

A Guide to Support Group Fundraising

Introduction

Many Parkinson's NSW Support Groups hold fundraising activities throughout the year. Fundraising is a positive way in which members of a Support Group can interact with each other in a different way to meetings.

This type of activity offers people the chance to build friendships, expand networks, and to raise awareness of a Support Group in their community.

Participating in or supporting fundraising activities will enable a Support Group to contribute financially to a cause close to everyone – Parkinson's disease.

It doesn't matter whether you raise a little or a lot of money, Parkinson's NSW appreciates your effort. All funds raised will enhance Parkinson's NSW services such as the InfoLine and nursing services.

'Pitch in for Parkinson's' and 'In this Together'

You will often see these slogans that identify and communicate to the community the Parkinson's NSW brand and messages. This means your fundraising efforts will be recognised as support for Parkinson's NSW. See the *Communication and Branding* chapter of this Manual for conditions of use of these words and graphics.

How your fundraising helps

Less than 10 percent of Parkinson's NSW funding comes from government sources. The services and support Parkinson's NSW offer for people living with Parkinson's depend almost entirely on the generosity of thoughtful people like you working to provide funds. Thank you!

Your fundraising activities will contribute to:

- More than 6,000 people annually who are supported by the Registered Parkinson's Nurses who staff the Parkinson's NSW InfoLine;
- Specialised counselling services for people living with Parkinson's and their carers;
- Education seminars across NSW to ensure people are kept up to date with the latest information about Parkinson's Disease;
- Highly trained Parkinson's Specialist Nurses working at the community level in regional areas; and
- Research grants awarded for projects seeking new and improved treatments and immediate health benefits for people living with Parkinson's.

Before you start fundraising

All individuals, groups or organisations – including Parkinson's NSW Support Groups – who wish to fundraise on behalf of Parkinson's NSW are referred to in this document as Community Fundraisers.

Community Fundraisers must register with Parkinson's NSW, regardless of the size of the activity or expected return.

Please take time to read these Guidelines. They explain how to plan and organise your fundraising activity or event. They also outline your responsibilities as a Community Fundraiser.

Getting started

The following information will help newcomers and seasoned campaigners to understand PNSW requirements for raising money on behalf of PNSW. Here are some of the first steps required.

1. Form a small team from within the Support Group, with one person as the team co-ordinator.
2. The co-ordinator of the fundraising team must be able to delegate tasks to the Fundraising Team members.
3. Decide on what type of fundraising will work for your Group. Discuss ideas and then think about what can be achieved and what is manageable for the Fundraising Team.
4. Set a target that is achievable. It doesn't hurt to aim high but try to be realistic as well. By setting a realistic goal and sharing it, you will give others an indication of how much they could donate to support your fundraiser.
5. Inform your Support Group Leadership Team members of your ideas and seek their approval.
6. Determine a time frame for the fundraising activity. Set a timeframe – it could be short and sweet say one to two months. For a larger fundraising activity, you may need to start planning six or more months out.
7. Create a budget so you can explain to the Leadership Team and Parkinson's NSW the income and expenditure for your fundraising activity. Remember the idea is to make money. Consider possible expenses such as venue hire, decorations, food and refreshments, postage and printing etc. Remember Parkinson's NSW can also assist with balloons, flyers and raffle tickets.
8. Make sure all members of the Fundraising Team have read these Fundraising Guidelines. The Support Group must not undertake any fundraising without appropriate authorisation from PNSW.

PNSW, due to limited resources, is unable to assist in the coordination of your fundraiser, in soliciting prizes, organising publicity or celebrities, or providing goods or services. Wherever possible, PNSW will support and advise you on all aspects of your fundraising activity.

Authorisation and Approval

Before any work can commence, the fundraising team must seek approval from Parkinson's NSW.

Once your activity is approved, Parkinson's NSW will send you an Authority to Fundraise Letter, a Fundraising Identification Number, and Identification Badge.

Until receipt of your Fundraising Authority, you cannot commence your fundraiser or use the Parkinson's NSW name as your beneficiary.

Seek approval and authorisation by contacting the Fundraising Manager of Parkinson's NSW.

Once authorised, any fundraising activity must be undertaken in compliance with the Parkinson's NSW Fundraising Guidelines.

Even if your PSG has been authorised to conduct a fundraising activity in the past, it does not mean you are authorised for future activities. You must seek approval each time.

The reason for this strict process is because Parkinson's NSW has been issued with a charitable fundraising authority by the NSW Department of Fair Trading. It is therefore responsible for all fundraising activities conducted under the Parkinson's NSW name – including those undertaken by Support Groups.

That means Parkinson's NSW needs to know about and grant approval for all your PSG's fundraising activities.

This process enables Parkinson's NSW to comply with strict legal and regulatory fundraising requirements. Failure to do so could result in our fundraising authority being revoked. This would cause significant financial damage to Parkinson's NSW and jeopardise its ability to continue operations.

When your Group fundraises in your community, Parkinson's NSW is extending its NSW Fundraising Authority to you.

This means that Parkinson's NSW will need to obtain information from you to ensure that your fundraising activity meets the statutory requirements it is required to adhere to. These requirements include fundraising laws, taxation laws and privacy regulations.

The activity is conducted in your (the Community Fundraiser) name and, with Parkinson's NSW guidance, it is your responsibility to comply with all rules and regulations.

While Parkinson's NSW wants you to be creative in choosing your fundraising activity, due to the organisation's standards and safety concerns there are a few activities and events that it cannot be associated with.

These include:

- Use of weapons, firearms or fireworks
- Events that promote smoking, drugs or misuse of alcohol (including sponsorship from companies that sell these products)
- Events that promote illicit behaviour
- Door-to-door, face-to-face, or telephone fundraising

Fundraising Form

Please complete the Pitch in for Parkinson's Fundraising Registration Form available on the Parkinson's NSW web site here: <https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-registration-form>

Any changes made after the form has been submitted must be reported to Parkinson's NSW within 14 days of the date of the change, and before commencement of the activity or event.

This process of completing the form will give you a great start and is also helpful to the others in the Support Group to understand what you are trying to achieve. Others in the Group may have very useful contacts within the community to support the fundraising activity.

Next Steps

We're in this together – involve and invite your close network of people around you. Why? Because they care about what you care about. Include family, friends, colleagues, school friends or mates at the gym.

Receipts for donations

It is a legal requirement to receipt every donation over \$2 received. There are also strict Australian Taxation Office requirements around when gifts and contributions are tax deductible and when tax deductible receipts can be issued.

Like all businesses, charities like Parkinson's NSW are subject to audits by statutory bodies. It must be able to respond in a timely and efficient manner to any enquiries that involve receipts issued.

For this reason, it is imperative that all tax receipts are issued from the Parkinson's NSW office and recorded on a central database.

Parkinson's NSW can support you with interim receipting options to assist your fundraising activities.

To enable PNSW to issue receipts, the Fundraising Coordinator needs to provide to the Fundraising Manager at Parkinson's NSW the person's name, address, postcode, phone number, donation amount, confirmation that a receipt is required, and does the person want to be added to PNSW mailing list.

Tax-deductible Donations

Parkinson's NSW can provide official tax-deductible receipts for donations of \$2 or more.

All cash donations must be receipted and can only be receipted by Parkinson's NSW. The community fundraiser cannot issue receipts.

Please complete the donation receipt form in the Fundraising Kit. **This Kit will be issued by Parkinson's NSW following approval of your fundraising.**

Submit the donation receipt form your paperwork and donation. We are then able to issue receipts.

If your fundraising activity is purely online, receipts are automatically generated and emailed to your supporters' nominated email address.

Please note that the following contributions cannot be issued a tax-deductible receipt:

- Purchase of goods and services
- Purchase of raffle tickets
- Purchase of auction items
- Goods or services donated for a fundraising event or activity

Ideas to help with fundraising

The Support Group Fundraising Team probably has experience with other fundraising activities. Some traditional ideas that have stood the test of time are cake stalls, going to the movies, a barbeque lunch or picnic, a car wash, raffles and auctions.

Remember to keep the FUN in FUNdraising!

The team can organise some fun activities that provide a social opportunity for those in the Support Group. Enjoyable activities in your Group for those that aren't as mobile as they used to be could include a trivia night, silent auctions, a musical evening, a cocktail master class or wine and cheese appreciation, a fancy-dress party or a luncheon.

Plan to do something that you and the Fundraising Team like, or are already involved in. Maybe it's a social or sporting activity that you may undertake with

friends. Or a family night of board games. Perhaps, a personal challenge - like giving up sugar for a month.

Make sure you keep your activity within your capabilities. We want you to have FUN!

Get Online

Online fundraising is the quickest, easiest and safest way to Pitch in for Parkinson's. Within minutes you'll have your very own web site to.

For more information on online fundraising, visit:

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

When fundraising online, there is no need to handle money, deposit funds or keep financial records. And better yet, your friends who Pitch in for Parkinson's through your page automatically receive a tax-deductible receipt to their email.

Online fundraising is the fastest and safest way to collect donations. Donations made online will automatically generate an electronic receipt that will be emailed directly to the donor.

If you set up a Pitch In for Parkinson's or Facebook online fundraising page, please send your donors the link to your dedicated fundraising page to make donating simple.

Online Fundraising Tips

- Upload a profile picture – fundraisers who upload a profile photo raise over 10 times more on average than fundraisers who don't
- Add your own story – people want to hear what's motivating you to fundraise. Share your story so they can understand why supporting Parkinson's NSW is so important to you.
- Lead by example – Show your commitment and make the first donation to your own page. Fundraisers who donate to their own page raise 120 percent more on average.
- Share, share and share again. Notice how it's hard to find that post you were looking at yesterday? Post and tweet at different times of the day to make sure you keep your fundraiser front and centre for your friends. Top fundraisers share their page at least 10 times
- Thank your supporters. Tag them on your Facebook, Twitter or Instagram, and shoot them through a quick thank you text or give them a call – they'll appreciate it.

Tell your story

When asking someone to Pitch In to your fundraiser or inviting them to your event, tell them why you are doing this and why your fundraiser means so much to you?

Tell your personal story. They will connect more with your passion rather than dry facts and statistics.

Share your story

- Share your online fundraising page through the social media pages of Parkinson's Support Groups and Parkinson's NSW.
- Send emails and text messages to potential donors.
- Download and print the Pitch in for Parkinson's' invitation.
- Download and print the Pitch in for Parkinson's posters and post them around your workplace, school or sports club
- Create a Facebook event or fundraising page. Facebook fundraising is a new initiative that is easy to set up and incurs no user fees – ask us how to access this.
- Go live on Facebook or Instagram and tell your story. Use the downloadable Facebook profile picture or cover. **This is available along with other fundraising resources from the Parkinson's NSW web site here:**

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

Underway with fundraising

Communication, communication, communication. At each Support Group meeting make sure the Fundraising Team regularly give updates on your fundraising progress. It will keep everyone excited about your fundraiser.

Remind Everyone

In this busy world people may have all the intention of Pitching In but then completely forget about it or – due to living with Parkinson's – they may need time-out for medical reasons.

Consider sending a reminder to those who haven't responded yet. It's a great opportunity to tell them how your fundraising is going so far and what's needed to help you meet your goal.

Say "Thanks!"

Say thank you to everyone who is getting involved and who Pitches In. They will really appreciate that you took to the time to say it.

At the end of your fundraiser, use the downloadable thank you cards and write to all your supporters letting them know how successful your fundraiser was and acknowledging how important their support was.

Australian Parkinson's Statistics

Here is some information that can help you provide explain why you are raising funds in your community. You can include these details when you say thank you to local businesses and/or sponsors who support the fundraising activity.

- In Australia, Parkinson's is more common than breast, prostate, colorectal, stomach, liver, pancreatic, kidney, bladder, uterine, cervical, ovarian and lung cancer. Also, lymphoma and leukaemia
- Less than 10 percent of Parkinson's NSW funding comes from government sources
- On average, 37 people are diagnosed every day
- Of the almost 200,000 people living with Parkinson's around 18 percent are of working age.

Trader Fundraising

If your fundraising activity involves a donation through the percentage of sales of a product or service, it is no longer deemed a community fundraising activity.

This type of fundraiser is known as a 'trader' arrangement and comes with a strict set of rules. Parkinson's NSW will therefore guide you in how to obtain Government approval for your trader activity but please allow a significant lead time to allow this to happen.

Please be advised that if a trader activity is in place, Parkinson's NSW is not able to sell any products or services to support your fundraiser.

Insurance

Parkinson's NSW insurance policies do not extend to cover you or your fundraising event or activity. You are encouraged to obtain your own insurance for your fundraising activity or event.

Check with the venue or location such as a council park to see what insurance coverage is in place.

Fundraising activities arranged by Parkinson's NSW Support Groups may be covered for insurance, but confirmation will be required by from the Parkinson's NSW insurance broker.

Permits & Licences

Fundraising activities or events must comply with all relevant legislative and Local Government requirements.

As the Community Fundraiser you need to be aware of regulations relating to liquor licensing, preparation of food, the role of children in fundraising, and conducting raffles, competitions and auctions. You are required to obtain the relevant permits or licences.

It is your responsibility to check with relevant authorities and your Local Council to ensure that you have all permits required for your activity or event.

You are also responsible for contacting local police and ambulance services if needed.

The Parkinson's NSW fundraising licence only allows fundraising within NSW. If you are undertaking fundraising in another state, Parkinson's NSW will not be able to authorise your activity – however this rule does not apply when setting up an online fundraiser.

The New South Wales authority currently governing fundraising legislation is Fair Trading. More information can be obtained from its web site:

<https://www.fairtrading.nsw.gov.au>

Financial Aspects

As the Community Fundraiser, you are responsible for all financial aspects – including record-keeping, management of funds, and depositing funds raised into the Parkinson's NSW bank account.

Please refer to the income and expenditure forms in your Fundraising Kit. **This Kit will be issued by Parkinson's NSW following approval of your fundraising.**

These must be returned with your donation within 14 days of completing the fundraising activity. Your obligations are to ensure that:

- You keep and provide Parkinson's NSW with accurate financial records of your activity or event by completing the income and expenditure forms, and the donation receipt form (if required) enclosed in your Fundraising Kit and returning these within 14 days of completion of your fundraising activity.
- All funds raised are deposited into the Parkinson's NSW bank account within 14 days of completion of your fundraising activity. Parkinson's NSW cannot pay or reimburse any expenses incurred by you as a result of the fundraising activity.

If you cannot access direct deposits, please organise a cheque or money order made out to Parkinson's NSW and return it with your financial records to:

Parkinson's NSW
PO Box 71
North Ryde BC NSW 1670

- You must not incur any expenses in the name of Parkinson's NSW.
- Parkinson's NSW cannot process any credit card transactions on your behalf. If a credit card facility is required for this event, please organise this with your financial institution.

Use of the Parkinson's NSW Logo and Name

To find out more about using the Parkinson's NSW logo go to the *Branding and Communications Guide* in the Appendices section of this Manual.

Media Outreach

Please notify Parkinson's NSW if you intend to approach any media about your fundraising activity.

All media material and releases must be approved by Parkinson's NSW prior to distribution. Parkinson's NSW is more than happy to discuss any ideas that you may have for media materials and distribution outlets and will do our best to support you.

If you wish for us to review materials for you, please allow at least 5 working days.

Ambassadors and Sponsors

Due to the number of demands on ambassadors and sponsors to support Parkinson's NSW, any plans to approach public personalities or companies must be discussed with Parkinson's NSW prior to any contact being made.

You must not approach celebrities or companies using the name of Parkinson's NSW.

We encourage you to seek sponsorship for your planned activity and ask that you run any potential sponsors past Parkinson's NSW. Sponsorship may require invoicing by Parkinson's NSW.

It is important to note that we take the privacy of our supporters seriously and access to the Parkinson's NSW donor database is not permitted.

PNSW Staff attending the fundraising activity

If you would like a representative of Parkinson's NSW to attend your activity or event, or play a part in the proceedings, Parkinson's NSW should be notified at least 6 weeks prior to the event or activity. Parkinson's NSW cannot guarantee the availability of a staff member to attend.

Parent/Guardian consent

All persons under 18 years old must have permission from a parent or legal guardian to fundraise. They must complete and return the Pitch In for Parkinson's Parent/Guardian Fundraising Consent Form.

Parents and guardians must ensure that they assist and closely supervise persons under the age of 18 in collecting and banking donations. They must also monitor and manage online safety.

Parents and guardians will also need to complete a Go Fundraise Parental Consent Form if fundraising online. This Form can be found online here:

<https://support.gofundraise.com/hc/en-us/articles/201281940-Parental-Consent-Form>

Please note that Children in New South Wales must be at least 8 years old to be able to volunteer as a fundraiser.

Safety

Safety is an important aspect of any fundraising activity, so always check facilities in advance including fire exits and first aid. It is also a good idea to have a contingency plan in case something unexpected goes wrong e.g. bad weather may ruin an outdoor fundraising activity.

The event is over... now what?

Identify who you need to say thank you to, including members of the Parkinson's NSW Support Group. Be sure to express how much you appreciate all their efforts to support your fundraising event.

Well, you made it. The end of an active time with fundraising is a time to reflect and see what went well, what didn't go so well and what lessons did you learn along the way.

Finalise the budget and make sure all funds are accounted for and banked. Give all the details to the Support Group Treasurer as they will keep them with the other Group financial records.

Make sure you tell everyone involved how much money was raised and the amount that will be forwarded to Parkinson's NSW. Make sure to tell Parkinson's NSW if the money is for a special project.

Gather the photos of the activity and write a brief story about the event or fundraiser and its success. This can be used for Support Group newsletters and sent to Parkinson's NSW for inclusion on its Facebook page.

Disclaimer

Parkinson's NSW reserves its right to terminate the agreement relating to the activity at any time if it appears that there is a likelihood of the activity failing to adhere to any of the above terms and conditions.

Thank you for Pitching in to make a significant difference for people living with Parkinson's.

For a range of online resources to support your fundraiser, visit this page of the Parkinson's NSW web site:

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

To see Frequently Asked Questions about fundraising and links to other useful information, visit this page of the Parkinson's NSW web site:

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-faqs>

For answers to any fundraising questions contact:

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