians who are diagnosed every year. GI Cancers include those of the oesophagus, gallbladder, liver, pancreas, stomach and bowel. GI cancers do not discriminate between men and women.

The GI Cancer Institute aims to fundraise for, and raise awareness about GI cancer. It's important that we improve survival rates for GI cancer.

- Survival rates are lower than for other more well-known cancers. The five-year survival rate of people with cancer of the stomach is 25%, colon 61% and rectum 63% – and only 6% of people contracting pancreatic cancer live more than five years.
- 33 Australians lose their lives to GI cancer each and every day of the year-that's one every 45 minutes

I am hoping that my project might be of interest to you as an opportunity to promote your products and company through a sponsorship arrangement. We can offer a variety of sponsorship methods to suit your budget, for example:

1. Donate items to be raffled or given away at the event. We would post a thank you to your business on social media and on our fundraising page.

2. Speaking spot at the event –You would have the opportunity to promote your products to up to XXX participants via a 10 minute speaking spot at a cost of \$1000.00. We would give prominent publicity to this fact in all our promotional material such as social media, publicity leaflets and advertising.

3. Your logo featured on fundraising pages, a shirt worn while running and on all material provided to participants at a cost of \$500

It may be that you have other ideas that you would like to discuss with me. One of the great advantages of partnering with a local company is being able to be flexible. Could we arrange a meeting to talk through some ideas? Please join me in keeping Australians alive and fighting GI cancer. Together, we can make a difference

Yours sincerely

SIGNATURE

YOUR NAME



YOU ARE INVITED

_____!
Please join my Gutsy Challenge event and
make a difference!

Host: _____

Where: _____

Date: _____

Time: _____

Details: _____

Contact: _____



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www.gutsychallenge.com

www.facebook.com/TheGutsyChallenge

www.twitter.com/gutsychallenge



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_____!
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Host: _____

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Contact: _____



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www.facebook.com/TheGutsyChallenge

www.twitter.com/gutsychallenge

MEDIA RELEASE GUIDELINE

The following are some tips for contacting local media:

- Customize the media release template provided below.
 - Visit Web sites for your local television and radio stations, newspapers and magazines, identifying sections that support community activities and/or events:
 - Begin with media outlets closest to your town, expanding toward larger outlets that feature regional activities.
- Who to contact:
 - TV: news desk, morning show producer, health reporter/producer
 - Radio: news director, general assistant reporter
 - Print: health or features reporter/editor, calendar editor (to alert for events)
 - Online: local bloggers and online publications
- Email information about your event to the media outlet and follow up by phone the next day:
 - Identify the reporter/editor's name when you call or in your email. Refer to them as Mr. or Ms.
 - Include "Story Idea" in email subject headline.
 - Provide a short but compelling explanation as to why you are contacting them.
 - Refer to the media advisory that you have pasted in the body of the email. If they show interest, they will ask you to provide more information and/or conduct an interview later.
 - Inform them that you will follow-up soon if you were unable to talk to them directly.
- Follow up within a few days or a week. Introduce yourself again, and explain that you emailed a story idea and would like to know if they are interested.
- Please contact us as we are happy to assist with getting your story into the media

For further assistance please contact Anne Casey (P: 1300 666 769 or anne@gicancer.org.au)

MEDIA RELEASE TEMPLATE

Tuesday, 28 July 2015

***[Participant name]* is helping to support GI cancer research by *[insert activity]*...**

Local resident, *[name of participant]* from *[suburb/area/town/district]* is helping to find better ways to treat gastro-intestinal (GI) cancer by *[title of event]* in *[location & date of event]* as a supporter of GI Cancer Institute.

The GI Cancer Institute encourages people around Australia to participate in major fundraising events while raising funds to find better ways to treat GI cancer, extend people's lives and improve their quality of life.

All funds raised will support a research into improving the treatment of GI cancer. By conducting research in Australia, people with GI cancer can access new treatments 3-5 years earlier than if research was conducted overseas.

GI cancers include those of the oesophagus, stomach, liver, gall bladder, pancreas, small intestine, bowel and anus. GI cancers are the most common form of cancer, directly affecting more than 24,000 Australians each year and claiming a devastating 33 lives each day.

This *[suburb/area/town/district]* local, hopes to raise *[fundraising goal i.e. \$1,000]*.

[Participant's first name] has chosen to become a supporter of the GI Cancer Institute because *[insert reason why you are supporting GI Cancer Institute]*.

[He/She] says *[Participant quote i.e. what you are hoping to achieve supporting GI Cancer Institute]*

To find out more about GI Cancer Institute or our healthy eating and physical activity program, the Gutsy Challenge, please visit www.gicancer.org.au or to donate to *[participant name]* go to *[everyday hero URL]*

FUNDRAISING TIPS FOR SUCCESS

**We want to help you put the fun in fundraising.
Here are some tips to get you started**

- Send out personal emails to your networks making a specific donation request- “My goal is to have 50 people donate \$50 to fight GI Cancer. Can you donate \$50?” (or \$20). Make the emails personal rather than a bulk email.
- Get your family and friends to email to their networks
- Ask any community groups you attend and any local businesses you frequent to donate or to donate items to be raffled off or services
- Add the link to your fundraising page to your email signature with a tagline such as “I’m doing something amazing and you can be a part of it” or “Help me fight GI Cancer”
- Ask people to help you reach your goal-you’ll be surprised!
- Make the first donation yourself to impress your supporters with your commitment to the cause
- Regularly update your networks about your training and progress and remind them to donate
- Post information about your fundraiser on your Facebook profile and allow your friends to get involved
- Like the GI Cancer Institute Facebook page
- Create an ‘event’ on Facebook and invite your friends
- Promote your event on your Twitter with hashtags #GICancer #HereToHere #guts

Other ideas:

- Easter / Xmas/ Australia Day raffles
- Movie Nights <http://www.fundraisingdirectory.com.au/supplier/2708/hoyts-corporation/>
- Bunnings BBQ <http://www.bunnings.com.au/about-us/in-the-community/local-community-support>
- Dinner at a local restaurant @ \$50 a head
- Golf Day-get all your contacts to form teams.
- Approach organisations that you do business with-either personally or professionally and tell them your story. This may be banking, insurance, superannuation, healthcare, local gym etc.

FUNDRAISING INCENTIVES

Raise \$100 or more and we'll give you a Gutsy Challenge singlet or shirt as below:



Raise \$1,000.00 or more and we will reward you with a Fitbit.

We also have prizes and incentives to thank you for your support and to motivate you to achieve your best.



INCOME AND EXPENDITURE TEMPLATE

The income and expenditure sheet is provided to assist you with managing and keeping a record of all the income and expenses from your fundraiser. Please remember to try and keep the costs of your fundraiser as low as possible so we can ensure all money raised will go towards the cause.

Name of person organising event/activity

Fundraising activity Date

Account

Current year to date

Income (please list details below – examples shown)

Donations	\$
Sales	\$
Raffles	\$
Auctions	\$
Other	\$
	\$
	\$
	\$
	\$
TOTAL	\$

Expenditure (please list details below – examples shown)

Postage	\$
Printing and Publishing	\$
Stationery	\$
Travel	\$
Raffles	\$
Auctions	\$
Other	\$
	\$
	\$
	\$
TOTAL	\$
Total Expenditure	\$
Net Income (total income less total expenditure)	\$

PLANNING CHECKLIST

Whatever type of event you're holding, this checklist will be able to assist you! Follow these key steps to keep on track

- Arranged a team to assist your event?**
- Set your targets?**
- Found a venue for your event?**
- Completed Fundraising Proposal and submitted to us?**
- Arranged any permits?**
- Planned to minimise or eliminated any risks for your event?**
- Created plans for event?**
- Promoted your event via social media, email, posters or local media?**
- Started banking funds?**
- Took lots of photos?**
- Appreciate and thank anyone who made contributions?**
- Sent everything back to us?**