



Fundraising Guidelines

Thank you for your interest in holding a fundraising initiative for Breast Cancer Australia. There are numerous ways which you can raise funds. This could be in the way of an event which you are organising specifically to raise money for Breast Cancer Australia or an event that you or your company are already holding that you would like to add a fundraising component to e.g. selling pink ribbons, collecting money in donation tins or donation envelopes.

You may also organise a smaller scale fundraiser which may involve getting friends together and having a movie night or if you have a small business it can be as easy as having a donation tin in your shop.

Please be aware that while Breast Cancer Australia will endeavour to provide you with your requests e.g. guest speakers or ambassadors, due to the many events and campaigns held throughout the year, we cannot always guarantee this support.

We can supply the following to support your fundraising initiative:

- Supporter Letter
- Sponsor Form
- Website Promotion
(Events that will raise over \$10,000 will receive complete marketing support)
- Merchandise
 - Pink Ribbons
 - Envelopes
 - Pens
 - Tins
 - Banners
 - Brochures

- Tax deductible receipts on completion of your event will be sent from our office to your fundraising initiative's donors.



We have limited resources and are unable to supply any of the following support or infrastructure for your fundraising initiative:

- Organising committee
- Postage
- Financial Assistance
- Data Base
- Volunteers
- Sale of any tickets for your event

Breast Cancer Australia has worked very hard to secure some very important corporate partners and sponsors that support the foundation. These companies are already very generous with supporting Breast Cancer Australia and we ask that you under no circumstances approach any of the following companies:

- Ritchie's
- SUPA IGA
- Honda Foundation
- AMP Foundation

Your Responsibilities

It is our policy at Breast Cancer Australia that an event should aim to return around 60% net to the charity. This means that the expenditure should not be more than 40% of the total revenue.

We understand that for certain events this is not possible and this should be clearly stated on your application budget.

This does not apply if your event or contribution is not being held specifically to raise money for Breast Cancer Australia. This generally means events that you are becoming a part of like fun runs.

The organiser must properly account for all income raised and expenses incurred. Further the organiser will be financially responsible for any stock that is unsold and not returned to us or damaged. This includes banners, ribbons and other supplied materials. Of course pamphlets, tins, envelopes and the like are not included.