



Thank you for choosing to raise funds for patient care at Western Health.

We appreciate your efforts and want you to know that your support is critical in ensuring we can continue to provide vital care for the people of Melbourne's west.

The Western Health Foundation is the official fundraising body for Western Health. We were established by Western Health in 2012 to increase philanthropic support, engage our regional and wider communities, and increase awareness of our medical research programs and the world class healthcare provided across our health service.

We have developed this toolkit to make your fundraising easier, so please have a read through it before you begin.

The toolkit covers:

- Fundraising Guidelines
- Agreement to Fundraise Form
- Fundraising Ideas
- Third Party Fundraising Events

## **1. FUNDRAISING GUIDELINES**

In Victoria, fundraising activities are governed by the *Fundraising Act 1998 (Vic)*. Anyone wishing to raise money for charitable purposes must meet the requirements of the *Fundraising Act* and hold an authority to fundraise issued by The Western Health Foundation.

So before you get started in your fundraising for The Western Health Foundation, we will need to authorise your fundraising activity. All individuals, groups or organisations who wish to fundraise must register with us, whatever the size of the event or the donation (cash or in kind).

These Fundraising Guidelines are designed to assist you in planning your fundraising activities in support of The Western Health Foundation. We need you to read these guidelines then complete, sign and send back the *Agreement to Fundraise Form* to us before your event or activity commences.

Thanks again for your support! It's wonderful that you have chosen to fundraise for the Western Health Foundation to help us care for the people of Melbourne's west. Your support will assist us to drive innovation and research and to develop new treatments and care that will benefit this generation and the next.

## **FUNDRAISING FOR THE WESTERN HEALTH FOUNDATION**

Due to limited resources, the Western Health Foundation is not able to take a direct coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising celebrities. However, we are happy to support your fundraising with expertise, branding, organising guest speakers, providing letters of authority, promotion on our social media channels, and where possible, providing collateral.

The fundraising arrangements for the event must be planned with the approval of The Western Health Foundation and we look forward to hearing all about the upcoming event.

Any changes made from the original details on the *Agreement to Fundraise* Form need to be reported to The Western Health Foundation and a new *Agreement to Fundraise* Form may need to be completed

## **THE USE OF THE WESTERN HEALTH FOUNDATION'S NAME AND LOGO**

As a fundraiser, you may be granted the use of certain materials provided by The Western Health Foundation for the fundraising event that contains the company logo or any branding, and the Foundation will provide you with instructions on the way you may use this material. The fundraiser needs to adhere to any requirements specified by a site or authority offering a permit or use of their space.

## **MEDIA AND PUBLIC RELATIONS**

All media materials and press releases must be approved by The Western Health Foundation prior to circulation. Please allow five days for approval and we are happy to discuss any ideas you may have.

## **PERMITS**

Any raffles, bingo, lotteries and other gaming activities must also meet the requirements under the *Gambling Regulation Act 2003* (Vic), including permit requirements, e.g. a permit will be required for raffles where the total prize pool is over a certain amount. Permits are also required by councils and shopping centres for outdoor events. The *Agreement to Fundraise* Form must be signed by both The Western Health Foundation and the site authority or the event will not be considered sanctioned by The Western Health Foundation.

## **2. PLANNING YOUR OWN FUNDRAISING EVENT**

### **What type of event are you going to have?**

It's easy to have big ideas that spiral out of control, so if you've never organised a fundraising event before, start with something small. You can always HOLD a larger scale event next time. You may already know what you want to do, but if you're stuck for ideas think about what you're good at, or what your friends and family are likely to be interested in.

### **Getting your idea off the ground:**

- Create a plan. Then stick to it.
- Pick a realistic date, making sure you give yourself enough time to do everything.
- Check your date doesn't clash with any major events, like the AFL grand final! Alternatively, you may wish to use these events as your inspiration for a themed event.
- Lighten the load by recruiting a team of helpers. Pick reliable friends and family and delegate tasks. Please ensure that you inform The Western Health Foundation of the name, address, age and telephone number of all helpers for your fundraiser, so that appropriate authorisation and thanks is given to them too.

### **Here are some suggestions to inspire you:**

- Trivia or quiz nights are great fundraisers and are fun and easy to organise.
- Get rid of your old wares by holding a garage sale.
- Do you work in an office? If so, you could have an afternoon tea. Ask colleagues to help with the baking and tempt people with some delicious treats!
- Organise your own sponsored walk – whether it's a stroll around your local park or a challenging hike in the countryside.

### **Location, Location, Location**

If you're hiring a venue for your event, visit it first and talk through your requirements with the venue manager. Check exactly what facilities they have. Think about things like parking, disabled access and capacity. Discuss insurance liability and risk assessment.

### **Beg or borrow**

Find ways to keep costs down. Avoid paying for the venue hire or staff costs where possible, or ask the venue manager if they will give you a charity discount. If your guests will be spending at the bar, the venue will still be making money. If you're holding a raffle or a quiz, ask local business to donate prizes. They may even be willing to sponsor your event. Don't be disheartened if the first company you ask says no. The more you ask, the more you'll get!

Create a budget for your event and keep track of your finances. There's no point putting in lots of effort only to break even.

## **Let everyone know**

- Once you've made your plans, get the word out.
- Tell people early and remind them at least once.
- We can help you with collateral where applicable to help you promote your event.
- If your event is open to the public, contact your local newspaper or radio station to see if they'll spread the word.

## **After your event**

- It's not over yet! You will no doubt have had plenty of support to make your event a success. Let people know how grateful you and The Western Health Foundation are for their support. Tell them how much you've raised – they'll be very pleased to hear about your success. Plus, they might feel inspired to get involved next time.
- If you are happy for us to share how things went with your event, please send an email about your event and any photos of your event to [daniel.crabb@wh.org.au](mailto:daniel.crabb@wh.org.au). We may feature you in our newsletter or on our website or Facebook page.

## **3. GET ONLINE**

Setting up an online fundraising page will help you maximise what you can raise. If you've never set one up before, don't worry – it's easy.

### **Here's why we recommend it:**

**You can reach lots of people – even friends who live on the other side of the world.**

- It's hassle free – your supporters donate via a secure site and we receive the sponsorship without you having to collect it.
- You can set up an automatic reply so that your supporters are thanked instantly.
- You can view your sponsorship page, read messages posted by your supporters and see how much they've sponsored you.

### **Setting up your page:**

- We work with Everyday Hero ([www.everydayhero.com.au](http://www.everydayhero.com.au)), which is easy to use. Just follow the step by step instructions and you'll be on your way to having your very own fundraising web page.

### **Creating the perfect page:**

- Make it personal. Write about what you're doing and why. Your story could be an important motivation for people to give.
- Let people know how their money can help. There are some examples in this pack of how fundraising for The Western Health Foundation can assist Western Health and the people of Melbourne's west.
- Add your photo. If you're training for a challenge, post a photo of yourself in action.
- Keep your page current. Update it with news of how your preparations are going. When you've completed your event, add something about how well you did

### **Get the word out:**

- Email the link of your web page to everyone in your contact list.
- Add the address of your web page to your email signature – everyone you contact could become a sponsor.
- If you're on social media sites like Facebook or Twitter, use them too. Well done and thank you for raising funds for The Western Health Foundation.

## **4. SENDING US THE FUNDS RAISED**

There are a couple of options for sending us your funds:

- If you are in the area, feel free to drop in to see us on level 4 at Footscray Hospital.
- Send us a cheque or money order made payable to The Western Health Foundation.
- Transfer the funds electronically. Here are our bank details:

BSB: 083 170

ACC: 12-443-1443

Please send us your fundraising dollars and contact information within 14 days of holding the event. A tax-deductible receipt will be issued upon receipt.

**Danny Crabb**  
**Community Fundraising Manager**  
**The Western Health Foundation**  
**Footscray Hospital**  
**160 Gordon Street**  
**Footscray**  
**VIC 3011**

## **5. KEEPING IT LEGAL**

The following conditions apply where you are, or intend to, conduct a fundraising activity to benefit The Western Health Foundation:

1. The term 'Community Fundraiser' refers to you where you are conducting a fundraising activity as an individual, or the organisation or community group holding the fundraising activity.
2. Before commencing any fundraising activity, the Community Fundraiser must gain approval and authorisation from The Western Health Foundation.
3. Approval will be granted if The Western Health Foundation is satisfied that the activity fits with the aims and values of the organisation.
4. The Western Health Foundation reserves the right to decline fundraising applications that do not meet the above conditions or are deemed 'high risk'. It also reserves the right to withdraw its approval for the activity at any time.
5. It is the Community Fundraiser's responsibility to ensure their fundraising activity meets relevant State legislation, such as the *Fundraising Act 1998* (Vic) (including any registration requirements) and the *Gambling Regulation Act 2003* (Vic) (including any permit requirements).
6. The Community Fundraiser must fundraise in strict accordance with all applicable child protection laws.
7. The Community Fundraiser is solely responsible for the event, including all organisational aspects of the activity. The Western Health Foundation cannot assist in providing goods and services or soliciting prizes.
8. The Community Fundraiser must provide The Western Health Foundation with accurate financial records associated with the activity and copies of receipts or invoices for all expenses within 30 days of the activity.
9. The Western Health Foundation cannot pay expenses incurred by the Community Fundraiser. Reasonable expenses incurred in conducting the fundraising activity can be deducted out of the proceeds, providing they are properly documented.

### **Promotion & Sponsorship**

10. Permission must be obtained by the Community Fundraiser from The Western Health Foundation for the use of The Western Health Foundation's logo on any printed material, products and/or signage including invitations, posters, flyers and media releases.
11. All printed material or media releases that make reference to the Western Health Foundation name and/or logo must be approved before you go to print.
12. The Community Fundraiser must ensure The Western Health Foundation is promoted in a way that upholds our integrity, principles and values.

Note:

- Our fundraising team are available to speak to about planning and how we can help with promotion.
- The Western Health Foundation have partnerships with a number of corporate organisations. As such if you wish to approach a corporate organisation for sponsorship or donations, please check with us first.

### **Insurance**

13. The Community Fundraiser is responsible for obtaining adequate public liability insurance for any fundraising activities they undertake.

### **Disclaimer**

14. While The Western Health Foundation does offer advice and support for community fundraising events, The Western Health Foundation is not to be recognised as the organiser. All issues involving financial and public liability and public safety are the total responsibility of the Community Fundraiser. The Western Health Foundation will not be liable for any expenses incurred in running or promoting an event.
15. Community Fundraisers are not employees of The Western Health Foundation. As such, they undertake fundraising activities at their own risk and responsibility for insurance rests with the Community Fundraiser.
16. The Community Fundraiser must also comply with the conditions of the attached *Agreement to Fundraise Form*.

## **6. YOU CAN MAKE A DIFFERENCE**

The Western Health Foundation is dedicated to raising funds to assist Western Health and the people of Melbourne's west. Western Health provides health services to a population of more than 800,000 people across the western region of Melbourne.

Western Health manages three acute public hospitals: Footscray Hospital; Sunshine Hospital; and the Williamstown Hospital. It also operates the Sunbury Day Hospital, and a Transition Care Program at Hazeldean in Williamstown.

A wide range of community based services are also managed by Western Health, along with a large Drug and Alcohol Service.

Western Health provides a comprehensive, integrated range of services from its various sites; ranging from acute tertiary services in areas of emergency medicine, intensive care, medical and surgical services, through to subacute care and specialist ambulatory clinics. Western Health provides a combination of hospital and community-based services to aged, adult and paediatric patients and newborn babies.

Our fundraisers are able to direct their money to a specific campus or a specific need. There are numerous options but here are a few listed below:

#### **Donate by Campus**

- Footscray Hospital
- Sunshine Hospital
- Williamstown Hospital
- Sunbury Day Hospital

#### **Donate by Service**

- Aged Care
- BreastWest - Our Breast Cancer Service
- Cardiac Care
- Cancer Care
- Emergency Department
- Intensive Care
- Men's Health
- Orthopaedics
- Palliative Care
- Rehabilitation
- Research
- Surgical Care
- Women's and Children

**Thank you so much for your generous support of Western Health.**