



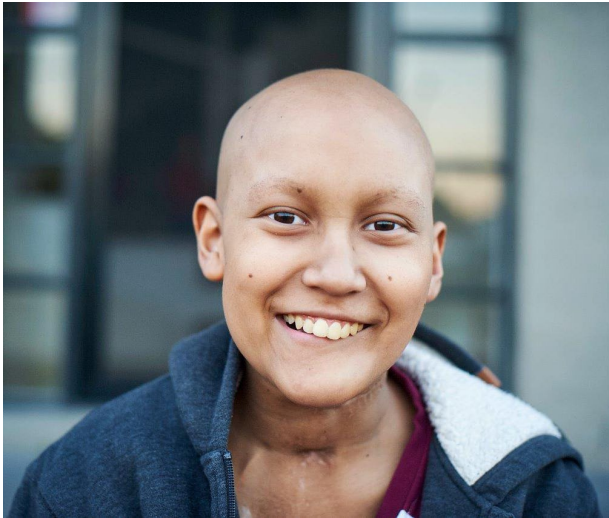
CHILDHOOD

CANCER SUPPORT

FOR FAMILIES, BY FAMILIES



A GUIDE TO FUNDRAISING



Thank you for considering to fundraise for Childhood Cancer Support. The purpose of this booklet is to provide you with support, answer all frequently asked questions, and offer tips and assistance to help you reach your fundraising goal.

Childhood Cancer Support is ready and willing to assist all our supporters in whatever way possible, so please do not hesitate to contact us at any time for more information, advice or fundraising materials.

On behalf of all Childhood Cancer Support families, staff and the Central Committee of Management, we say thank you. Without your help we simply could not continue to do what we do.

P. (07) 3844 5000 | E. info@ccs.org.au | W. www.ccs.org.au

ABOUT

Childhood Cancer Support is a not-for-profit organisation who, for the past 40 years, has been dedicated to providing families affected by childhood cancer with a place to live that looks and feels like home. Childhood Cancer Support is a family focused charity, founded by a dedicated group of parents who realised there was an urgent need to provide a safe and family-focused environment for regional families whilst their child undergoes life-saving cancer treatment in Brisbane.

Childhood Cancer Support primarily supports regional families who find it difficult to access affordable accommodation while their child is undergoing treatment.

The average stay for our families is approximately, a demanding and challenging, 6-10 months.

Most families are rarely able to get home during their treatment period. By providing the families with accommodation, at no cost, the burden and related stress experienced by families during this critical time is greatly reduced.

Our accommodation facilities and support also opens up opportunities for families and friends to visit and contribute love and support.

By sticking to a **no-cost** policy, Childhood Cancer Support seeks to remove the emotional and financial stress of living away from home. We provide stability to the lives of children diagnosed with cancer and their families through the provision of not only accommodation but also financial assistance and other social activities.

Over the years, thousands of families from Queensland and other states have been assisted by Childhood Cancer Support while their child received treatment in Brisbane. We provide families with a community that cares, because we recognise that this is a battle that cannot be fought alone.

OUR MISSION

To provide stability to the lives of children undergoing treatment for cancer and their families through the provision of specialised accommodation, emotional and financial support, transportation and recreational therapies.

OUR VISION

That all regional families have equal access to accommodation and tailored family support services to help them cope when their child is diagnosed with cancer.

WHY SUPPORT?

There are many reasons why we think what we do is important, but let's give you the key five:

1. Childhood Cancer Support provides comfortable, clean, small and large sized apartment where regional families can stay for no cost while their child receives cancer treatment.
2. Childhood Cancer Support provides more than just accommodation; we offer all oncology families a number of free services such as transport (to the Lady Cilento Children's Hospital, airport and shops), school holiday programs and access to both local and regional support networks.
3. Childhood Cancer Support never discriminates, taking in families from a wide variety of backgrounds and circumstances.
4. Childhood Cancer Support supports and provides assistance to families Queensland wide. Every dollar raised is used to benefit our families.
5. Childhood Cancer Support provides a safe haven, a home away from home. A place the whole family can go to stay during these difficult times.

FAMILY SERVICES STATS | 2015 - 2016

4341

nights of free accommodation, saving families **\$529,920**



\$26,716

provided in financial hardship assistance for pediatric oncology families



194 people accommodated, longest overall stay was **400 days**

41

families provided homes during treatment



23,292 kilometres travelled by our patient and family vehicles



\$35,196 provided in transport assistance

4796

passengers transported



HOW YOUR DOLLARS HELP

\$25

Provides Coffee, Cake & Chat, open to all Oncology families, once a week, hosted by CCS. This allows the kids and their families to spend time together away from the hospital.

\$100

Fuels one CCS Van for a week. Our Vans provide transport to Oncology families to and from the hospital, shops, and the airport.

\$25

Will ensure a child receives a Christmas Present, at the annual CCS Family Christmas Party.

\$150

Allows CCS to host monthly BBQs, open to all Oncology families. This night brings families together for a night off, with good company, and a yummy feed.

\$25

Provides out of office hours transport, when required, to and from the hospital for CCS families.

\$400

Allows CCS to refresh a unit for when a new family moves in. This includes items such as new linen, and any required kitchen and bathroom items. The average stay for CCS families is 6 months.

\$40

Provides families with a starter pack when they first move in at CCS. This includes items such as Tea and Coffee, Sugar Soap and Toilet Paper.

\$600

It is important to ensure, for hygiene reasons, our Mattresses and Pillows are maintained and replaced when required. Due to a child receiving treatment, toxins can often stain and cause deterioration. It is also for health and safety reasons, that an Oncology patient has a clean environment.

\$800

Purchases a sofa for a CCS family unit. Leather/Vinyl sofas are purchased for hygiene reasons and ease of clean. However, though care is taken, the reality of a child receiving Chemotherapy means sofas are often replaced annually due to the Chemo stripping and peeling away the leather/vinyl. CCS provides a total of 17 mid-long term units and 3 short stay rooms. It is important for our families to have a home away from home and a place they can go in between hospital visits.

\$600

Ensures one family a spot at CAMP CRYSTAL. Open to all oncology families, Camp provides a weekend family escape. Camp includes: 2 nights of camping, loads of activities, catering for the whole weekend and much more! This is a free event for families.



Childhood Cancer Support relies heavily on the generosity of others, donations, grant applications, and corporate sponsorship.

At absolutely no cost to families, money raised also contributes towards maintenance and upkeep of units, electricity, water and more.

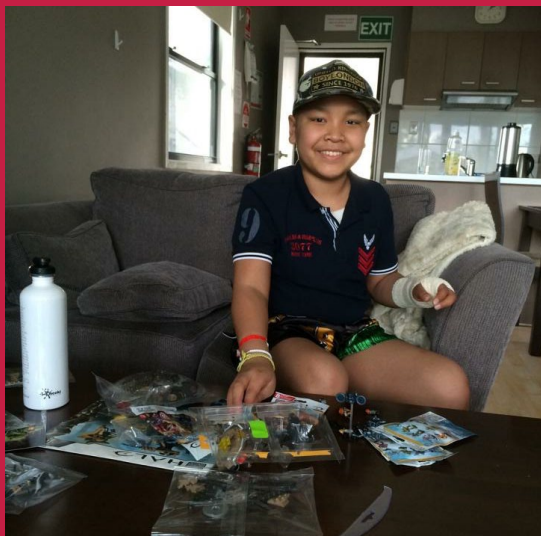


Childhood
CANCER SUPPORT

SEE IT FOR YOURSELF

Childhood Cancer Support have massively helped us financially, emotionally and physically by suppling us with accomodation, transport, kids activities, relaxing activities to accomodate for our stress, and simply someone to talk to or a shoulder to cry on. Even now Ping's treatment is over they are still looking after us through airport pick up and drop offs and accommodation if we need it.

- **Pancharee 2016**



Childhood Cancer Support (CCS) has been there for us, a place to stay, a bus for lifts to hospital and home again, to drive the kids to the hospital school and even a shopping trip to get a few things from Coles. Not only did they do this but they were also there for emotional support, or just a chat in general, outings, and the monthly BBQ (always looked forward to them). We have made many friends in the 12 months we were there. We also come down every three months now for check ups. CCS will also pick us up from Airport and take us to the short term accommodation. We are forever grateful for the wonderful service these guys make and continue to do.

- **Millan family 2016 | Rockhampton**



We walked into Childhood Cancer Support (CCS) on a Friday night faced with people in costumes not knowing whether to stay or leave quickly! We soon found out that Friday night BBQs at CCS are a highlight where we can forget a little bit of reality and be pampered with a beautiful meal from volunteers.

Everyone involved with CCS were there to help. To help you get through the toughest time of your life as best as they could- from Ray and his 'pretty sick' jokes to everyone in the office willing to go the extra mile. From the boys from the Terrace playing basketball, to the members of the committee being so helpful at Camp.

Life doesn't always go as we would like but again CCS was there for us when we needed someone to stand beside us with a hug. Thankyou to everyone connected with CCS because you made things a little easier.

- **Sheryl 2016 | Cairns**



GETTING STARTED

STEP ONE:

First things first; before you start it is essential that you read and signal your acceptance by signing our Fundraising Terms & Conditions form.

*You can also find the Terms and Conditions form and application form online. Simply visit: www.ccs.org.au/howcanyouhelp/fundraise-for-ccs

OR

Complete and sign the form attached with this fundraising pack and return to:

Childhood Cancer Support Inc.
87 Annerley Road,
Woolloongabba QLD 4102

or Fax through to (07) 3846 2505.

If you do not have a hard copy form, and would like one, please contact the Childhood Cancer Support on (07) 3844 5000 or email info@ccs.org.au.

STEP TWO:

The next step involves planning. Let's ask the basic questions:

- WHEN?** Consider key dates and give yourself plenty of time to organise the event.
- WHERE?** Decide on a location or venue, bearing in mind size, accessibility and costs.
- WHO?** Who will be coming to your event? Is it private, public and are you going to get the word out? Don't forget, Childhood Cancer Support is here to help.

When organising your event, please ensure that you keep Childhood Cancer Support informed of your arrangements. You (the fundraiser) must seek approval for marketing content and use of Childhood Cancer Support material (including logos and imagery) with our office.

Most importantly, however, let us know if you need help! We want to support you as much as possible through this process.

FUNDRAISING TIPS

Online Fundraising Page

We recommend a fundraising page. This allows you to set up your own online fundraising page where you can share and promote with the public. It's super simple to set up and is an effective and easy way to raise money. The best way to organise an online fundraising page is through Everyday Hero. Our charity is registered so it is as easy as setting up your fundraising event and selecting Childhood Cancer Support as your nominated charity.

Check it out at: www.everydayhero.com.au

Once your fundraising page is up and running, you can personalise it with images, bios and information about the fundraising cause. You can share the page's URL to friends, family, colleagues and acquaintances to sponsor you and donate. Donors will be instantly receipted and funds will be transferred directly to Childhood Cancer Support in your name.

Social Media

Social media is one of the fastest, cheapest and easiest ways to raise funds and spread awareness about your fundraising event. Post links to your fundraising page, and keep your followers updated in a way that suits you!

Workplace Gift Matching

Many companies offer to match donations or fundraising of staff members for approved charities like Childhood Cancer Support. Why not approach your company or another local businesses to ask if they would consider committing to gift match what you raise.

If you have any other ways you would like to fundraise, feel free to let us know so we can help! Funds can also be donated via direct deposit where 100% of proceeds go back to supporting our families. Please phone our office for any enquiries regarding how to deposit your money, on (07) 3844 500 and ask please ask for our finance officer.



FUNDRAISING TIPS

RAFFLES

**Please contact Childhood Cancer Support before you start working on a raffle fundraiser as there are rules that must be followed according to the QLD Office of Liquor, Gaming and Racing guidelines.*

BBQ'S

Sometimes the simple ideas work the best. Throw some snags on the BBQ and invite your friends and family. Put on a good meal in return for some small donations, and maybe hold a couple of raffles and sweepstakes while you enjoy the food!

GUESS THE NUMBER

An old-time favourite! Fill a jar with red or heart-shaped lollies and ask people to pay a fee to guess the amount. The prize for the winner who guesses right? The jar of lollies!

SWEET-GOOD DRIVES

Appeal to the sweet tooth and buy or bake your own goodies to sell at school, work or even around the neighbourhood.

TEAM SPORT

A charity sports team utilises the great incentive of boosting health and fitness while donating to a worthy cause. A small spectators fee and sausage sizzle stall could help raise extra funds.

TRIATHLON / MARATHON

Similarly to team sport, participating in a community triathlon or marathon has the extra benefit of encouraging health and fitness. This one is a great idea for workplaces, as well as family and friendship groups! Why not check out what's available at Everyday Hero to set up a fundraising page and register in an event?

CHARITY CAR WASH

Set up your own mini car wash centre at a local shopping centre or sports ground with proceeds donated to Childhood Cancer Support.

WINE TASTING EVENING

This one's for the adults. Get all your mates together to try some fine wines in exchange for a charitable donation.

HOST A BREAKFAST, LUNCH OR DINNER PARTY

Set a table in the backyard at home or book a table to your favourite restaurant and invite your friends and family. Offer up a fun program for the morning, afternoon or evening, and encourage your guests to participate in raffles, sweepstakes and/or auctions.

CELEBRATION DONATIONS

In lieu of receiving gifts at celebrations such as birthdays, weddings or Christmas, why not ask for a donation to be made to Childhood Cancer Support instead?

CAUSE-RELATED MARKETING

You can pitch to your employer or one of your local businesses to run a special promotion to drive sales or business leads, while at the same time raising funds for Childhood Cancer Support.

For example, 50cents from every cup of coffee sold throughout the month of July, or 20% of the cost price of a product donated to Childhood Cancer Support.

SWEET-GOOD DRIVES

Appeal to the sweet tooth and buy or bake your own goodies to sell at school, work or even around the neighbourhood.

MOVIE NIGHT

Ask your local cinema to hire out a theatre for a preview screening of an upcoming movie or host your own movie night at home. Guests should pay an entry fee and can donate throughout the night! Popcorn and choc tops are a must have.

MELBOURNE CUP SWEEP

This is sure to get everyone in a generous mood in the office! Hold sweepstakes and games where the prize money is donated to Childhood Cancer Support.

CASUAL CLOTHES OR FANCY DRESS DAY

For a gold coin donation, everyone can dress as their favourite character or have a comfortable free dress day. This option is great for schools and workplaces.

DUNKING BOOTH

Got a school carnival coming up? An outdoor work function? Why not set up a dunking booth for the boss or the teachers and Principal.

MEDIA INFORMATION

You may wish to use media to seek support from the community and raise funds towards your event or activity.

While we encourage you to approach your local media outlets to assist in your fundraiser's promotion, any media releases must be approved by Childhood Cancer Support prior to distribution.

Approval can typically be provided within a day, and we are always happy and willing to discuss any ideas or goals you may have when approaching local media assistance.

How can I get good media coverage?

- Consider what the objectives are; do you want to sell tickets to your fundraising event? Are you seeking to promote a major donor? Are you seeking general donations from the public?
- Once your media release has been approved by Childhood Cancer Support, send to the editor of your local newspaper or producer of your local radio station.
- Decide on the best timing to send your media release – base this around your event timings, or when you intend to promote on social media or other online platforms.

What should I consider when preparing a media release?

- Consider the crucial **WHO** (who is involved, who is your audience?), **WHAT** (What is the event or focus of your article?), **WHEN** (When is your fundraiser taking place?), **WHERE** (Location, location, location!), **WHY** (Why are you organising the event? Why should people get involved? Why are you supporting Childhood Cancer Support?)
- **Add something interesting!** Have you got a personal tale to tell in relation to Childhood Cancer Support? Are you putting together this event as part of a birthday celebration? Jazz it up with some personal or newsworthy information to catch a reader's eye.
- **Get approval from Childhood Cancer Support before distributing**

SUPPORT LOGO AND CONTENT



Childhood
CANCER SUPPORT



Childhood
CANCER SUPPORT

In your promotion of the activity, please ensure it is clear that it is organised **independently** in support of Childhood Cancer Support and that Childhood Cancer Support has not coordinated the activity. A suitable way to communicate this would be: **“Funds raised will go towards supporting the work of Childhood Cancer Support”** or **“proudly supporting Childhood Cancer Support”**.

Childhood Cancer Support can provide you with copies of the logo. These logos cannot be altered in any way. Any printed marketing materials or advertisements must be submitted to Childhood Cancer Support for approval, which can typically be granted within a day.

EVENT LOGOS EXAMPLES:



Please ensure that you always refer to Childhood Cancer Support as **“Childhood Cancer Support”**. No abbreviations are to be used.

Where possible, Childhood Cancer Support will offer advice and support. Arrangements can also be made with Childhood Cancer Support to provide/lend materials to assist fundraising including event poster templates, receipt books, brochures and collection containers.

RETURNING YOUR FUNDS

Everyday Hero

If you have set up a fundraising page for Childhood Cancer Support online through Everyday Hero, funds donated to your page will immediately transferred to Childhood Cancer Support. That's all there is to it!

*Please note, with Everyday Hero, supporters can make offline donations that will automatically apply to your fundraising page. Once registered, this form can be downloaded when logged into your account.

By Direct Debit Transfer

To transfer the money directly into our bank account, details are listed below:

Childhood Cancer Support Inc.

BSB: 064 804

Account: 00915837

Reference: Your individual / workplace / school or group name

Please notify Childhood Cancer Support at finance@ccs.org.au of the date of your deposit and the total amount deposited.

By Post

Please don't post cash. Instead, enclose a cheque or money order and post to:

Childhood Cancer Support

PO BOX 8118

Woolloongabba QLD 4102

Please ensure cheques or money orders are made payable to "Childhood Cancer Support".

In Person

Fundraisers can personally drop off cash and cheques to the

Childhood Cancer Support office at 87 Annerley Road, Woolloongabba QLD 4102.

Our opening hours are Mon – Fri from 8:30am – 4:30pm. You can drop off your funds at any time during these hours.

By Credit Card

Supporters who wish to make a donation via credit card will need to call Childhood Cancer Support on (07) 3844 5000

OR

Visit www.ccs.org.au/howcanyouhelp/make-a-donation/

TERMS AND CONDITIONS

LIABILITY

The fundraiser will be run in the name of the person listed on the Application Form and this person will assume full responsibility for the activity. At no time should the fundraiser present him/herself as a volunteer or staff member of Childhood Cancer Support. The fundraiser will be responsible for the coordination of the activity, finances, prizes, raffles, publicity and any goods and services required to run the activity.

In your promotion of the activity, please ensure it is clear that it is organised independently in support of Childhood Cancer Support and that Childhood Cancer Support has not coordinated the activity. A suitable way to communicate this would be: "Funds raised will go towards supporting the work of Childhood Cancer Support" or "proudly supporting Childhood Cancer Support".

You may request a Childhood Cancer Support representative to attend your event. The decision will be based on the type of event and the location.

USE OF OUR NAME AND LOGO

If you wish to use the Childhood Cancer Support logo on any materials or products, this is available on request. All material or products on which the logo is proposed to feature must be submitted to Childhood Cancer Support for approval. Childhood Cancer Support logos may not be altered in any way.

THE CHILDHOOD CANCER SUPPORT WEBSITE AND SOCIAL MEDIA PLATFORMS

Please ensure you provide us with as much information about the activity as possible and specify the link to your online fundraising page if required. We can include details of your fundraising activity on the Childhood Cancer Support website and social media platforms.

CORPORATE SPONSORSHIP AND SUPPORT

When seeking corporate or local business sponsorship for the activity, please indicate clearly that the activity is being coordinated and conducted by you and not by Childhood Cancer Support and that we are simply the beneficiary charity.

We respectfully ask that you clearly define this, as it is false and misleading to represent yourself as acting on behalf of Childhood Cancer Support. It can also damage our existing sponsorship arrangements and potentially our reputation.

MEDIA AND PR

Generating publicity for your fundraiser is a great way to increase attendance, get local support and raise awareness about the cause. You are responsible for generating the publicity for your activity however, all media material and releases must be approved by Childhood Cancer Support prior to circulation. The fundraiser is not authorised to speak on behalf of Childhood Cancer Support, only about the fundraising activity.

When stating where the funds raised will go, the following phrase should be used: "Funds raised will allow Childhood Cancer Support to continue, not only its vital financial and emotional support services but also to grow its current accommodation base for families impacted by childhood cancer".

CHARITABLE FUNDRAISING ACT

As the fundraiser, you are responsible for all financial aspects of the activity including record keeping, management of funds, issuing receipts and depositing proceeds to the Childhood Cancer Support bank account after completion of the activity. You must comply with the Charitable Fundraising Act and regulations in your state. The basic obligations are as follows:

- Keep and provide Childhood Cancer Support with accurate financial records including submission of a budget before the activity and record of finances following the activity.
- All funds raised must be deposited into the Childhood Cancer Support bank account within two weeks of the fundraiser.
- All receipt books must be returned to Childhood Cancer Support
- Childhood Cancer Support cannot compensate any expenses incurred by the fundraiser however expenses can be deducted from the proceeds of the event, provided they are properly documented (total expenses must be less than 30% of total proceeds)
- You are not permitted to approach the general public with door to door, street or telephone collections as part of the fundraising activity

TERMS AND CONDITIONS cont.

COLLECTING THE FUNDS

Donations can be collected in the form of cash, cheques or money orders, which should be made out to Childhood Cancer Support. This applies to donations only; other payments associated with the fundraising activity, (e.g. event tickets or payment for an auction item) should be made out to the relevant business or to you as the fundraiser.

Childhood Cancer Support cannot process credit/debit card payments relating to any activities associated with the fundraising activity. Childhood Cancer Support can only process a payment from you for the total amount of net proceeds being donated at the conclusion of the activity. As the registered fundraiser for the activity, you will assume responsibility for all financial transactions.

RECEIPTS

Childhood Cancer Support will supply receipt books on request. There are two types of receipts that can be issued: a non-tax deductible receipt and a tax-deductible receipt. A non-tax deductible receipt is issued when the person giving gets something in return e.g. a raffle ticket, auction purchases or entry to an event. A tax-deductible receipt is issued for a straight donation (\$2 or more) where the giver does not receive anything in return.

Important points about receipting:

- Receipts can be written and issued immediately for money received.
- You cannot claim tax deductions for monies received on behalf of others.

If preferred, you can keep a register of all supporters eligible for a tax-deductible receipt and individual receipts can be sent to the fundraiser for distribution following the activity. Please ensure you record all necessary details for all supporters.

DETAILS

I agree I/WE as a third party fundraiser and agree with the terms and conditions outlined by Childhood Cancer Support.

Individual/Business _____

Contact Name _____

Contact Number _____

Date _____

Signature _____

FUNDRAISING APPLICATION FORM

YOUR DETAILS:

Name of workplace / school / individual:

Contact Name:

Mailing Address:

Suburb:

Postcode:

Phone:

Email:

EVENT INFORMATION:

Name:

Date/Time of Event:

How will funds be raised?

Resources Required (if any)?

Target amount you wish to raise (if known):

Do you require a Childhood Cancer Support representative to attend your event:

YES / NO

Location:

How many people are expected to attend/be involved?

Funding arrangement (please tick):

All funds raised will go to Childhood Cancer Support

A split percentage of funds raised will go to Childhood Cancer Support

I have read, agreed, and signed off on the Fundraising Terms and Conditions as outlined by Childhood Cancer Support (please tick if yes).

Date:

Signature:

A HANDY CHECKLIST

- WHEN** Pick a date and time that leaves plenty of time for planning.
- WHERE** Where will the event take place? Consider costs, accessibility, location and size.
- WHO** Select an audience for the event. Consider the number of guests and exclusivity of the event.
- ENTERTAINMENT** What is the incentive? Consider performances, music, raffles, auctions or event themes.
- CATERING** What kind of food are you offering at your event? Make sure you know where you're going to source it from and that the amount is applicable to the number of attending guests.
- BUDGET** Ensure costs are reasonable so that a significant profit can be made. Consider how much you intend to raise, and ask around for discounts or special deals.
- COMMUNICATION** How are you going to market your event? Consider ways in which you can spread the word.
- APPROVAL** Receiving approval from Childhood Cancer Support before hosting your event and using any Childhood Cancer Support marketing material is crucial.
- REGULATIONS** Ensure that you adhere to all safety and legal regulations when organising your event.
- ORGANISING** It is always a wise idea to have a run sheet outlining timings and the itinerary of your event.
- RETURNING FUNDS** Deposit your funds raised from the event to Childhood Cancer Support, ensuring that you notify them of the total amount raised.
- THANKS** Make sure you thank your supporters for their help and keep people posted of how much you raised!



THANK YOU

On behalf of the Childhood Cancer Support team and all our families, we say thank you for your fundraising efforts.

By offering your time and generosity, you are helping to empower our families during the most difficult time they are ever likely to experience.

Childhood Cancer Support does not provide a cure – we do not place emphasis on what the future holds. Our thoughts are on what needs to be done right here, right now, for the families who need it most.

Childhood Cancer Support keeps families together, because children should not have to fight cancer alone.





CHILDHOOD

CANCER SUPPORT

87 Annerley Road, Woolloongabba QLD 4102

Ph (07) 3844 5000 | F (07) 3846 2595

E. info@ccs.org.au | www.ccs.org.au

Facebook | www.facebook.com/ccsaus

Twitter | www.facebook.com/ccsaus

Instagram | [@childhoodcancersupportaus](https://www.instagram.com/childhoodcancersupportaus)