



Your Fundraising Toolkit



Prevent Stroke. Save Lives. Enhance Recovery

Thank you for supporting Stroke Foundation by helping us raise funds to prevent stroke, save lives and enhance recovery.

Stroke Foundation is committed to a world free from disability and suffering caused by stroke. Stroke is one of Australia's biggest killers and there is one stroke every 19 minutes.

With your support Stroke Foundation will:

› **Prevent Stroke** – by empowering a greater proportion of adult Australians to recognise the risks of stroke which can be changed, and in doing so increase their chances of preventing stroke.

› **Save Lives** – by supporting hospitals and healthcare providers across Australia to strengthen their capabilities in stroke care and rehabilitation services.

› **Enhance Recovery** – by reaching out to those impacted by stroke to ensure more Australians can connect with and access trustworthy information, resources and post-stroke support.

Together we can change the state of stroke in Australia for the generations to come.



Your Fundraising Toolkit will help you with your fundraising journey. Inside is information to:

- › Help you choose a fundraising event that suits you
- › Get registered and make a fundraising plan
- › Be aware of your legal and insurance responsibilities
- › Bank funds and thank supporters

The Stroke Foundation's Community Fundraising & Events Team are here to support you on your fundraising journey.

They are available to have a one-on-one fundraising consultation to provide you with guidance and advice to help you reach your fundraising goals.

If you have any questions or would like to book a one-on-one fundraising consultation, contact the Community Fundraising & Events team at:

fundraising@strokefoundation.com.au

or call **1300 194 196**.

Fundraising Ideas

When choosing to do a fundraising event, there are a few things to think about. Once you identify these, it may be easier to choose what fundraising event you would like to do.

- › How much time do you have to commit to the fundraising event?
- › When would you be able to hold the fundraising event?
- › How big is your network and who would be able to volunteer to help or attend your fundraising event?
- › What interests do you have that could potentially raise money?
- › Will weather impact your fundraising event?
- › Are there any up-front costs and can you cover those?





Gala Dinner

If you have a large network, why not consider a night of glitz and glamour? A traditional gala dinner consists of a formal dinner, entertainment, auctions and raffles.



Sausage sizzle

Find a local popular location and see if you can book a spot or approach your local Bunnings.



Golf Day

When the weather is warm, why not enjoy the outdoors and host a golf day. Invite family, friends and colleagues to enter a team for a pre-defined entry fee. Run some competitions on the green to help boost your fundraising.



Seasonal fundraising

Take advantage of some festive fun. Whether it's Pancake Tuesday, an Easter egg hunt, Halloween face painting or Christmas in July. Every occasion is a fundraising opportunity.



MasterChef

Calling all Chefs! A cook-off is a yummy way to raise some money and eat a lot of good food! Charge your chefs an entrance fee and sell tickets to all your hungry guests.



Show n Shine

Love classic cars? Why not host a Show N Shine, charge each car an entry fee and organise a raffle to sell at the event.



Movie Night

Grab some popcorn! Movie nights are a terrific way to raise money and enjoy a cosy night with your favourite flick. You can do this at home or talk to a local cinema about securing a charity movie night.



Trivia Tournament

For all the amateur Family Feud contestants out there, there is nothing more fun than a little trivia competition. Encourage your friends, family and colleagues to show off their brain power by entering teams for an entry fee.



Register and make a fundraising plan

Decide what fundraising event you are going to do.

Not sure what to do? See our ideas on page 5 or google fundraising ideas – there are thousands of ideas you can choose from.

Register your fundraising event with Stroke Foundation.

There are two ways to register your fundraising activity:

- › Online at <https://www.fundraise4stroke.org.au/home> A fundraising page will be set up where you can share your fundraising goals and collect online donations.
- › Offline call us on **1300 194 196** and we will get you started over the phone OR complete this [registration form](#) and email it back to us at: **fundraising@strokefoundation.org.au**

Create a fundraising plan.

› WHAT

- o fundraising event are you going to do?
- o is your fundraising goal?
- o is your budget? Contact us for a budget template you can use.

› WHERE

- o will your fundraising event take place?

› WHEN

- o will your event take place – set a date and time.

› HOW

- o are you going to invite people to your event?
- o are you going to sell tickets to your event?
- o will you setup for the big day? Here's a [run sheet template](#) you can use.

› WHO

- o are the people who can help you?
- o are your guests?
- o are you going to approach for raffle/ auctions items?

Legal Matters

Authority to Fundraise Letter

Once your fundraising activity has been approved and registered, Stroke Foundation can issue you with an Authority to Fundraise Letter upon request.

An Authority to Fundraise will be revoked if the fundraising event does not satisfy the following conditions:

- › The fundraising activity does not follow Stroke Foundation fundraising guidelines.
- › The fundraising activity is illegal and does not comply with all Australian federal and state laws.
- › The fundraising event is cancelled.

Responsibility

Stroke Foundation will provide support and advice wherever possible, however the fundraiser is solely responsible for the organisation and management of the activities, events, finances, prizes, publicity and/or goods and services required to run the fundraising event. The fundraising event will be run in the name of the person registered with Stroke Foundation and they are solely responsible for the fundraising event.

Public and Products Liability Insurance

Public and Products Liability Insurance is designed to protect you against claims of third-party property damage or personal injury, incurred through carrying out fundraising activities.

Unfortunately, Stroke Foundation's Public and Products Liability Insurance does not cover third party fundraisers. Depending on your event, you will need to arrange your own Public and Products Liability Insurance. Contact your insurer for more details.

Permits or licences

Some activities carried out at events require a permit or licence under different state or local council laws. To see if you need a permit or licence contact your relevant state governing office and local councils.

ACT

ACT Gambling and Racing Commission
Ph: 02 6207 0359

NSW

Liquor & Gaming NSW
Ph: 1300 024 720

NT

Racing, Gambling and Licensing
Ph: 08 8999 5511

QLD

Office of Liquor and Gaming Regulation
Ph: 13 74 68

SA

Office of the Liquor, Gambling and Lotteries
Ph: 131 882

TAS

Department of Liquor and Gaming
Ph: 03 6166 4040

VIC

Victorian Commission for Gambling and Liquor Regulation
Ph: 1300 182 457

WA

Department of Racing, Gaming and Liquor
Ph: 08 6551 4888

Not for Profit Law have some great resources around hosting fundraising events [Holding events | Not-for-profit Law \(nfplaw.org.au\)](#)

Health and safety

You should always think about the safety of those attending, volunteering or working at your event. Before you get started it is always best to check if you need to:

- › Inform police, local fire station and St John's Ambulance as they may need to be present.

Share and invite

Update your fundraising page

Personalising your online fundraising page will make a big impact on your fundraising event. Sharing why and how you are fundraising for Stroke Foundation encourages donations and enables you to promote your fundraising event easily. Simply upload a photo and write why and how you are fundraising for Stroke Foundation.

Invite everyone!

Send an email with all event details and/or create a Facebook event and invite family, friends and colleagues to your fundraising event. Include a link to your fundraising page to encourage donations in the lead up to the event.

Promotional materials

We have a range of promotional materials available.

Digital

- › Event Poster
- › Donate Poster
- › Thermometer poster
- › Sponsor me cards

On request

- › Coin collection bucket
- › Bunting
- › Balloons

If you wish to create your own promotional materials, please ensure that you make clear that the fundraising event is not run by Stroke Foundation but is a fundraising event to raise funds for Stroke Foundation. Suggested phrases to use include: “proudly supporting Stroke Foundation” or “funds raised will support the work of Stroke Foundation.”

A Supporter of Stroke Foundation logo is available upon request and all promotional material created must be approved by Stroke Foundation prior to distribution.

Media

Stroke Foundation’s Media and Public Relations team is available to help make your event a success. Promoting your event in the media, such as your local paper, is a great way to gather support and attendance at your event.

Media attention can create a real buzz and add to its success. Get in touch with our media team to talk about how you can share your story at **03 9670 1000** or email media@strokefoundation.org.au

Remember, you are not authorised to speak to the media on behalf of Stroke Foundation – only about the fundraising activity you are organising. If the media asks you any questions about Stroke Foundation, please refer them to Stroke Foundation media team.

Post event

Congratulations. You've done it!

It's time to celebrate and share your success with your supporters. Let them know how much you have raised, how you went with your event and don't forget to thank them and let them know that the funds they helped raise continues to support Stroke Foundation prevent stroke, save lives and enhance recovery.

Final steps

Banking final funds

We ask that all final funds be deposited into the Stroke Foundation accounts within 14 days after the event.

Funds can be deposited in the following ways:

> Online fundraising

If you have set up an online fundraising page, you can also add supporter cash donations to the page using your credit card. Tax deductible receipts are issued automatically.

> EFT payment

Bank: NAB

Account name: Stroke Foundation

BSB: 083-004 | Acct #: 187659090

Your reference: F4S [YOUR NAME] OR F4S [EVENT NAME] [e.g. F4S Nick Smith OR F4S Nick's Golf Day]

> Cheque payments

Please make all cheques (personal, bank cheque or money order) payable to Stroke Foundation.

Our postal address is:

Stroke Foundation Head Office, Level 7,
461 Bourke Street, Melbourne VIC 3000.

Please ensure to include your full name and event details along with cheque so we can match to your fundraising and issue you a receipt.

> Credit card payment

Please call Stroke Foundation on 1300 194 196. We will be happy to process the payment for you over the phone.

Tax deductible receipts

All donations that are made via an online fundraising page will automatically be sent a tax-deductible receipt at the time of donation. Please contact the Community Fundraising & Events Team at fundraising@strokefoundation.org.au to organise tax deductible receipts for those who did not make a donation online.

For information on what is an eligible tax-deductible donation visit the [ATO website](#).





Stroke Foundation would like to thank the many thousands of people who have generously donated their time and money to ensure we are here to support all Australians whose lives have been changed by stroke.

Contact us

-  1300 194 196
-  strokefoundation.org.au
-  [/strokefoundation](https://www.facebook.com/strokefoundation)
-  [@strokefdn](https://twitter.com/strokefdn)
-  [@strokefdn](https://www.instagram.com/strokefdn)

How to get more involved

-  **Give time** – become a volunteer.
-  **Raise funds** – donate or hold a fundraising event.
-  **Speak up** – join our advocacy team.
-  **Leave a lasting legacy** – include a gift in your Will.
-  **Know your numbers** – check your health regularly.
-  **Stay informed** – keep up-to-date and share our message.