

Your community fundraising kit.



Melbourne Citymission



Melbourne Citymission
Building Inclusive Communities



Community fundraising

By volunteering to be a community fundraiser for us you are doing something positive to change the lives of the thousands of Victorians who receive a hand up and not a hand out from Melbourne Citymission.

Melbourne Citymission assists people every day in the areas of Employment, Education & Training, Children's and Disability Services, Homelessness, Aged Care and Palliative Care.

The community fundraising activity you host will be a fun and rewarding experience for all involved and the type of event you organise is only limited by your imagination and resources.

1

Where to start

Choose your activity and make it fun. Think about who will be involved, who will attend, how you will promote your activity, what the costs involved are and how much you think you will raise.

As a general rule of thumb you should keep your expenses at or below 30% of the funds raised, so for every \$1 spend you should be raising \$3 in return.

2

Tell us about it

Before you conduct any fundraising for Melbourne Citymission you need to tell us about your plans and gain approval for your event.

3

Host your fundraiser

Once we have received and approved your application you will be issued with a Letter of Authority allowing you to fundraise on Melbourne Citymission's behalf. You can now organise and run your activity.

4

Make a difference

You must send Melbourne Citymission the money you have raised within 28 days of holding your event. Please refer to our section on collecting and depositing money for all the information you will need.



Fundraiser ideas

The type of event or activity you host is only limited by your imagination and your resources, so put on your thinking cap, get creative and have fun.

Here are some of the ideas that have been used to successfully raise money for Melbourne Citymission.

You can even combine two or more of these activities to boost fundraising results with little extra effort.

For example, you might host a trivia night combined with a raffle or a silent auction.

- Afternoon or morning tea
- Art exhibition
- Auction or silent auction
- Benefit gig or performance
- Car rally or corporate team building challenge
- Fashion parade
- Fun run. Join a sponsored run such as Run Melbourne and nominate Melbourne Citymission as your chosen charity
- Gala dinner or ball
- 'Guess the jelly beans in the jar' competition. Or your own variation.
- Ladies' or men's night in
- Lawn bowls or ten pin bowling
- Movie night
- Party. Ask guests to donate money instead of bringing gifts
- PJ Day**
- Raffle
- Sausage sizzle
- Talent competition
- Theme day at work e.g. crazy socks or casual clothes day
- Trivia night
- Treasure hunt
- Winter Sleepout**

**PJ Day and Winter Sleepout events have formed the basis of Melbourne Citymission's Homelessness campaign since 1993. You can host your own fundraising event at any time of year or put in an extra effort in August to raise awareness and funds to support the thousands of Victorians who are experiencing or are at risk of experiencing homelessness.



Online fundraising

The easiest way to manage your fundraising monies is to set up a fundraising page on Everyday Hero.

Everyday Hero will receipt all your supporters instantly and forward the money to Melbourne Citymission.

1

Simply visit www.everydayhero.com.au to register and set up your personalised fundraising page. You can specify a fundraising goal, upload an image, and even include a message on why you are supporting Melbourne Citymission.

2

Promote to your supporters. Email the link to your fundraising page to your family, friends and/or colleagues and encourage them to sponsor you.

3

Watch your fundraising efforts grow. Each donation is recorded on your page along with any message of support from your sponsors.

They will automatically be issued with tax-deductible receipts and the funds transferred to Melbourne Citymission.

4

Thank and encourage. The most important thing to do is to thank the people who sponsor you.

Melbourne Citymission will thank them as well but it is really nice to be appreciated.

So make sure you say thanks and keep encouraging others to sponsor you.



Useful information and tips

First aid

It is a good idea to have a person qualified in first aid and a fully equipped First Aid kit. If you are hosting a large event you may consider contacting a First Aid service provider such as St John's Ambulance.

Photography

We would love to see your fundraiser in action so please remember to take photos and email them to events@mcm.org.au. Just remember to get parent or guardian permission when taking photos of children and make sure that adults agree to being photographed.

Food hygiene

If you are serving food at your event please observe all safe food handling practices.

Car parking

Are there enough car parks available? Do you need to appoint someone to direct traffic and is it safe for pedestrians?

Public safety

Is your venue free from fire and slip hazards? Are all fire escapes clearly marked and accessible?

Safe clothing

Are all people helping to run the event dressed appropriately? Remember to pack sunscreen if your event is outdoors, wet weather clothing if it is raining, boots, aprons or hi-visibility gear if needed.

Money

Do you have a safe lockable place to store the money you are collecting? Do you have change to issue if needed?

Alcohol

Remember to always serve alcohol responsibly and check if you need a licence.

Amenities

Are there enough toilet facilities at your chosen venue? If you are relying on public facilities it is a good idea to make sure you take extra toilet paper. For larger events you may need to hire portable toilets.

Permits

Does your event require approval and permits from other bodies and/ or organisations?

Water

Do you have access to fresh running water? If not it is a good idea to take bottled water.



Your responsibilities as the event organiser

Your responsibilities as the event organiser

Any person, whether as an individual or part of a group, who chooses to fundraise on behalf of Melbourne Citymission agrees to the terms and conditions set out in this document.

As the event organiser you are only authorised to fundraise after you have registered your event or activity, it has been approved and you have received a Letter of Authority and event registration number from Melbourne Citymission.

All fundraising monies must be forwarded to Melbourne Citymission within **28 days** after the conclusion of your event.

All income and expenses incurred must be recorded on the Community Fundraising Results form and forwarded to Melbourne Citymission via post or fax, within **28 days** of the event date.

The event or activity will be conducted in the event organiser's name and is the sole responsibility of the event organiser.

The event organiser must comply with legal requirements and obligations in the relevant state or territory and is responsible for all applications for permits, authorities to fundraise, insurance or licences required, these must be secured before proceeding with your event, copies must be provided to Melbourne Citymission upon request. You may need to check with several authorities including but not limited to the Australian Taxation Office (ATO), Consumer Affairs and the Victorian Commission for Gambling Regulation (VCGR).

Melbourne Citymission's personal or public liability insurance does not extend to the community fundraising event/activity. Any requirements for insurance are the responsibility of the event organiser.

The event organiser is fundraising on behalf of Melbourne Citymission and must not portray themselves as representing Melbourne Citymission.

Children aged 16 years or under are not permitted to collect monies without being accompanied by an adult.

All promotional material should state that funds raised will be supporting Melbourne Citymission and not misrepresent itself as an official Melbourne Citymission event. The branding guidelines set out on page 7, should be strictly adhered to.

Melbourne Citymission will not authorise community fundraisers to solicit donations from the general public, including but not limited to door knocking, telephone calls or collecting money on the street.

Melbourne Citymission reserves the right to withdraw its approval of the event at any time, if it appears that the event organiser will fail to meet the above responsibilities or to protect the reputation of Melbourne Citymission.

Please forward all correspondence to:

Community Fundraising
Melbourne Citymission
PO Box 13210 Law Courts PO
Melbourne VIC 8010
Fax: 03 8625 4410
Phone: 8625 4444
Email: events@mcm.org.au





Melbourne Citymission branding and logo use

Melbourne Citymission may be able to provide you with a small range of branded promotional and event material, such as a banner, posters and/ or collection tins. If you require any of these please specify on the Community Fundraising Registration form.

If you are planning on promoting your event/ activity with your own materials there are certain guidelines that you need to be aware of and observe.

1. When referring to the organisation, Melbourne Citymission, please use the full name. It is incorrect to refer to the organisation as 'Citymission', 'MCM' or any other abbreviation. Please also note that Citymission is one word.
2. Your promotional material should not imply that the event is an official Melbourne Citymission event e.g. you **may** write "Company X's Trivia and Silent Auction in support of Melbourne Citymission". However you **may not** write "Melbourne Citymission's Trivia and Silent Auction."
3. If you wish to use the Melbourne Citymission logo, you must contact Melbourne Citymission to request a copy of the logo to be emailed to you. You will need to submit the completed artwork of all materials featuring the Melbourne Citymission logo and must gain approval in writing before you distribute them. You must not copy the logo from any other source.

Community Fundraising Registration Form

The first step to hosting your event is to tell us about it. Please fill out this form and either post or fax it to us. Once we have approved your event we will issue you with a Letter of Authority and an event registration number. Then you can go ahead and start organising your event.

CONTACT DETAILS					
Title		First name			
Surname					
Name of community group or company (if applicable)					
Organisers Address (PO Box not accepted)					
		Suburb			
State		Postcode			
Postal address if different from above					
Suburb		State		Postcode	
Phone (daytime)			Mobile		
Email					
Do you have any current or prior criminal convictions? (Please circle)				Yes	No
DETAILS OF PROPOSED EVENT					
Proposed name of activity					
Brief description					
Proposed date of activity					
Venue, name and address					
How will funds be raised?					
Are any other charity/not for profit agencies that are going to share the profits from your event? (Please circle)				Yes	No
If yes, who are they and what percentage of funds will be distributed to the different organisations?					

How did you hear about Melbourne Citymission and why did you choose to fundraise for us?

ACTIVITY BUDGET

What is the total estimated income you expect to generate?

What are your total estimated costs to host this activity?

Please provide details of your proposed expenses (advertising, venue hire, catering, etc)

MELBOURNE CITYMISSION SUPPORT

Melbourne Citymission has limited promotional materials that may be of assistance for your event. These are subject to availability. From time to time a Melbourne Citymission staff member and/or client may attend your event as a guest speaker. We will consider your request and confirm if this is a possibility as soon as possible. Please indicate what support you may require for your activity. Please tick (✓).

Collection tins

Banners

Brochures

Use of Melbourne Citymission logo in your own promotional material

A Melbourne Citymission representative to attend your event

Promotion of your event via Melbourne Citymission's Community events page and/or Facebook

DECLARATION

I, (name of organiser) have read, understood and agree to the terms and conditions that I will comply with as laid out in Melbourne Citymission's Community Fundraising Kit.

I agree to remit funds to Melbourne Citymission within the specified time and conduct myself in a professional manner that upholds the values of Melbourne Citymission.

Signed

Date

If there are any other information that you think may be relevant to this application please include it here.

INTERNAL USE ONLY

Date form received

Event/Activity Approved

Yes

No

Event/Activity Registration Number

Date Letter of Authority sent

Collecting and depositing money

As the event organiser it is your responsibility to ensure that all funds raised and costs incurred are managed appropriately.

Collection of funds

Please ensure all cash is kept in a lockable container and kept in a safe and secure place. Do not openly display any cash you collect and do not leave it unattended. For your safety we recommend depositing it into Melbourne Citymission's bank account as soon as possible.

If you are depositing money electronically please use your event registration number as your payee details so that we can acknowledge your efforts in a timely manner.

National Australia Bank
Branch: 330 Collins Street
Account name: Melbourne Citymission
BSB: 083-004
Account number: 49481 8055

Cheques and money/postal orders should be made payable to Melbourne Citymission and posted to:

Community Fundraising
Melbourne Citymission
PO Box 13210
Law Courts PO
Melbourne VIC 8010

Credit card payments can be made by setting up an online fundraising page for your event on Everyday Hero (please see Online Fundraising on page 3), by calling Melbourne Citymission directly on (03) 8625 4444 or via the Melbourne Citymission website** (www.melbournecitymission.org.au).

Incurred expenses

Any costs that you as the event organiser incur and deduct from the funds raised must be fair and reasonable and only include direct expenses such as catering or venue hire

All monies that you deduct from the overall funds raised must be recorded on the Fundraiser Results Form (which will be mailed upon approval) and should not exceed 30% of the total funds raised.

The Fundraising Results Form should be posted with any cheques or money orders, if you are depositing funds electronically, please fax or mail the form separately to Melbourne Citymission.

Donation Receipts

Only donations of \$2 or more are tax-deductible. If a donor requests a receipt, you will need to complete the Donation Receipt Form (which will be mailed upon approval) and return it to Melbourne Citymission on completion of your activity.

Tax-deductible donations* are monies received where the donor does not receive any benefit from the money, for example, raffle tickets, door entry and dinner tickets are not tax-deductible donations.

If a supplier provides you with free or discounted goods or services and requests a receipt, please request a letter from the supplier to be sent to Community Fundraising, Melbourne Citymission stating the value of the products or service, we will send a letter of acknowledgement to the supplier for them to use when applying for a tax deduction.

** donations submitted via the Melbourne Citymission website will not be credited to your event.

www.melbournecitymission.org.au

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