

Community Fundraising Information Kit



Welcome.

Thank you for your interest in fundraising for Telethon.

Many of you may know Telethon as a weekend of television in October. However, the kids of WA that benefit from Telethon funding need our support all year round, and in turn, we need yours.

The generosity of Western Australian schools, community groups, sporting teams, clubs as well as local business play a vital role in Telethon's ability to fundraise and support children's charities, 365 days a year.

Aside from the financial assistance you offer to the kids of WA, fundraising for Telethon is also a rewarding way to get involved in your local community or to build morale and friendships at your workplace.

First time fundraiser or seasoned pro, this document has been put together to point you in the right direction, providing you with ideas and highlighting some important factors you will need to consider along the way. It will also help you understand Telethon's terms and conditions for community fundraising.

Good luck with your fundraising adventure and thanks for doing it for Telethon!



What is Telethon?

The Channel 7 Telethon Trust is a registered charity with a philosophy that financially supports the medical and social welfare of children and young people and fund research into children's diseases. Since its inception, Telethon has raised over \$349 million!

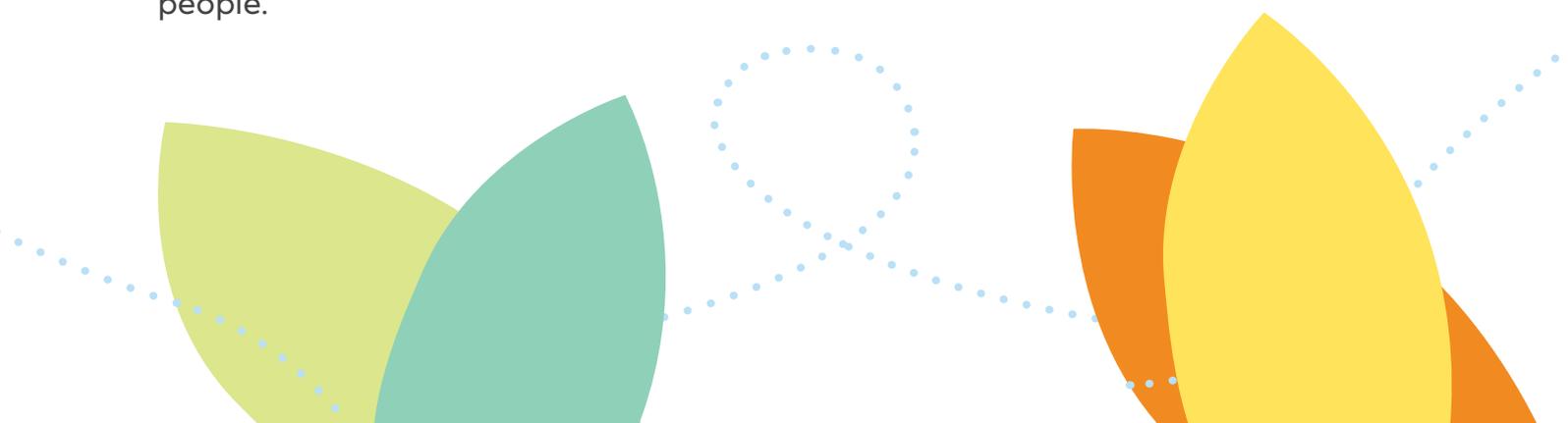
Generations of Western Australians have grown up with Telethon and through their generosity have had a major impact on some of the life-threatening diseases that face our children including brain cancer and leukaemia.

Through Telethon, you have provided equipment for children in hospital, critical services for children with disabilities and life-changing opportunities for disadvantaged children. Your tax deductible donations to the Channel 7 Telethon Trust will ensure that together, we can continue to ensure that our children have the best quality services and support now and in the future.

The Channel 7 Telethon Trust is a registered charity, governed by a Board of Trustees. Telethon's small team is based at Seven West Media headquarters in Osborne Park. Telethon exists on a day to day basis because of the generosity of Channel Seven Perth, The West Australian & The Sunday Times.

Where does the money go?

Telethon supports and grants funding to a number of charitable organisations all united in their mission to improve the health and well-being of children in Western Australia. Telethon's biggest beneficiaries are Telethon Kids Institute and Perth Children's Hospital, however a total of 53 charities have received funding from Telethon in 2020. The grants are utilised for the purchase of new medical equipment, aids and devices, undertaking medical research into children's diseases, establishing new facilities, provision of counselling and support services for children and young people.



Fundraising Ideas

There are lots of ways you can raise funds for Telethon. Your idea can be as creative as you want it to be, the options are endless! It's about working out what the people in your community or at your work would get behind and be passionate about.

Here's just a few ideas to get you started:



Create a lemonade stand, bake sale or market stall.



Hold a quiz, karaoke or bingo night.



Take part in a walk-a-thon, marathon or bike ride.



Organise a sports tournament playing cricket, golf, tennis etc



Organise a Christmas, Valentines or fancy dress ball or dinner.



Host a clothing swap party at your home.

Other ideas

- Host a picnic performance
- Host an auction of "once in a lifetime" opportunities
- Organise a river cruise or a fashion parade
- Organise a cultural event or food festival
- Hold an exhibition of art or hand painted designs by local personalities
- Hold a raffle monthly
- Host a car rally
- Give a donation to Telethon instead of corporate gifts at Christmas
- Talk to your employer about a Payroll Contribution Scheme
- Create a sales promotion with a small business

Some people also choose to give donations in lieu of wedding gifts, anniversary or birthday gifts or in memory of someone special.



Getting Started

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Step 1 – Decide on your fundraiser

Choose a fundraising idea that you'd love to do!

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Step 2 – Set a date

Now that you have your idea, it's time to choose a date that will work for you and anyone you want to involve. It's a good idea to consider the following:

- Telethon accept donations all year round, so you don't need to hold a fundraiser around the time of the Telethon weekend, and all donations will still be reflected on the Telethon Tallyboard
- If the event is outside, make sure you consider the weather at certain times of year
- Consider any other events on in your area at certain times of the year

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Step 3 – Set your fundraising goal

Have a think about how much you want to raise for Telethon as having a goal will inspire others to support you! Think about any costs associated with your event and how you can get items sponsored or donated to keep costs to a minimum

(If you want more help on this, you can download our handy budgeting sheet [here](#))

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Step 4 – Register your fundraiser

Register your fundraiser online. From there, you'll have a fundraising page that people can access for information and to make donations.

The Telethon team will then send you an authority to fundraise form and any other resources and support you require.



Fundraising Guidelines

These guidelines provide the basis for all fundraising activities or events to be organised on behalf of Telethon. Any fundraising activity using Telethon brand must be endorsed by Telethon and comply with the obligations and regulations imposed by the Charitable Collections Act 1946.

Application

Applications to fundraise for Telethon can be made online [here: https://www.telethon7.com/fundraise/register](https://www.telethon7.com/fundraise/register)

Authority to Fundraise

Telethon is obliged to approve and authorise all fundraising activities held on its behalf. Please make sure you only begin your fundraising once you have received an authorisation letter from Telethon. The authorisation letter will only be sent to after you have read and agreed to the terms and conditions and complete the online registration.



Financial Records

Telethon must have funds totalled and returned within 14 days of the event to comply with the Charitable Collections Act, so please ensure you can reconcile your income and expenses within this time frame. We've provided a [sample budgeting tool](#) to assist with your planning and record keeping.

Tax Deductible Receipts

Any donation over \$2 can be claimed as a tax deduction. Mentioning that any donation over \$2 is a tax deduction might be an incentive for prospective donors. The following are not donations and cannot be claimed as a tax deduction: raffle tickets, event entry tickets, auction items.

Donations made to your online fundraising page will be emailed a tax deductible receipt.

If you think you will be collecting cash donations (that is when the donor has not received a material benefit in return for payment) it might be worthwhile to request an official Telethon receipt book.

Lotteries/Raffles/Permits

If you are running a raffle or selling alcohol you will need to get the correct license from the Department for Racing, Gaming and Liquor – please check out their website before planning your event <http://www.rgl.wa.gov.au/>. If you hold a raffle, make sure you keep all your ticket stubs and take down all the details of the prize winner as Department for Racing, Gaming and Liquor may request these for an audit.

Fundraising Guidelines

Online Fundraising page

Making donations online is convenient for you and your donors, reducing the need to handle cash, cheques and generating receipts automatically. You can set up an event page through <https://donate.grassrootz.com/telethon7/telethon-fundraising> and nominate Telethon as your charity. Then you will be able to forward your unique webpage link to all your friends and family via email or by posting it on Facebook/Instagram/Twitter. Please let the Telethon office know if you set up a Grassrootz account

Public Liability Insurance

Make sure you consider and take out any necessary insurance for your fundraising activity as you will not be covered under any Channel 7 Telethon Trust policy. It is important to have public liability cover if you are holding an event where members of the public will be attending. You can organise this through an insurance broker. If your event requires a large infrastructure set-up make sure your suppliers are trustworthy and that they have their own insurance coverage.

Approvals

If you are holding an event in public or on property that you do not own, you will need permission from the property owner or council. If you are preparing and selling food you will also need a license from your local council.

Event Safety and Comfort

If you are holding a large event, you need to make every effort to make sure your guests are safe. Mark out emergency exits with clear signage, if you are having a lot of people attending you may also need to hire some crowd controllers and consider First Aid support. Make sure staff/volunteers know where these are located and map out contingency plans in case of bad weather for outdoor events. Consider whether your venue has enough parking for the number of people attending. If not, you may want to advise your guests about public transport options.



Maximising your Fundraising Potential

Now that your fundraiser is ready to go, here's a few more ideas for you to consider to really make the most of your fundraising activity:

Using the Telethon Logo



Telethon is well known brand in WA so once you have been authorised to fundraise for Telethon you will receive the Telethon Community Fundraiser logo which can be included in your marketing materials. When you use the Telethon logo you will need to have it approved by the Telethon office before you print or publish your flyers, posters, tickets, website etc.

Matched Giving and Sponsorships



Some companies will offer matched giving for any funds raised – so if you are running the community fundraiser at your work consider asking your employer if the company would be willing to match any funds raised by staff. Also, try asking local businesses if they would be willing to sponsor your event. If they can see their company will gain good exposure they may be willing to come on board with a cash or in-kind sponsorship.

Donation Buckets



Telethon is happy to supply official Telethon branded donation buckets to have at your event or to place at busy areas of your work, club, school etc. These are numbered and registered specifically to your fundraiser. Please note that Telethon can't approve or endorse door-to-door or public street collections.

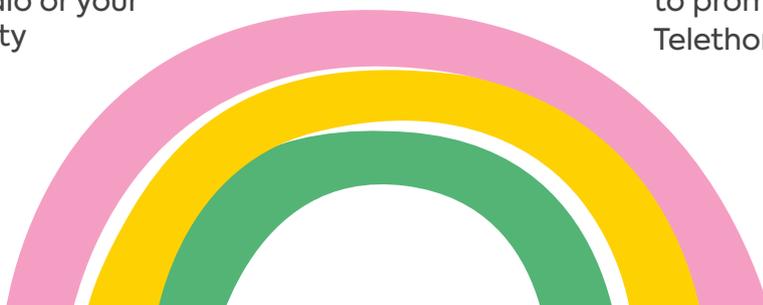
Creating add-ons to your event can increase your revenue. If your event involves an interesting guest speaker or celebrity, guests could pay to have their photo taken with them and get it autographed; you could hold a raffle or silent auction at your event; or you could have a volunteer do kids face-painting for a gold coin donation.

Promoting your Event

There are many ways of promoting your fundraising event including school newsletters, Facebook and other social networking sites, shopping centre noticeboards, websites, community radio or your local community newspaper.

Telethon has created some poster and media release templates which you are welcome to download and use.

Telethon can occasionally help to promote your event via our own channels. Ask our Fundraising Manager if this can be done. Please note: Around Telethon time it's not always possible due to promotion of the Telethon Weekend.





If you require any further information regarding community fundraising for Telethon please contact:

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