



IN THIS TOGETHER

be involved

Community Fundraising Kit

INFORMATION • SUPPORT • AWARENESS
EDUCATION • ADVOCACY • RESEARCH

IN THIS TOGETHER
parkinson's
QUEENSLAND

25 September 2019



Thank you

Thank you for supporting Parkinson's QLD. Your fundraising will help us make a real difference to the lives of people affected by Parkinson's. We couldn't do it without you.

There are a wide variety of ways you can raise money. This pack will get you off to a great start, with advice on everything from online fundraising to getting publicity for your event. Have a read through before you begin fundraising and keep it somewhere handy to refer back to if you have a question.

Can't find what you're looking for?

No problem – just get in touch. We'd love to hear your ideas and we'll do all we can to help.

You can call us on 07 3209 1588 or email your query to pqi@parkinsons-qld.org.au

Good luck and thank you!

Making a difference

Your fundraising will help improve the lives of people affected by Parkinson's. It's wonderful what you can do.

Every dollar you raise means we can continue to fund our key priorities:

- Raise community awareness of Parkinson's
- Provide education and awareness through events and seminars for people living with Parkinson's, health professionals and the wider community
- Represent healthcare and medical interests of patients to government policy makers
- Facilitate clinical and quality of life research
- Manages a network of Parkinson's Support Groups
- Improve patient services
- Produce quality publications and information on Parkinson's
- Provide a member library with Parkinson's books, DVDs and CDs
- Produce and distribute information packs for people with Parkinson's and carers

We will put the money you raise where it's needed most. If there is a particular activity you would like to support, please let us know before you send in your donation.

How Do I Get Started?



Before you get into the details of your event, there are a few things you need to know. Here's how to get started.

What you need to do now:

1. Decide what type of fundraising event or activity you would like to hold - see our tips on page 3 if you are stuck for ideas.
2. Complete the **Fundraising Registration Form** within this kit to let us know about your fundraising event or activity.
3. Wait until you receive your **Letter of Authority** to fundraise on our behalf, and your **Event ID**. Once you have received these, you can go ahead and plan your event or activity.
4. Begin organising! See our tips attached to point you in the right direction!

5. Keep us informed as you plan and market your event. We will help where we can.
6. After your event, send in your funds raised and required paperwork within 14 days of your event.

Forms attached to this kit:

- Fundraising Registration Form
- Donation Receipt Record
- Income & Expenditure Report
- Fundraising Results Summary
- Banking Form
- Incident Report

Please return these forms within 14 days of completion of your fundraising event or activities.

Good Luck! Remember we are here to help, please feel free to call our team.

OUR MISSION

Identify, develop and promote best practices to support people living with Parkinson's

About Parkinson's Queensland

Since 1986, Parkinson's Qld has helped thousands of Queenslanders in their journey with Parkinson's and related disorders, not only in the early stages following diagnosis, but throughout the condition's progression.

Parkinson's Qld is a public health charity that provides individuals, families and the health, aged care and disability sectors with information, support and education for people living with Parkinson's, Dystonia, Multiple System Atrophy, Progressive Supranuclear Palsy, Essential Tremor and Restless Leg Syndrome. We also fund research into a cure for Parkinson's and improved quality of life.

We provide an essential link between the community and support services to ensure those living with the day-to-day and long term challenge of Parkinson's and related disorders can face the future with confidence and independence.

Parkinson's is the second most common neurological condition in Australia but remains one of the least understood, which is why creating awareness through events and fundraising is so integral to our work.

We are in this together, and we couldn't do it without you.

25 September 2019



18,500 Queenslanders are Living with Parkinson's

Parkinson's disease is the second most common neurological condition in Australia but remains one of the least understood.



Planning your fundraising event

Careful planning helps to make your event a success. We'll take you through it step by step.

Step one

What do you want to do?

- If you've never held an event before, start small. You can always do something bigger later.
- Stuck for ideas? Play to your strengths! Think about what you're good at and see if you can raise money from it. This could be anything from an office bake sale to a trivia night.

Step two

Get your ideas off the ground

- First you need to create a plan. Then you need to stick to it!
- Pick a date that gives you time to prepare and check it doesn't clash with anything. Or pick an important date and hold a themed event. For example, Fathers Day Golf Tournament
- Get friends to help out. Give everyone a job so you know that everything is taken care of.



Step three

Choose your location

- Need to hire a venue? Visit it first and talk to the manager or Events Coordinator.
- You need to check things like parking, disabled access and capacity, plus insurance and risk assessments. There's more help with this on page 4.

Step four

Budget carefully

- Keep costs down where you can. If you're hiring a venue, ask the manager if you can have it for free or with a charity discount, and in turn offer to put their logo on the flyers – if there is a paying bar they will still make money.
- If you're holding a raffle ask local businesses to donate prizes. Don't worry if someone says no, someone else will say yes. They may even sponsor your event.
- Create a budget and track every dollar. There is no point in putting in lots of effort just to break even.
- Set a target to aim for, it will feel great when you hit it!

Step five

Let everyone know

- Tell everyone early and remind them regularly.
- We may have resources we can provide you to brand & promote your event - just get in touch.
- If your event is open to the public,

contact your local newspaper or radio station & invite them to attend or promote your event.

- Facebook, Twitter and other social media will help spread the word. You might like to set up a Facebook page or Facebook event (or both) for your fundraising activity.

Step six

On the day

- Try to test run any technical elements of your event (eg. sound and lighting)
- Make sure everyone knows their job ahead of time.
- Have runsheets handy so that nothing important is overlooked amongst the excitement.
- Enjoy the event! Fundraising should be fun.
- When it's all over make sure everything is cleared up. Be sure to store your money securely.

After your event

Thank everyone for their support and let them know how much you raised. Do let us know how things went and email us any photos. We'd love to see them and they could end up on our website. Finally, you'll need to collect all your funds and send them in to us. See page 5 for details on how to do this.



Stuck for Ideas?

Here are some great fundraising ideas that are sure to deliver the dollars.

- Have a BBQ
- Put on a trivia or karaoke night
- Hold a raffle
- Music or Movie night
- Have a bake sale
- Organise a morning tea at work
- Pet photo comp
- Fun run
- Hold an auction
- Ask for birthday donations
- Treasure hunt/amazing race
- Hold a family fun day
- Climb a mountain
- Open up your garden
- Organise a sponsored cycle
- Let your imagination run wild!

Get Online

Setting up on online fundraising page

Parkinson's Queensland has two options for easy online fundraising; Every Day Hero & Go Fundraise. These websites make fundraising easy and fun, and take care of most of the admin for you! Have a look at both and decide which one you prefer, then just follow the step by step instructions on the links provided below – it's a really easy way to get online.

Click on 'Start Fundraising' on our charity page on either:

Everyday Hero

nfp.everydayhero.com/au/parkinson-s-queensland-inc

or GoFundraise

gofundraise.com.au/beneficiary/Parkinsonsqueensland

Parkinson's QLD Website & Social Media Support:

We may include details of approved fundraising activities on PQI's website - parkinsons-qld.org.au, and where possible, PQI's Social Media pages. Please submit your completed event for consideration.

Tips for a great online fundraising page

- Make it personal – tell people what you're doing and why. Your story will motivate people to donate.
- Tell people how their money will help. See, "Making a Difference" on page one.
- Add a photo of yourself or your team of fundraisers. Update your page regularly with news on your preparations and your progress towards your target.
- When you've completed your challenge, add something about how well it all went.
- Email the link to your fundraising page to everyone in your contacts list.
- Add the web address of your fundraising page to your email signature – everyone you contact could become a sponsor.
- If you're on Facebook, Twitter and other social networking sites, you can post the link to your page.
- Utilise your network to get outstanding results!



Connect with us

facebook.com/ParkinsonsQLD

twitter.com/parkinsonsqld

instagram.com/parkinsonsqld

Legal Bits

When fundraising it's important to consider the possible legal requirements.

Authority to Fundraise

Register your event with us by filling out the **Fundraising Registration Form** you received with this kit and send it back to us by email or post. You will then be sent a **Letter of Authority** to confirm that we have received your details and have approved your fundraising activity. *You can't raise money without this letter, it's a legal requirement. If you fundraise without our authorisation you may be operating outside of the law.* Please note that permission may not be granted for events that are deemed high risk.

Money Management

It is required that you keep records of income and expenditure relating to your fundraising event or activity. All income and expenses associated with the activity are the responsibility of the organiser. Parkinson's QLD cannot pay expenses incurred by you, but you can deduct reasonable expenses from the proceeds of your event/activity, provided these are properly documented. Within 14 days of finishing your activity, please return your funds, **Fundraising Results Summary** and all **Income and Expenditure Reports** to Parkinson's Queensland, to find out how please read page 5. (NB. Total expenses must be less than 40% of total revenue).

Tax receipts

You are not able to issue receipts. Receipts for tax deductible donations can only be issued by Parkinson's Queensland so if any of your supporters have asked for a receipt, please collect their information on the **Donation Receipt Record** and provide this to Parkinson's Queensland together with the funds raised. *Please note that tax deductible receipts cannot be*

issued if a person receives goods, services or 'a chance to win' in return for the money given (i.e. they purchase an auction item or raffle tickets) to comply with Australian Taxation Office law. Tax deductible receipts can only be issued when the donor receives nothing in return.

Fundraising Authority

Most fundraising activities conducted by authorised representatives (as shown on your Letter of Authority) are covered under Parkinson's Queensland's fundraising authority. You should check that your event doesn't require separate consideration by Government departments. Some events like raffles require a licence or permit. Check with the Office of Liquor, Gaming and Racing at www.olgr.qld.gov.au.

If your event involves volunteers being in contact with children, ensure they have completed a 'Working with Children Check' (BlueCard).

Insurance

The fundraiser must provide evidence of public liability insurance to cover themselves and their participants. Parkinsons QLD is unable to provide public liability insurance cover for 3rd Party Community Fundraising Events.

Health and Safety

- Check your event for potential hazards and have measures in place to minimise the risk of injury.
- If you think you'll need first aid support on hand, contact St John's Ambulance for assistance.
- If you sell food in a public place, hygiene laws will apply.

Promotion

Prior approval must be sought from Parkinson's Queensland for any printed materials or advertisements associated with the event or fundraiser and no other charitable or non-charitable organisation shall benefit from the fundraiser.

The event shall be conducted in the authorised

fundraiser's name and is the sole responsibility of the fundraiser. Parkinson's QLD can offer some assistance. Parkinson's QLD is not able to take a coordination role in all of these activities/events and its staff cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the fundraiser in the running of the activity. All promotional and printed material, including media releases, must be forwarded to Parkinson's QLD for consideration and approval prior to being sent to print or circulated to the public.

Name and Logo

The Parkinson's Queensland name and logo cannot be used without permission from us. If you wish to use branded items for your event or activity, please discuss this with our Marketing and Communications team to ensure they are within our branding guidelines.

When naming your event, please note that our charity name is not to be used as part of the event name, as that would indicate that the event is hosted by Parkinson's Queensland. We encourage the use of our name to explain that the funds are being raised to support our organisation. The following are some examples of acceptable use:

Acceptable

- Fun Run, proudly supporting Parkinson's Queensland
- Morning Tea, with proceeds to Parkinson's Queensland
- \$2 from every sale will go to Parkinson's Queensland

Not Acceptable

- Parkinson's Queensland Fun Run
- Parkinson's Queensland's Market Day
- Parkinson's Queensland Trivia Night

Door Knocking

Parkinson's Queensland requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the event. All of these activities require permits and are closely governed by local and state governments.

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How to send us the funds raised

Well done and thank you for raising funds for Parkinson's Queensland. Now you just need to send us your hard-earned money!

EFT

Account Name:
Parkinson's Queensland Inc
Bank: Commonwealth Bank
BSB: 064 000
Account Number: 15157935
Reference: Please use your
Event ID

By Cheque

Made payable to
'Parkinson's Queensland Inc.'
– please write your Event
ID on the back.
Parkinson's Queensland
PO Box 1684
Springwood QLD 4127

By Cash

It is unsafe to send cash by post, but you are welcome to personally deliver to our office in Springwood.

Please email your income and expenditure reports to pqi@parkinsons-qld.org.au referencing your Event ID.

Thank you...

for making a difference to the lives
of people affected by Parkinson's

Images by Scape Velocity.

Parkinson's Queensland Inc.
2/25 Watland St • PO Box 1684
Springwood QLD 4127

Freecall 1800 644 189
Phone 07 3209 1588
Fax 07 3209 1566

ABN 69 838 771 233
pqi@parkinsons-qld.org.au
www.parkinsons-qld.org.au



Other ways to lend a hand...

- Become a volunteer at Parkinson's QLD
- Make a donation
- Complete a challenge, like running a race, and raise funds as you work towards your goal - this is easy with "Everyday Hero."
- Host a "Wear Purple for Parkinson's" event at your workplace or school - see our "Wear Purple for Parkinson's" info pack
- Become a member of Parkinson's Queensland
- Leave a gift in your will
- Become a corporate partner
- Attend a Parkinson's Queensland event - keep an eye on our website and social media for details

Fundraising Registration Form



Before you start, it's very important that we register your fundraiser, so please complete this form and return it to us, and wait to receive your event ID and Authority to Fundraise Letter before proceeding with your event or fundraising activity.

About You

Name _____

Email _____

Address _____

Suburb _____

State _____ Postcode _____

Phone (Day time) _____

Mobile _____

Signed _____

* If you are under 18, please ask a parent/guardian/teacher to sign/submit this form on your behalf.

About Your Fundraiser

Are you fundraising on behalf of an organisation?

Y N

Name of organisation (if applicable)

I am planning the following fundraising event &/or activities:
(Please include the name of your event or activities (if you have one) and details of how money will be raised, e.g. entry fee of \$30; sale of cakes for \$5 each; sale of raffle tickets for \$10 each, etc.)

This event/activities will:

Start on: Date ____ / ____ / ____

Finish on: Date ____ / ____ / ____

And take place at:
(Please give full address if different from above)

Address _____

Suburb _____

State _____ Postcode _____

My fundraising goal

I estimate that my planned fundraising activities will raise a total of:

\$ _____



Fundraising Registration Form

Expenses

- I/my organisation will cover expenses – I will not be taking the fundraising expenses from the fundraising revenue.
- I will deduct fair and reasonable* out of pocket expenses from my fundraising revenue. I will keep and provide a detailed record of any such expenses and understand that I may not deduct expenses from any donations I receive.

*Must be less than 40% of total revenue.

If deducting expenses, I expect the total expenses for this event to be:

\$

Please list which items these expenses will be for, e.g. venue hire, food, drink etc.

My Agreement

I, _____
 (fundraising organiser) have read and agree to comply with Parkinson's Queensland Fundraising Guidelines. I therefore understand that Parkinson's Queensland must receive all donations and fundraising proceeds within 14 days of event completion; that I must abide by all applicable laws; and that Parkinson's Queensland is not responsible for any aspect of my fundraising activities.

Signed

Date: ____ / ____ / ____

Full name of adult supervisor (if organiser is under 18)

Phone

Email

- By ticking this box, I confirm I am willing to make the details of my fundraising activities known to the general public, including via Parkinson's Queensland's website.

What's Next?

Once the fundraising activities on this form have been approved, you will receive an Event ID and an Authority to Fundraise Letter.

Photos

If you have any photos of your fundraising that you are happy for us to use in future publicity, we would love to receive them please email them to pqi@parkinsons-qld.org.au

Thank you for supporting people with Parkinson's! Please return your completed form to us in one of the following ways:

- 1 Email:**
pqi@parkinsons-qld.org.au
- 2 Fax:**
07 3209 1566
- 3 Mail:**
PO Box 1684 Springwood QLD 4127

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Donation Receipt Record



Please record donor details on this form for any individual receipts required. As Parkinson's Queensland will send receipts directly to the donors on this form, please ensure all details provided are accurate, complete and recorded clearly. Please return this form within 14 days of your fundraising activity. Please note that tax deductible receipts can only be issued for donations of \$2 or more. A tax deductible receipt is NOT eligible if goods and services are received in return for a donation (ie. merchandise, auction items, raffle tickets).

Fundraising Activity Name: _____

Approved Fundraiser's Full Name: _____ Event ID: _____ Form ___ of ___ (if submitting multiple forms)

Full Name	Postal Address	Email	✓	Telephone Number	Donation Amount

✓ Please tick this box to stay connected to Parkinson's Queensland



Donation Receipt Record

Full Name	Postal Address	Email	✓	Telephone Number	Donation Amount

✓ Please tick this box to stay connected to Parkinson's Queensland

Please return the Donation Receipt Record to Parkinson's Queensland:
Email pqi@parkinsons-qld.org.au | Fax 07 3209 1566 | Post/In Person 2/25 Watland St • PO Box 1684 Springwood 4127
Freecall 1800 644 189 | Phone 07 3209 1588 | Web www.parkinsons-qld.org.au | ABN 69 838 771 233

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Income & Expenditure Report

Please return your income & expenditure reports to Parkinson's Queensland no later than 14 days after the completion of your fundraising activity.

Date Paid	Supplier Providing Goods/Services	Description of Goods/Services	Amount Paid
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
		Total Expenses	\$

Report Completed Date:

By: Name:

Signed:

Please return the Income & Expenditure Reports to Parkinson's Queensland:
 Email pqi@parkinsons-qld.org.au | Fax 07 3209 1566 | Post/In Person 2/25 Watland St • PO Box 1684 Springwood 4127
 Freecall 1800 644 189 | Phone 07 3209 1588 | Web www.parkinsons-qld.org.au | ABN 69 838 771 233

Fundraising Results Summary



Please return this summary to Parkinson's Queensland no later than 14 days after the completion of your fundraising activity.

Fundraising Activity Name:

Event ID:

Date/s Held:

Organisers Full Name:

Address:

Suburb:

State:

Post Code:

Phone Number:

Mobile Number:

Email Address:

Notes about the fundraising activity:

Total (gross) income generated by the fundraising activity:

\$

Total expenditure (costs) associated with the fundraising activity:

\$

The total (net) proceeds of the fundraising activity:

\$

I am returning the proceeds by:

EFT/Banking Deposit

Cheque

Cash (in person)

Please return the Fundraising Results Summary to Parkinson's Queensland:
Email pqi@parkinsons-qld.org.au | Fax 07 3209 1566 | Post/In Person 2/25 Watland St • PO Box 1684 Springwood 4127
Freecall 1800 644 189 | Phone 07 3209 1588 | Web www.parkinsons-qld.org.au | ABN 69 838 771 233

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Banking Form



Use this banking form to assist you in recording, collating and returning any cash donations you receive. Please return this Banking Form to Parkinson's Queensland no later than 14 days after the completion of your fundraising activity.

Fundraising Activity Name: _____

Approved Fundraiser's Full Name: _____ Event ID: _____ Event Date: _____

Notes	Notes Total	Coins	Coins Total
\$100	\$		\$
\$50	\$		\$
\$20	\$		\$
\$10	\$		\$
\$5	\$		\$
Notes Overall Total	\$	Coins Overall Total	\$
		Grand Total	\$

Cash to be banked at any Commonwealth Branch or deposited to our account by EFT

Banked at Branch

Total Amount Banked: \$ _____

Banked at **Commonwealth Branch location:** _____

Date Banked: _____

Banked By: _____

Signature: _____

Paid into below account by EFT Account

Name: Parkinson's Queensland Inc

BSB: **064 000**

Account No: **15157935**

Reference: Please use your provided Event ID

I am providing cash funds by cheque

I am providing cash funds in person

Please return the Banking Form to Parkinson's Queensland:

Email pqi@parkinsons-qld.org.au | Fax 07 3209 1566 | Post/In Person 2/25 Watland St • PO Box 1684 Springwood 4127
Freecall 1800 644 189 | Phone 07 3209 1588 | Web www.parkinsons-qld.org.au | ABN 69 838 771 233

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Incident Report



In the unlikely circumstance that any incidents occur at your event, please use this form to report them for our records, and for Health and Safety Compliance. Please return this Incident Report form to Parkinson's Queensland no later than 14 days after the completion of your fundraising activity.

Fundraising Activity Name:

Approved Fundraisers Full Name:

Event ID:

Event Manager on Site At time of Incident:

Event Date:

Date and Time of Incident:

Description of Incident:

Person/s Involved:

1. Name:

Phone Number:

Address:

2. Name:

Phone Number:

Address:

3. Name:

Phone Number:

Address:

Action Taken:

Please return the Incident Report Form to Parkinson's Queensland:

Email pqi@parkinsons-qld.org.au | Fax 07 3209 1566 | Post/In Person 2/25 Watland St • PO Box 1684 Springwood 4127

Freecall 1800 644 189 | Phone 07 3209 1588 | Web www.parkinsons-qld.org.au | ABN 69 838 771 233

25 September 2019

- Information
- Support
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www.parkinsons-qld.org.au | 1800 644



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QUEENSLAND

Parkinson's Queensland Inc

ABN 69 838 771 233

Unit 2/25 Watland Street

Springwood Qld 4127

Tel: 07 3209 1588

Fax: 07 3209 1566

Email: pqj@parkinsons-qld.org.au

Web: www.parkinsons-qld.org.au

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