



Community Fundraising Handbook

The background of the page features a photograph of a young child with curly hair, smiling broadly. An adult's hands are visible, holding the child. The photo is set against a green circular graphic on the left side.

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We need ***your*** help

Each year in Australia, about 5000 mums—with children under the age of 12—are diagnosed with cancer. That's 13 mums each day.



Thank you for choosing to support Mummy's Wish

We are so grateful that you have decided to raise funds for Mummy's Wish and we can't wait to share in your fundraising journey.

We understand how a cancer diagnosis can have a different impact on mums than on other members of the family. We're here to help mums get the assistance they need and to access further support services that are available so they can focus on what really matters—getting well, and being a mum.

We couldn't do this without our dedicated fundraisers.

To help you make the most of your fundraising event, this handbook is packed with ideas and helpful hints.

You'll also find important information about your rights and responsibilities when fundraising for Mummy's Wish, and guidelines to help make it easy to ensure Mummy's Wish is represented in a consistent and accurate way.

If you have any questions, want to discuss your fundraising ideas or need help to boost your fundraising you can contact us on 1300 045 741 or email fundraising@mummyswish.org.au



About Mummy's Wish

Mummy's Wish is the only Australian independent charity dedicated to providing practical support to mums who are diagnosed with cancer while their children are young (under 12 years of age).

Every dollar you raise will help us to:

-  Provide each mum with an experienced support coordinator to provide emotional support and information
-  Provide practical support such as house cleaning sessions or meal delivery to families where mum is undergoing treatment such as chemotherapy
-  Provide hospital car parking vouchers or fuel vouchers to ease the financial strain on families
-  Supply books and other resources to help mums talk to their children about what they're going through and how it may affect their family
-  Provide each mum with a voice-recordable Comfort Bear for each child under 12 years so mum can leave a little message for them to hear when they're not together

With your help, we can reach our goal of ensuring all mums and their loved ones are aware of and have access to the support services they need. Thank you.



Organising a fundraising event

As Mummy's Wish receives no government funding, we rely on the generosity and support of people just like you.

You can help raise awareness and vital funds for Mummy's Wish in your workplace, school, community group, organisation, or as an individual.

And every dollar you raise makes a difference.

Hosting an event can be a great way to get your friends and family together for a catch up, while simultaneously raising money for Mummy's Wish.

Decide what type of fundraiser you'd like to host—you can be as creative as you like! You could even use your special occasion, such as a wedding or milestone birthday, to fundraise.

Looking for more fundraising ideas? Check out our A to Z of Fundraising Ideas on page 8.



Fundraising: It's as easy as 1, 2, 3, 4, 5

Once you have decided to host an event for Mummy's Wish, it's time to start planning.

2. Register your fundraising event for approval

This is a legal requirement. Complete and submit the application form (you can download one from our website). Once approved, you will receive your "Authority to Fundraise" letter.

1. Start brainstorming fundraising ideas

Think small, big or anywhere in between because every dollar raised makes a difference to mums and their families.

3. Read about the work of Mummy's Wish at mummywish.org.au

This will enable you to talk to prospective supporters about the organisation and the practical support that you'll be helping fund.

4. Make sure you also read the fine print.

See our Terms and Conditions and of Fundraising on page 18. And don't try to do it all on your own! Get your friends, family or colleagues involved. Most importantly, have fun!

5. Return funds raised to Mummy's Wish so we can put it to use, helping more Aussie families

Remember to thank your supporters and don't forget to send us any pictures to share and inspire others to help Mummy's Wish.





A to Z of Fundraising

Want to raise money to support Mummy's Wish, but don't know where to start? Whether you're a first timer or a regular fundraiser, everybody needs a little inspiration sometimes.

Our A-Z of fundraising is packed with ideas, all of which have been completed by our fundraisers in the past.



A Afternoon Tea

Stick the kettle on, organise a variety of cakes and sandwiches, and don't forget the scones!

B BBQ

Charge neighbours, friends and family a small fee to attend your barbecue. Ask them to bring a drink or some nibbles to keep costs down.

C Cake Sale

Let them eat cake! Hold a traditional cake stand at work, school or fêtes. Get baking and sell your cakes to your mates, work colleagues or random strangers.

D Doggy Happy Hour

Drinks and puppies, what more could anyone ask for? Ask your community members to bring out their cutest four-legged pals for an adorable doggy happy hour at a reasonable entrance fee.

E Easter Egg Hunt

Charge parents to take their kids off their hands for an afternoon—plan an Easter egg/sweet hunt in the garden to keep them amused.

F Fairs, fêtes, bazaars, etc

Get yourself a big space (a hall, a field or even a car park) and let your imagination go crazy.

G Games Night

There has been a massive resurgence in the popularity of board games, so this presents another great fundraising opportunity. Choose a competitive game and get the word out that you're having a tournament with a small sign up fee, and prizes for the winners.

H Head Shaving

Less impressive if you already have a crew cut, but for those with long flowing locks this could raise loads of cash. If you aren't feeling brave, get sponsored to shave the head of a hairy (and willing) mate.

I International Evenings

Cook themed meals, have themed table decorations and wear appropriate clothing. To cover costs, it's probably best to charge a small entrance fee. This could be a great thing for families, work colleagues or schools to get involved in as team building.

J Jumble Sale

Dig around under the bed and at the back of wardrobes for anything you can sell and organise a jumble sale. Get your friends to get in on the act selling their own unwanted items.

K Karaoke Competition

Rent a karaoke machine and hold an event in your local pub or boardroom. Sell tickets, or make it a competition and charge people to enter. Get a local company or your boss to donate a prize.

L Long Lunch

Invite everyone in your workplace, school or street to a grand lunch (for a small fee, obviously). Make fancy sandwiches and nibbles. This could work especially well in an office, where people may appreciate an unusual break in the middle of the day.

M Movie Night

Whether it be held in the summer under the stars, or at any time throughout the year at a local cinema, a movie night is a great way to fundraise. You could host an advanced screening of the latest blockbuster, a family-friendly Christmas movie or a girls' night out to see a new Rom Com.

N Non-Uniform Day

People make a gold coin donation for the privilege of coming to school or work in free dress. Or make it every Friday for a month at work—loud shirt day or colour theme?

O Office Collection Day

Stick a donation tin on your desk with notices telling people what you're raising money for. Or make it a swear jar for those words 'your mother wouldn't approve of'.

P Pancake Day Party

Everyone loves pancakes, right? Hold a pancake party for all your family and friends (charge them a fiver each). Serve unlimited pancakes and hold a pancake-tossing competition.

Check out our longer
A to Z list on our website:
mummyswish.org.au/pagelink

If you have any questions or want to discuss your fundraising ideas or need help to boost your fundraising you can contact us on 1300 045 741 or email fundraising@mummyswish.org.au

Q Quizzes

Quizzes are very popular and hence a good way to make money. Pubs are the usual venue, but you could also hold one at a local school, or in your boardroom.

R Raffles

Get friends and local companies to donate prizes. Go for cool, unusual prizes like a day at a spa, a go-karting session or a takeaway pizza. Run an online raffle using Raffletix.

S Silent Disco

If you haven't heard of a silent disco before, it's an opportunity for people to dance while listening to their own music through headphones (or for several DJs to play music at once). Or check out Disco in the Dark.

T Teddy Bears' Picnic

Charge families for tickets, and publicise it through playgroups and primary schools. Don't forget to bring your own teddy!

U Unwanted Gift Sale

Get your friends and family to donate their unwanted Christmas gifts in early January.

V Variety Show

Does your Dad play the banjo? Can your dog dance the tango? Put on a variety show with a difference!

W Wine Tasting

Hold a wine-tasting evening. Ask a winery or bottle shop to donate a few bottles for the tasting, and sell bottles for them at the end (for a small profit).

X Xmas Fair/Party

'Tis the season to make money! Get out the mistletoe for a big Christmas party, or sell homemade gifts at a Christmas fair.

Y Yoga Marathon

Get sponsored to do yoga for a day. You'll be so bendy by the end of it that you can charge people to watch you tie yourself in knots. Bonus.

Z Zumba

Ready to feel the rhythm? Zumba your way for a day and support Mummy's Wish.

Using the Mummy's Wish Logo

Fundraisers must label their events as 'an event in support of Mummy's Wish'.

The 'Proudly supporting Mummy's Wish' logo should be used in all fundraising promotions and on all printing and advertising material.

To obtain a copy of the 'Proudly supporting Mummy's Wish' logo pack, please contact our Fundraising team on 1300 045 741.

Any marketing materials or advertisements must be submitted to Mummy's Wish for approval. Approval can be given within a day in most cases. Please email fundraising@mummyswish.org.au.



Website & Social Media Support

Where suitable, Mummy's Wish may provide social media promotion and an event listing on our website.

Some generic guidelines around the fundraising events/activities that qualify for this support are:

- The event/activity is not an ongoing one, such as a market stall or BBQ at venues that regularly host fundraising activities/events. i.e. Bunnings BBQ
- The event/activity aims to engage with both the wider Mummy's Wish community and the general public
- The event/activity is appropriate to being associated with Mummy's Wish.

Mummy's Wish encourages all participants to share their fundraising endeavours via their social media platforms.

Remember to tag @mummyswish and use #mummyswish so we can see and share your posts where appropriate.

For all social media, website support requests the following will need to be supplied to Mummy's Wish:

- Event details listing date, location, costs, ticket types etc, contact for further information
- 2 x Event images* (Only high resolution / quality images can be used on the website and you must have relevant permission to use these images.)
- 1 x Event blurb inviting people to join or describing the event
- A clear message of what funds or portion of funds will be donated to Mummy's Wish ie. \$5 from every ticket, or all proceeds from the raffles etc.

If you are unsure, or have any questions, please contact us on 1300 045 741 or email fundraising@mummyswish.org.au

Event *cheat sheet*

- 1 Decide what type of fundraising event you'd like to host—a long lunch, sit down dinner, high tea, cocktail party or gala event. The options are endless.
- 2 Do a budget. Make sure that you are getting good return for your efforts.
- 3 Pick a date and a location—this could be anything from a sunset soiree at your house, or a high tea or cocktail party at your favourite hotel or cafe.
- 4 Register your event with the Mummy's Wish team so that we can send your 'Authority to Fundraise' letter.
- 5 Create a guest list and design invitations. Then send them out via email, Facebook (event listing and direct message) or by snail mail.
- 6 Approach local businesses or your own personal contacts – see email/letter templates on page 13.
- 7 Sell tickets! Try a simple online booking site such as StickyTickets or TryBooking to manage the bookings for your event.
- 8 If you're having an event at work, or at a community venue, put up Mummy's Wish posters to let everyone know when and where. Contact us for a printable version to be emailed to you.
- 9 Organise your guest list—who is coming? If you're having a seated event, organise the seating plan.
- 10 Gather your prizes and put them into categories. Do you want to raffle them off, use them in a Silent Auction, or both? Prizes are a great way to boost your fundraising.
- 11 Friends can't make your event? That's OK, send them the link to your online fundraising page (i.e. Everyday Hero) and ask them to make a donation.
- 12 Bank your funds within 14 days of your event being complete. See page 17 for the different ways you can do this.
- 13 Don't forget to send out a big thank you to your guests and supporters after your event and let them know how much money you raised.

Tip:

Find out if your workplace has a dollar matching scheme, where they match the amount of money an employee raises. That way if you raise \$500 and your workplace matches this with \$500, you'll have raised a whopping \$1000 to help provide practical support to mums with cancer.



Asking businesses for support

To help make sourcing prizes and donations easier, we've created some email templates for you to use once you've registered your event with us.

Here are some tips to help you out:

- Address the letter to a specific person, if known. Often vendors receive many donation requests so personalising your letter/email can help in securing a donation.
- If a person within your organisation has a specific contact, get them to sign the letter or include their name within the letter.
- Refer to our Terms and Conditions (p18) about soliciting prizes, or speak to our Fundraising Coordinator.
- Be sure to include information on where to send the donation or if arrangements can be made to pick the donation up at their location.
- Include the date, location and any other specific details about the event in the letter.
- You must include a copy of your Authority to Fundraise letter so you can show your event has been registered with us.
- Follow up with a personal telephone call if you do not hear back from the vendor in a timely manner.

Tip:

A well-written donation request letter can help set the stage for success. Also, following up with a letter of appreciation can ensure that donors will be willing to continue to offer support in the future.





Template One

Dear <insert name> or “To whom it may concern”

I am writing to you to ask you to support Mummy’s Wish, the only Australian charity dedicated to providing practical support to mums who are diagnosed with cancer while their children are under 12.

Did you know, approximately 5000 women with children under 12 are diagnosed with cancer in Australia every year, and that number continues to rise? On any given day, 13 mums will have their worlds turned upside down when they hear the words ‘You have cancer’.

This <insert month> I will be hosting a <insert event type> to raise much needed funds to support Mummy’s Wish so they can help more mums as they undergo cancer treatment.

My goal is to raise <insert fundraising goal>. I’m requesting your support in providing a gift voucher or prize to assist me in my fundraising efforts (**Try asking for something specific**).

Your support will help to fund practical help and services for mums affected by cancer right now, when they need your support the most.

Kind regards,

<insert name, address, email and contact details>

Template Two

Dear <insert name> or “To whom it may concern”

My name is <insert name> and this <insert month> I will be hosting a <insert event type>.

My goal is to raise <insert figure> through this event to support Mummy’s Wish—Australia’s only charity dedicated to providing practical support to mums who are diagnosed with cancer while their children are young (under 12).

(**Insert reason why you are raising funds for Mummy’s Wish – it could be a personal story**).

It would be wonderful if <insert business name> could donate a raffle prize/gift voucher to help me reach my fundraising target and, more importantly, to enable the team at Mummy’s Wish to continue working tirelessly to provide practical support and advice to mums as they navigate cancer treatment—all while still being ‘mum’.

Your support would be greatly appreciated. Thank you in advance.

Kind regards,

<insert name, address, email and contact details>

Online Fundraising

One of the easiest and most popular ways to raise money for Mummy's Wish is to set up an online fundraising page (and it means you don't have to complete a Registration form).

To make your fundraising page as effective as possible, upload your own photographs, videos and share your story and/or motivation for fundraising for Mummy's Wish and how much you want to raise. It's all about personalisation.

Once your Everyday Hero page is ready to go, you can email a link for your fundraising page to potential donors, easily allowing them to make a safe and secure credit card donation. Your donors will be issued with a receipt when they donate and donations are automatically processed and transferred to Mummy's Wish.

All donations are automatically tallied and displayed on the fundraising page, so you can see how much you've raised so far! You can also deposit funds raised from an event through your fundraising page.

Sign up here:
[give.everydayhero.com/au/
mummy-s-wish](http://give.everydayhero.com/au/mummy-s-wish)

Donate to yourself

Kick everything off with a healthy donation of your own and people will be much more inspired to get on board and support you.

Top tips for online fundraising

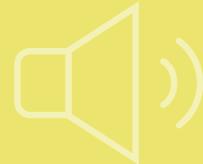
Share your story

The easiest way to make people care about what you're doing is to tell them WHY you're doing it, and to add pictures.

Say thank you

Manners are cool, so make sure you have a thank you ready to go each time someone donates on your fundraising page.





Getting the word out

Publicise your involvement on Social Media

While a status update on LinkedIn or Facebook may bring in some money, a personal post on a friend's page or a private message will bring in even more.

Encourage your friends and family to share your posts on their social media networks—and follow us on Facebook—facebook.com/mummyswish.

If you're having an event, don't forget to set up a Facebook Event page.

You can use this to update people about the event—tell them about prizes that will be up for grabs on the day, let them know to bring money for raffle tickets, thank businesses who have supported you etc.

@mummyswish
#mummyswish



Pitching your story to mainstream media

If you are having a fundraising event that is open to the local community, or you are simply raising funds for Mummy's Wish, remember to contact your local newspaper.

Here are a few tips to help you out when it comes to pitching your story to media:

- Call your local media outlet before sending the release to find out the best email to send it to.
- Think about what makes your personal story interesting and newsworthy, beyond simply fundraising for Mummy's Wish. How have you been affected by cancer? Will you be taking part in memory of someone? Are you doing something out the ordinary, taking on a big challenge or hoping to raise a large amount?
- If you don't hear anything for a couple of days, follow up with another phone call to see if there is any interest, but be respectful of a journalist's time.
- If they want to do a story, do your best to be flexible with times for an interview or photo/TV shoot. Media often work on tight schedules with limited resources.



Note:

If the media would like a comment from someone at Mummy's Wish please direct them to contact 1300 045 741 or email contact@mummyswish.org.au.

If you have any questions about pitching your story to media or would like us to look over your media release, we'd love to hear from you.

After your event

All fundraising event or activity funds must be remitted to Mummy's Wish within two weeks of the finish of your event. As the organiser, you are responsible for the financial management of your fundraising activity.

Your Costs

- No expenses can be incurred in Mummy's Wish's name.
- Any costs you do need to deduct must be fair and reasonable and only include out of pocket expenses such as catering or venue hire.

Donor Receipts

- If any donors ask for a receipt, get them to complete the 'Receipts Required' form (you can download this from mummyswish.org.au), providing details such as their name, address and contact details. Submit this form to the office when you remit your money. Mummy's Wish will organise for receipts to be sent to each donor.
- It is important to note that the donor must not receive a material benefit or an advantage by way of return for their donation (eg. raffle ticket, auction item).

How To Bank Your Funds

The sooner you bank your fundraising dollars, the sooner it can start assisting Mummy's Wish in providing practical support to mums with cancer.

Funds must be given to Mummy's Wish within 14 days of completing your fundraising activity.

There are various ways you can do this:

1. Direct Deposit

You can bank any funds raised directly into the Mummy's Wish bank account.

Account name: Mummy's Wish Public Fund

BSB: 064-000

Account No: 13896590

Once you've banked your funds, please send us an email (fundraising@mummyswish.org.au) with the amount of money you've banked and the date so that we can keep an eye out for it and ensure that it's added to your fundraising total and a receipt issued to you.

Please note that it may take a few days for the money to appear in our account.

2. Cheque

You can post a cheque made out to Mummy's Wish.

Please send the cheque to:

Mummy's Wish

PO Box 165

Northgate Qld 4013

Once the cheque is received, we'll send you a receipt. It may take a few days for the cheque to be received and processed.

3. Mummy's Wish Donation Page

Count all funds raised (keep this money) and then make a donation by visiting our **Donate Now** page (<https://mummyswish.org.au/donate-2019/>) and selecting the "I would like to pay in money raised from a collection or fundraiser" option.





Other ways you can help

To find out more about sponsorships, workplace giving, becoming a regular donor or leaving a bequest, please email giving@mummyswish.org.au

4. Leave a gift in your Will.

Doing so helps ensure Mummy's Wish can continue to help mums with cancer who need urgent support.

1. Got a birthday, wedding or special occasion coming up?

Struggling to think of present ideas when people ask you what you want or need? Consider asking your friends and family to donate to Mummy's Wish instead of giving a gift.

2. Regular donation.

Help make a long-term difference by becoming a regular donor so we can continue to offer sustainable support to Australian families.

3. Become a corporate sponsor.

Your organisation can get involved with Mummy's Wish by sponsoring an event, providing products or cash, workplace giving or pro-bono service.

Terms and Conditions of Fundraising

Mummy's Wish is a registered charity with Deductible Gift Recipient status. As there are many laws in place when giving to charity, please read the following guidelines carefully.

Your Responsibilities

All fundraising events (physical and online) must be registered with Mummy's Wish by submitting a Fundraising Application Form. There may be circumstances where approval will not be granted for fundraising. If you are unsure, please contact Mummy's Wish and we will be happy to discuss your request. Once your registration has been approved, a Mummy's Wish representative will send you a Letter of Authority to raise money on our behalf.

As the registered fundraiser, it is your responsibility to ensure all guidelines are met and all proceeds forwarded to Mummy's Wish within 14 days from the date of your fundraiser occurring.

The fundraiser, not Mummy's Wish, will be responsible for coordination, promotion and management of the event and related activities. However, where possible, support and advice will be offered.

The event must be profitable (the event must generate an income value that is higher than the expense value incurred). Ensure any costs incurred from the funds raised are fair and reasonable and only include direct out-of-pocket expenses, e.g. venue hire, catering. No expenses should be made in the name of Mummy's Wish.

If your event is taking place in a public area, please advise the local council, police station and other authorities that are responsible for the area you will use. Obtain any permits that will be needed.

All fundraising activities must comply with all Australian Federal and State laws. Please visit the Australian Tax Office website to find your local regulatory office.

Also be aware of liquor, food preparation and gaming regulations.

Depending on your event and venue, you may also need to arrange public liability insurance (PLI). Please check with your venue manager.

Naming Your Event

Please remember that your event should clearly state that funds raised will support Mummy's Wish, e.g. 'proudly supporting Mummy's Wish' or 'funds raised will go to support the work of Mummy's Wish'.

Please DO NOT say that you are partnering with or co-hosting an event with Mummy's Wish.

Logo Use and Media

The 'Proudly supporting Mummy's Wish' logo is permitted to be used on promotional material once your application has been approved. All promotional materials must be approved by Mummy's Wish prior to being printed or distributed.

Approaching Media

Generating publicity and awareness in the local community is a great way to promote your event. However fundraisers are not authorised to speak on behalf of Mummy's Wish, only about the fundraising event. Please direct all media enquiries about Mummy's Wish to 1300 045 741 or email contact@mummyswish.org.au

How Mummy's Wish Can Be Involved

Mummy's Wish is made up of a small and very busy team based in Brisbane, Queensland so a representative may not always be available to attend your event. Where possible, Mummy's Wish representatives can offer support and advice to help make your event a success.

Soliciting Prizes

Asking businesses to donate prizes for your event is a great way to maximise the funds you raise. Before approaching state or head offices of organisations, please ask us first to ensure your request won't jeopardise any existing or potential support from that business. Local businesses are a good place to start.

Collecting Funds

No door-to-door, street or telephone approaches are to be made to the general public for donations in connection with your event. Children under the age of 16 years of age must be accompanied by an adult when collecting donations. Only collect funds in the form of cash or cheques. Credit card donations can be made securely with Mummy's Wish directly via our website www.mummyswish.org.au, or through an Everyday Hero fundraising webpage set up by you.

What Is Considered a Donation?

Mummy's Wish can provide a tax-deductible receipt for donations over \$2. A gift is considered a donation when the donor has received nothing back in return. If in doubt, please refer to the Australian Tax Office website.



Thank you

On behalf of our mums and their families, Mummy's Wish would like to say a huge "THANK YOU" for your fundraising efforts!

We couldn't do any of the work we do without our hard-working fundraisers.

Although you might not always see the difference you are making, there are mums undergoing cancer treatment all over Australia who are finding life a little bit easier thanks to your support.





Mummy's Wish

Registered charity CH1656

Address: PO Box 165, Northgate, QLD 4013

Phone: 1300 045 741

www.mummyswish.org.au

