



the**Alfred**
FOUNDATION

Community Fundraising Handbook



SAVING LIVES

SUPPORTING
COMMUNITIES

CRITICAL CARE

Thank You!

WE APPRECIATE YOUR SUPPORT

Thank you for your interest in fundraising for The Alfred! We are so grateful for your enthusiasm and support of the critical, life-saving work done here at the hospital.

We rely on vibrant and dedicated community fundraisers such as yourself to help us maintain the vital equipment and facilities needed to provide the highest quality healthcare to our patients at The Alfred. Your support also helps to fund crucial clinical research and advance in medical treatments.

This Community Fundraising Guide will offer you an overview of how to plan and run a successful event or fundraising campaign, along with additional handy hints and tips.

We at the Alfred Foundation are also here to offer help and advice on any further questions you may have so don't hesitate to get in touch. We look forward to working with you!



Tough Mudder



Bright Star Ball



Melbourne Marathon

"The Alfred has given me a future, from a near impossible position of health I am fortunate to have achieved a full recovery."

Patrick Devine, Past Patient

Six Easy Steps to Your Event

1. Decide on an Event

ORGANISING YOUR COMMUNITY FUNDRAISING EVENT

Hosting your own community fundraising event offers a beautiful opportunity to gather your friends, family, colleagues and community together for an inspired occasion where everyone has the chance to give back.

We've broken down the process of planning and hosting an event into six easy steps.

First of all, you'll need to consider what style of event you'd like to run. For inspiration have a look some of the most popular ideas we've listed to the right.

This list certainly isn't finite though! If you have another idea that isn't listed here, we'd love to hear what you're thinking so please give us a call to discuss.

GENERAL IDEAS

- Have a bake sale
- Host a dinner party (friends pay to attend)
- Have a sausage sizzle or BBQ
- Run a trivia night
- Movie screening or scavenger hunt
- Organise a walk/ run/ swimathon
- Challenge yourself and ask for sponsors
- Plan a family picnic day
- Run a trash and treasure sale

IDEAS FOR WORKPLACES

- Have a bake-off
- Sell tickets for a lunch time quiz or bingo
- Have a second-hand sale day
- Hold a board games evening
- Start a swear/ buzzword jar
- Hold office Olympics
- Throw an end of financial year party!
- And, why not ask your employer to chip in or match donations.

IDEAS FOR SCHOOLS

- Hold a pyjama day for a fee
- Organise an Easter Egg hunt or raffle
- Sell tickets for a theatre production, spelling bee or other event
- Start a jelly bean count
- Bring second-hand books to sell
- Host a school fete
- Create a cookbook of family favourite recipes to sell



Community Fundraising Walkathon

Virtual Fundraising Ideas

GET INNOVATIVE WITH FUN VIRTUAL FUNDRAISING IDEAS

When social distancing measures are in place, we know this makes many traditional community fundraising events impossible. And we would also just like to emphasise how important it is for supporting the work of the Alfred to maintain social distancing when needed in order to reduce the spread and the strain on the hospital.

However, there is a fantastic opportunity to get even more innovative and creative with your fundraising event – and such events serve an even greater purpose now of not only helping to raise funds, but also helping to connect our community while we are all stuck at home.

See our list to the right of some fun new fundraising ideas you might like to try.



HOLD A VIRTUAL TRIVIA NIGHT



HAVE AN ONLINE DRESS UP PARTY



RUN AN ONLINE GAMING COMPETITION



HOST A NETFLIX MOVIE NIGHT



DONATE YOUR BIRTHDAY ASKING FOR DONATION IN LIEU OF GIFTS

ONLINE TOOLS AND PLATFORMS

For video calling try Zoom, Skype or Google Hangouts. The Alfred Foundation has a partnership with GoFundraise as a platform to host your fundraiser. All funds collected through this platform come straight to the hospital. For flyer design, Canva is free and has great templates. You may also be able to get creative with Facebook Live, Insta Stories or Twitter. Get in touch if you have any questions or would like support planning an event!



2. Register With Us

TELL US YOUR EXCITING PLANS

Once you've decided on your event, get in touch to let us know! We can give advice and tips to help make your event as smooth, fun and successful as possible. From there, we have two options:

Option 1. Fill out our Authority to Fundraise form (after reading our terms and conditions) and send it through to us for approval.

Option 2. If appropriate, you could use The Alfred's own fundraising platform www.fundraise.alfredfoundation.org.au When you chose this option, the authority process is covered through the registration process to set up your page. This will allow you to create an online fundraising profile and page to send to friends and family to gather donations.



TOOLS AND HELP AVAILABLE

As a charitable foundation our resources are limited but there are still many ways we can offer support for your event. While we can't help with the planning and execution of your event beyond giving advice, we can help you with:

- Fundraising materials including donation forms and banners
- Providing high quality logos and photos for you to use on any printed materials you may create. Just note that any collateral with The Alfred's name or logo will need to be approved first by the foundation before it is circulated. We also have a naming convention for events that is critical to adhere to:
 - Acceptable - Proudly supporting The Alfred or Walkathon in support of The Alfred
 - Not Acceptable - The Alfred Walkathon, The Alfred Gala
- If your donors want tax receipts we can provide this but make sure you keep a clear record with donors' full names, addresses and amounts donated. We have donor forms we can send you to help the process of collecting this information
- We can provide Alfred branded collection tins for notes and coins
- Finally, we can give you a Letter of Authority to show that your event has our approval and is genuine

3. Make a Plan

TIPS AND HINTS

Once you've decided on the style of event, you can make plans deciding on the date, time, venue, invite list, targets and budgets.

Sometimes you need to spend money to make money. We'd advise on aiming to keep expenses at or below 20% of your fundraising target.

Approach local businesses or your employer to see if they can sponsor your event or donate resources.

Put the call out for help organising, many hands make light work and others may have fresh ideas to add to the event.

Think about your messaging. Why is this important to you? An emotive message will be well received.

DATE

TIME

VENUE

INVITE
LIST

FUNDRAISING
TARGET

EVENT
BUDGET



4. Spread the Word



TELL EVERYONE

Once authorisation is done, it's time to spread the word! Start with your friends, colleagues and family and ask them to share too.



NEWSLETTERS

Make use of school, company or other newsletters for promotion or ask any relevant business, orgs, friends etc. to share the event with their own networks.



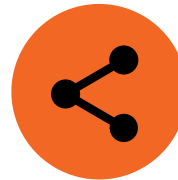
SOCIAL MEDIA

Jump on social media to promote your event to friends and contacts. You can also tag us [@TheAlfredFoundation](https://www.instagram.com/TheAlfredFoundation)



DONATE FIRST

It's always a great idea to get the ball rolling by making the first donation yourself. And don't be afraid to ask people individually to make donations if they haven't yet.



GIVE UPDATES

If you're raising money over time, update invitees on the progress or event countdown whether to encourage more donations or celebrate success along the way.



5. Enjoy the Event

KICK BACK AND ENJOY YOUR EVENT

You've put in all the hard work to plan, organise and get your event off the ground. Now there is nothing left to do but enjoy the event!

You might like to take some photos so you'll have something to look back on and something to share with your participants.



Disha Masquerade Ball

6. Managing the Money

HOW TO TRANSFER YOUR FUNDS

Once your event is over and fundraising is complete, there are different ways to get the funds to us. Please note, we require that funds are submitted no longer than 30 days after your event has been held.

If you set up an online fundraising page you won't need to do anything – all funds come directly to The Alfred.

If you held an offline event you can either:

- Write a cheque (made payable to The Alfred Foundation) and post it to The Alfred Foundation, PO Box 2021 Prahran, VIC, 3181 or drop it in to the office at The Alfred, 55 Commercial Road, Melbourne.
- Get in touch for our direct debit details to transfer funds that way
- Or, call us on 03 9076 3222 to complete payment via credit card over the phone

Once we've received the funds, we can issue any individual receipts that your donors have requested.

"I was thrilled to learn how much I have raised for the haematology department and so I will keep going!"

Rodney Dudley-Bateman, Fundraiser



The Serious Stuff

IMPORTANT POINTS TO CONSIDER

Here are a few key things you will need to consider when planning your fundraising event. We will send you our complete terms and conditions to read before you go ahead.

SAFETY

Safety is always important so we encourage you to check your location and facilities in advance and be prepared. Depending on your event you may wish to inform local police.

Visit the Victoria Police website at www.police.vic.gov.au for great practical advice on organising safe community events.

As a community fundraiser, you are independent from the Alfred Foundation and therefore not covered by our public liability insurance. If necessary you will need to organise your own insurance for your event

CONTACTING THE MEDIA AND POTENTIAL SPONSORS

If you would like to contact media, sporting teams, celebrity ambassadors or businesses for sponsorship for your event you will need to check in with us here at The Alfred Foundation first and we can support and advise you through that process.

PERMITS

All fundraising activities must comply with the relevant state, territory and/or Federal laws. You are responsible for organising any permits, licenses and/or insurance required or obtaining an authority to fundraise where necessary.

If hosting a raffle a permit may be required and if serving or selling alcohol in an unlicensed venue you must obtain a temporary permit.

You can check the Victorian Commission for Gambling and Liquor Regulation website for more information www.vcglr.vic.gov.au

Permits are also required by councils and shopping centres for outdoor events and it's your responsibility to follow this up in advance of the event.

"I am a great Alfred hospital supporter and will continue to be. The state of Victoria is so lucky to have such a fine institution with brilliant professional personnel."

Warren Spence, Donor

Thanks for your support

**WE ARE SO GRATEFUL FOR YOUR INTEREST & ENTHUSIASM
TO FUNDRAISE ON BEHALF OF THE ALFRED**

If you have any further questions about organising your own community fundraising event we'd love to hear from you! Please don't hesitate to get in touch with us here at the Alfred Foundation.



THE ALFRED FOUNDATION

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