

FUNDRAISING GUIDELINES



Fundraising Guidelines

Thank you for your interest in raising funds for the Julian Burton Burns Trust. The support we receive from local communities, individuals and businesses allows us to continue our work in the community and helps us to reduce the incidence and impact of burn injury through burns prevention, care and support initiatives.

The Julian Burton Burns Trust greatly values your support. Before you start fundraising however please review these guidelines.

What's in this information booklet?

This information booklet is designed to provide guidance and support to you during your fundraising activity, including helpful hints and tips, a FAQ section and an *Authorities to Fundraise* application. Please contact the events team on the details below if you have any questions.

We are here to help!

**Julian Burton Burns Trust
Epworth Building, Suite 357
33 Pirie Street
ADELAIDE SA 5000
Ph: 08 7220 2197
Fax: 08 8212 1318
E: events@burnstrust.com.au**



Julian Burton and RAA's Ian Stone
with burns patients at a Julian
Burton Burns Trust presentation.

Four steps to fundraising for the Julian Burton Burns Trust!

- Step 1** Determine your event
- Step 2** Gain approval for your event
- Step 3** Plan your fundraising event
- Step 4** Post-fundraising Activities

Step 1 Determine your event

Community fundraising is a fun way to bring together friends, family and work colleagues while supporting the Julian Burton Burns Trust.

There are endless ways to do this – you are only limited by your imagination!

Here are a few ideas to help you get started;

- | | | | |
|--------------------|-----------------|----------------|-----------------|
| Auction | Dinner Party | Cocktail Party | Bingo Night |
| Chocolate Drive | Raffle | Local Fun Run | Sausage Sizzle |
| Hot Dog Day | Lamington Drive | Luncheon | Quiz Night |
| Sports Competition | Trivia Night | Fair | Christmas Cards |



Guests at a fundraising Quiz Night at Adelaide Oval

Step 2 Gain approval for your event

The Julian Burton Burns Trust is here to assist you with your fundraising activities. Before commencing activities however it is important that you gain approval from us and complete the *Authority to Fundraise* application. Each State & Territory is governed by fundraising laws and licences and the team at the Julian Burton Burns Trust must assess your application to ensure that your activity is in accordance with the law and is covered by our fundraising licences.

How to register your fundraising activity with the Julian Burton Burns Trust:

The Authority to Fundraise application form has been included at the end of this booklet.

Please complete the application and return to us. We will then contact you to discuss your event and once approved, send you an Authority to Fundraise Letter. Then, the fun can begin!

Fundraising through the Burns Trust website:

As well as registering with the Julian Burton Burns Trust, you may also wish to register your event as a fundraiser on the Burns Trust website.

The Burns Trust website is a great, hassle free way of dealing with the money side of fundraising, offering the functionality for online donations to be made!

The team at the Burns Trust can help you create your online page and input the details of your event to enable people to donate online.

You won't have to handle any money and the donor is sent a tax receipt instantly from our website. This is an easy, cost effective way of handling donations for all parties!

www.burnstrust.com.au

How easy is that



The Look Cycle team 2014

Step 3 Plan Your Fundraising Event

Once you have gained approval, you are then ready to plan your event.

Know your budget

Determining a budget is the best way to forecast profit for your fundraising event and minimise costs. A well planned event is one that has considered all costs associated with the event so there are no hidden costs*. See example of a budget below;

Income	Amount
Ticket Sales (40 people x \$40 per head)	\$1,600
Auction Item Income	\$5,000
TOTAL	\$6,600
Expenditure	
Venue Hire	\$200
Auction Items	\$150
Food and Drinks	\$200
Marketing	\$10
TOTAL	\$700
PROFIT	\$5,900

*Please note that the Julian Burton Burns Trust will not be held liable for any losses or expenses incurred by you in any circumstances.

Promote your event

Here are a few ideas to promote your event;

- Invite friends via facebook, email, printed invite
- Ask your school to promote your event in their newsletter
- Ask your workplace to support you



Julian Burton at a cheque handover presentation with Clipsal and Key Invest for the Burns Gymnasium

Post-Fundraising activities

Thank your sponsors and supporters

If you have sponsors for your event, make sure to thank them for their support as they are vital to the success of your event!

It is a great idea to send people a thank you letter with details and pictures of the event including some of the major highlights and how you acknowledged their sponsorship. You could also include the amount of money raised (the net amount raised).

Ask your supporters to 'like' us on Facebook so we can keep them updated on our activities.

Let us know how your event went!

We'd love to hear how your event went so we can update our website and include details in our newsletter.

- Pictures of the event (please talk to us about a image release form so we can use your photos)
- Details of event (i.e. who participated, how many participated, activity, location, how much was raised) Names of sponsors and supporters (if relevant)

Please email details and pictures (in jpeg format) to: events@burnstrust.com.au

Send your fundraising proceeds to us

There are two ways you can send your funds to us;

1. Electronic transfer to the Julian Burton Burns Trust:

Please email events@burnstrust.com.au to advise us of the transfer date and amount.

Account Name: Julian Burton Burns Trust

BSB: 085 005

Account Number: 58 968 9671

2. Send a cheque/money order to:

Julian Burton Burns Trust
Epworth Building, Level 3, Suite 357
33 Pirie Street, Adelaide SA 5000

Please provide the Burns Trust with accurate financial records including your budget.

Thank you for fundraising for the Julian Burton Burns Trust. We hope this information booklet was helpful.

Please contact us for any queries.

Frequently Asked Questions

Can I use the Julian Burton Burns Trust Logo?

You are welcome to use our logo however we do ask that you follow a few simple guidelines.

Firstly, before using our logo we must view and approve its use. The Julian Burton Burns Trust logo and brand guidelines are available on request to assist you in ensuring compliance with these guidelines.

Please note that for all fundraising activities you are able to use the tag line "Proudly supporting the Julian Burton Burns Trust" or "Funds raised will be donated to the Julian Burton Burns Trust". We ask that you do not refer to your fundraising activity as a Julian Burton Burns Trust event. All promotional material, advertisements, media material and press releases to be used by the fundraiser in relation to your activity need to be submitted to the Julian Burton Burns Trust for written approval before public distribution or circulation. Should the media contact you, please refer them to the Julian Burton Burns Trust to ensure an authorised media spokesperson can be nominated.

Do I need event insurance?

Due to the costs of insurance, we are not able to offer insurance to cover your fundraising activity. You must make your own enquiries as to whether insurance is necessary and factor it into your budget. For larger events, the fundraiser must have adequate public liability insurance (including staging of the event). The ACNC Guidelines suggest a minimum amount of at least \$10,000.00 per claim. The fundraiser must, if requested by the Julian Burton Burns Trust, supply proof of that insurance.

Do I need a licence to hold a raffle or competition?

Each State & Territory is government by different fundraising licences & regulations.

All fundraising activities must comply with Australian Federal & State Laws. Before embarking on a fundraising activity in support of the Julian Burton Burns Trust please complete the *Authority to Fundraise Application* so we can ensure your activity complies with all relevant laws and regulations.

Do I need any other permits?

Some activities require additional permits. For example local government permission is required for activities that take place in a public park and permission is also required by shopping centre management for events or activities held within a shopping centre. There are also strict regulations relating to gaming, liquor licensing and preparation of food.

Please note that it is the fundraiser's responsibility to obtain any permits or licenses that may be required. Please email events@burnstrust.com.au with any queries.

Can I ask anyone for a donation?

Please do not door knock to individual houses, carry out street collections or general public telephone solicitation to collect donations or promote your fundraiser. In many council areas around Australia these activities are illegal without a special permit.

Can I access information about burn injury?

Please visit our website www.burnstrust.com.au for facts about burn injury. We are also able to send you pamphlets to distribute at your event. Please contact us for this information.

Can I have a Julian Burton Burns Trust representative attend my event?

A representative from the Julian Burton Burns Trust would be honoured to attend our event. Please email events@burnstrust.com.au at least 4 weeks prior to the event to help us allocate the appropriate resources.

What about receipts for tax purposes?

All donations of \$2.00 or more are tax deductible.

Keep it simple make sure you register your event on the Julian Burton Burns Trust website and encourage all donations to be made online via your personalised fundraising page. That way all donations will be issued with a tax receipt directly from our website making it easier and more cost effective for all parties.

Should you require the Julian Burton Burns trust to issue a receipt this can only be done once all monies have been received and you have provided us with a list which includes names, addresses, phone numbers and donation amount. Receipt will be issued directly to the individual or organisation.

Please note the following are **NOT** tax deductible:

- Raffle ticket purchases
- Purchase of goods (i.e chocolates, merchandise) or services
- Purchases of goods and services at auction



Authority to Fundraise Application

Before you begin organising your fundraising event, please complete this form and return it to the Julian Burton Burns Trust. We will provide you with an Authority to Fundraise letter once your event has been approved.

Fundraiser contact details

Title: Mr / Miss / Mrs / Ms / Dr (circle)

Name: _____

Company/Group Name: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone Number: _____ Mobile Number: _____

Email Address: _____

Fundraising activity/event details

Fundraising activity/event name: _____

Activity/event date: _____ Venue: _____

Event description: _____

Have you held this event before?	Yes <input type="radio"/>	No <input type="radio"/>
Do you plan to make this a regular event?	Yes <input type="radio"/>	No <input type="radio"/>
Will any other organisation benefit from your event?	Yes <input type="radio"/>	No <input type="radio"/>

Please provide details: _____

Do you plan to involve children in your event?	Yes <input type="radio"/>	No <input type="radio"/>
Are you seeking sponsorship for your event?	Yes <input type="radio"/>	No <input type="radio"/>

Please provide details: _____

Do you intend to seek public liability insurance?	Yes <input type="radio"/>	No <input type="radio"/>
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Please provide details: _____

Budget information

Approximately how much money do you intend to raise? _____

(This does not mean you are guaranteeing to raise this amount)

Will The Burns Trust receive 100% of monies raised? Yes No

If no, and you plan to hold an event, please provide a detailed list of anticipated income and proposed expenditure:

How much will your event cost? _____

Note: All monies deducted as expenses must be fair and reasonable.

OBLIGATIONS AS A FUNDRAISER:

1. I have read and understood the information provided to me in these Fundraising Guidelines.
2. I understand that the Julian Burton Burns Trust reserves the right to withdraw approval for the activity/event at any time.
3. I understand that I cannot make a claim against the Julian Burton Burns Trust for any damage, loss or injury arising at or from the fundraising activity/event outlined in this agreement.

Signature of applicant

Name of applicant (print)

Date

Return form to

Email: events@burnstrust.com.au

Post: Angela Gardner
Julian Burton Burns Trust
Epworth Building, Level 3, Suite 357
33 Pirie Street, Adelaide SA 5000

For further information, please call (08) 7220 2197

Internal Use Only

Date Form Received: _____

Reviewed by: _____

Is the event approved? Yes No

Date Authority to Fundraise Letter Sent: _____