

Community Fundraising Guidelines



These guidelines are designed to assist community members in hosting fundraising events that support Inherited Cancers Australia (ICA) and our mission. Following these guidelines will help ensure that your event or activity is successful, aligns with our values, and maintains the integrity of our organisation.

1. Event Approval Process

Pre-Approval Requirement:

Inherited Cancers Australia must approve all fundraising events/activities before any promotional materials or tickets are sold. Please submit the following details at least 12 weeks before the event date for review and approval (if your activity is sooner than that please contact us to discuss):

- **Event Description:** A brief overview of the event, including the purpose, format, and anticipated number of attendees.
- **Date and Location:** Specify the proposed event date, time, and venue.
- **Fundraising Goal:** State the financial target for the event.
- **Budget:** A preliminary budget, including expenses and expected income.
- **Target Audience:** Describe the people you expect to attend (age group, interests, etc.).
- **Event Team:** List of volunteers, organisers, or sponsors involved.

2. Fundraising Methods

Fundraising types:

You are encouraged to use creative and inclusive fundraising methods, such as:

- Ticket sales
- Silent or live auctions
- Sponsorships and partnerships
- Crowdfunding campaigns
- Raffles or prize drawings
- Merchandise sales



Donation Collection:

All donations collected should be clearly attributed to 'Inherited Cancers Australia' and must be submitted to us no later than 7 days after the event. Please see more details on donations below under Financial Transparency.

3. Use of Charity Branding

Logo and Name Usage:

You may use ICA's logo and name on promotional materials, but only after receiving approval from our Fundraising and Events Coordinator. All materials should be reviewed for compliance with the following:

- **Accuracy:** Ensure that the event clearly identifies ICA and its role.
- **Tone:** Materials should reflect our values and mission.
- **Brand Guidelines:** Please adhere to our which will be shared upon event approval.

Branding materials:

- Please ensure that if you are using resources they are from the ICA website and they are credited and approved.
- Please contact us for social media tiles, posters, flyers
- You can request tangible resources such as printed flyers, banners etc. via the fundraising and events coordinator. Postage will be at cost of the event organiser, unless otherwise agreed.

4. Financial Transparency

Clear Financial Reporting:

The law requires you to keep a record of your expenditure and income relating to your fundraising event or activity. You can use the below tips to assist you with this:

- Provide ICA with an accurate estimate of the income and expenses associated with your ICA fundraising event. Generally, a fundraising event should aim to return 60% of income to ICA, so event expenses should not exceed 40% of gross profits.
- Keep accurate financial records, including receipts for expenses incurred and records of donations and money received.



- Take only reasonable expenses (such as venue hire and catering) out of the profit generated. You must not incur any expenses in ICA's name.

Within 5 days of the event's conclusion, ICA must receive a clear breakdown of all expenses and income. This will ensure transparency in how funds are raised and spent.

Handling Funds:

Funds should be handled securely and managed by either:

- Always ensure that secure payment methods are used if you are using an online fundraising platform or separate donation page. You can always check with ICA's fundraising and events coordinator and it is preferable to use the ICA platform where possible.
- Direct donations to ICA via our website. Our fundraising coordinator can provide you with a QR code for easy access to this for donors.
- A bank transfer to ICA no later than 7 business days after the event.
 - Direct deposit details: Inherited Cancers Australia, BSB 012 217, Account 265055373.
 - Please email charlie@inheritedcancers.org.au with your name, event name and amount deposited.

Under no circumstances should funds be handled personally or be used for any purpose other than the ICAs mission.

5. Legal and Insurance Requirements

Permits and Licenses:

Ensure that you have obtained all necessary permits or licenses for the event, including but not limited to:

- Public event permits
- Alcohol licenses (if applicable)
- Food vendor permits (if applicable)

*Insurance:*

If required, the event organiser should provide liability insurance, especially if the event is open to the public or includes high-risk activities. ICA holds general public liability insurance that covers some events and activities so please contact us to discuss. We may require proof of any additional insurance before approving the event.

6. Volunteer and Staffing Requirements

Volunteer Coordination:

Community members hosting an event are responsible for recruiting, training, and managing event volunteers. We encourage volunteers to be friendly, professional, and aligned with ICA values.

Safety and Conduct:

All volunteers should be aware of the safety protocols and conduct guidelines for the event. Any issues should be reported immediately to the event organiser or an ICA representative.

7. Marketing and Promotion

Promotion Channels:

You may promote your event through various channels, including social media, local advertising, and email newsletters. However, all promotional content must:

- Be approved by ICA before being shared, please send to the fundraising and events coordinator.
- Include the clear disclosure that the event is a fundraiser for Inherited Cancers Australia.
- Follow our branding guidelines.
- If your event requires tickets, please contact us to discuss how we can support you with this.

Event Calendar:

Ensure the event date does not conflict with other major charity events or initiatives. Please consult with us to check the availability of the date on our charity calendar.



8. Post-Event Requirements

Thank you email:

After the event, we recommend sending thank you messages or emails to all attendees, donors, and volunteers. ICA can assist with the preparation of thank you letters if needed.

Event Recap:

Submit a post-event summary to ICA within two-five business days of conclusion of event, which should include:

- The total amount raised
- A list of key sponsors and supporters
- Any feedback or lessons learned from the event
- Photos or testimonials from the event

9. Acknowledgment and Recognition

Public Recognition:

ICA will publicly acknowledge your efforts in promoting and hosting the event on our website, social media, and in any of our newsletters.

Sponsorship Recognition:

Sponsors and major donors may be publicly recognised (as agreed upon in writing) in event materials or on the day of the event.

10. Contact Information

For any questions or to begin the approval process, please contact:

- Name: Charlie Durazza
- Email: charlie@inheritedcancers.org.au

Thank you for your commitment to supporting Inherited Cancers Australia. We are thrilled to have you as a partner in our mission and look forward to working with you to create a successful event!



Inherited Cancers Australia is committed to supporting community members in hosting successful fundraising events. We will provide guidance and resources where possible to help ensure your event runs smoothly. Below, you'll find helpful links and tips that can support your planning process. We encourage you to utilise these resources to make your event a success, and should you need further assistance, please don't hesitate to reach out to our team—we are here to help in any way we can.

- Event Planning Checklist
- Fundraising FAQ's and tips
- Authority to fundraise letter template for you to acquire sponsors and prizes.
- The Inherited Cancers Australia logo for use in promotional activities (please note any use of the ICA logo must have prior approval)
- The opportunity to have your event listed on the Events section of the ICA website and Facebook page. Please ensure you discuss this with our Events and Fundraising Coordinator.
- Upon request, we may be able to arrange for an ICA ambassador to speak at and/or attend your event, if this cannot happen we can provide a video for the event.
- When available and if possible to transport to your event, ICA merchandise can be made available for you to sell. The cost of shipping will be covered by the event organiser.
- Downloadable décor (cake toppers, bunting)
- Downloadable posters and flyers
- Downloadable social media tiles and banners
- 1:1 support through the planning of your event with our fundraising and events coordinator.

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