



Queensland Institute of
Medical Research



all you
need to
know about
community
fundraising



Mary & John Reynolds of Toowoomba, QLD held an Australia Day lunch and all their friends donated what they would normally have spent on a great lunch out.

Welcome!

Thank you for choosing to become a Community Crusader and raise funds for Queensland Institute of Medical Research (QIMR).

You have chosen a great cause! QIMR is one of Australia's leading medical research institutes. Our 700 fulltime researchers are working on more than 40 diseases as well as developing new diagnostics, better treatments and prevention strategies. We strive daily towards our mission of better health through medical research, and you play a big part in helping to make this mission possible.

If we are to make scientific discoveries which will improve the health of our children – and our children's children, we need to continue to raise money for QIMR. And that's why your help as a Community Crusader is so important.

We have put together this Community Fundraising Kit to help you with the planning and management of your fundraising event. This kit contains information on how you can get the most out of organising your event and making it a success.

If you are still stuck for ideas on what type of event to hold, we have included a special list of "QIMR" fundraising ideas.

And don't forget to take use of the special sponsor forms which you can photocopy and hand out to as many of your work colleagues, friends and family.

Good luck! If you have any questions, please call us on freecall 1800 993 000 or email supportus@qimr.edu.au

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Each and everyone of us can do something!



Thanks to community support, we are expanding our understanding, diagnosis and treatment of some of the world's most devastating diseases.

“Each and every one of us can (and should) do something to ensure that the advances in health care keep coming. Quality research, dedicated scientists, community education and – a critical component – money. That’s what it takes to give people hope and a fighting chance.”



Sean Ryan, QIMR supporter and founder of the Knights of the Round Table fundraising event.

QIMR's fundraising ideas



Lawn bowls day



Fetes

QUIZ days or nights. Hold a fun trivia quiz at home or work and test your colleagues, friends or family's knowledge of music, sport, history...

UNSOLICITED donations – everything is greatly appreciated.

END of year party with QIMR as your charity beneficiary.

EXHIBITIONS – display a collection of arts or crafts and charge an admission.

NON uniform day. Give a gold coin donation to attend school or work in your own clothes.

SHAVE or spray your hair. Get sponsorships for shaving or colouring your hair for cancer research.

LOLLY & sweet stalls. Buy bulk bags of lollies and make lolly kebab sticks for sale. Always a favourite for the sweet tooth!

AFTERNOON teas. Invite family, friends or work colleagues to make a plate of yummy food and charge an entry fee .

NIGHT out on town, night at the movies... Grab a group of friends and head out for a fun night with a pre-set dinner and movie night package and include a donation amount for QIMR.

DANCES – why not organise a themed dance for your next social club, school or work function. Think of your favourite era or a movie theme.

IMAGE photography competitions. Charge an entry fee for work or friends to enter an image and have a judging day for the best image taken. Images could be of a favourite holiday destination, children, animals, landscapes...just to name a few.

NATIONALITY – Choose a nationality and have a themed dinner party with your choice of a national cuisine, colours and outfits. Get your friends or family to donate what they would normally spend on a dinner out to raise funds.

SCIENTIST dress up day! Don a lab coat, some glasses and serve soft drinks in test tubes for a fun dress up day. Charge a fee to enter.

TALENT quest – bring out the superstar in you and your friends. Perhaps hold a singing Karaoke competition or let your friends bring out their surprise talents!

INDULGENCE nights / days. Everyone loves the chance to sit in comfy pj's, with slippers and a coffee and chocolate in hand! Why not have a group of friends around for an indulgence night or bring the idea to work and have a pj day!

TREASURE hunt. Put together a simple but fun treasure hunt at school or for work colleagues. Obtain some small prizes from local businesses.

USED items sale. Do you have plenty of used items lying around the house without a need? Sell them on e Bay or hold a garage sale – there is always a buyer! Donate the proceeds back to QIMR.

TASTING party. Spend an evening tasting wine and cheese with friends, family or co workers.

EVENTS galore! Looking to get noticed? Perhaps you work for or own a company who would like to create awareness of their community support. Think black tie gala balls, golf days, telethons...

OFFICE department sports matches. Why not organise for teams and or departments in your office to play a fun and friendly game of sport against each other. Watch the competitive characters come out!

FASHION Parade. Host a parade at home, work or at a venue and invite local businesses to help with prizes and fashions.

MELBOURNE Cup lunch – it's easy to organise a lunch for Melbourne Cup – you'll have lots of people want to join you to watch the big race!

EVERYDAY Hero pages – haven't heard of Everyday Hero? Log on to www.everydayhero.com.au and create your own fundraising page for QIMR today. Then get your friends and or colleagues to sponsor you.

DIVA and Dapper dress up day. Dressing down days are a thing of the past... bring out the fancy outfits sitting in the wardrobe and show them off at work!

IDEAS – still stuck for fundraising ideas? Encourage your colleagues or friends to submit their suggestions. The most creative or majority could be your winning choice to proceed with!

CHRISTMAS functions – breakfasts, lunches or dinners – any Christmas functions that QIMR can be beneficiary of will always be greatly appreciated!

AUCTION. Hold an auction and obtain sourced items from local businesses, contacts, friends.. QIMR can supply you with a letter of authority to request prizes, just ask.

LAWN bowls day – barefoot or not, everyone loves a laid back game of bowls. Charge an entry fee for QIMR and enjoy the day.

RACES – a day at the races can be a great way to raise funds for QIMR. Contact your local race track to get advise on packages available.

EXCHANGE a job day. Get your office team to pay an entry fee to be part of an exchange job day. Jobs can be swapped around to bring variety and fun to your workplace for a day. Get your CEO to make the coffees!

SWEAR jar. Simple – create a swear jar in your work place and the guilty who swear can make a donation

EGG on spoon races... Always a favourite with kids and adults alike! Charge a fee to enter and donate back to QIMR.

AUSTRALIA Day party. This is a great day to organise a BBQ with family and friends who could bring a donation for QIMR – reflect on all the great things that make us Australians and give thanks to QIMR for working on improving the health of Australia's future.

RAFFLE. Get together some great prizes donated from local businesses or contacts and raffle off at your school, social club or work place.

CORPORATE beneficiary events – ask your employer to think of QIMR when they host their next Melbourne Cup lunch, gala ball. QIMR will be extremely thankful!

HATS fancy hair piece day. Bring a gold coin donation to work to enter your extravagant hat or hair piece for judging. Why not hold this during a Melbourne Cup fundraising lunch to help raise even more funds for QIMR.



A gathering of friends and family



Australia Day celebrations

Some fundraising tips



Golf days

1. Choose your fundraising event

Before you received this kit you may have already thought of a brilliant fundraising idea. If not, have a look through the wide choice of ideas we have provided in your kit.

2. Plan your fundraiser

Planning is the key word! If you think you need it, pull together an eager and passionate fundraising committee who are willing to give up time and support. Do you have a committee that can make all parts of your fundraising project run smoothly? Will the event cost anything to run?

3. Set a date

Research the time and date you are thinking of holding the event. Are there any other competing activities around the same time that will affect your success? Agree on a date with your committee.

4. Organise a venue

If a venue is required, some research can certainly pay off. Obtain a few competitive quotes and take into consideration whether the venue offers easy access, is there car parking, is it weather proof, has audio visual equipment if needed?

5. Insurance

It doesn't hurt to check if insurance and or Council approvals are required for your event. QIMR cannot cover the insurance for community fundraising events.

6. Promote your event

QIMR will be happy to place your event details on our website and we may be able to incorporate details in QIMR's quarterly *LifeLab* newsletter.

The best way for you to spread the word and promote your event effectively is to use your network of friends and work colleagues.

At work: promote in your staff newsletter, flyers on notice boards, and in staff meetings.

At home: email friends and families, hand out leaflets to neighbours and local businesses and shops.

Don't forget to photocopy your Sponsor Form provided in this kit and distribute to your networks to increase your fundraising potential.

7. Ensure QIMR has approved your event

Please make sure your Fundraising Agreement Form is signed and returned to QIMR and that you have received your Authority to Fundraise letter from QIMR.

8. Assess what can go wrong

Are there any possible risks associated with your fundraising event? Careful consideration of what could happen such as injury or loss can help to reduce your risks and make your event run smoothly.

9. Deposit your funds raised

QIMR requires your funds to be deposited within four weeks – the money we receive from you needs to be put into action as soon as possible to help our scientists carry on with their vital work.

There are many ways to deposit your funds raised, please see below.

Bank:

Account number: 000476 (WBC)

BSB: 034 071

Name of account: QIMR Trust

Reference: "YOUR NAME"

Cheque:

Please write your cheque out to Queensland Institute of Medical Research and send in the Reply Paid envelope provided.

Credit card:

Please call 1800 993 000 and our friendly customer service team will be happy to take your details over the phone. Alternatively, you can fill out your credit card details on the Post-event form and return the form in the Reply Paid Envelope provided or fax to 07 3362 0102.

10. Send your Community Crusaders Post-event Form back to QIMR

Regardless of how much you raise and the way you deposit the funds, we want to acknowledge your support, so please fill out the Post-event Form and send back to us in the Reply Paid envelope provided.



How your support helps

Medical research is very expensive. At QIMR, it takes both money and highly skilled people to run over 50 specialised research labs. The extensive resources we need don't come cheap. But every cent we spend is money well spent as our aim is to ultimately achieve better health for you and your loved ones.

Supporting QIMR will help us to buy state of the art research equipment, new computers and thousands of basic laboratory consumables like lab coats, protective gloves, eye masks and pipet tips. These are essential items that our many scientists use each day.



Supporting QIMR will help us to inspire tomorrow's scientists.

Supporting QIMR will help us to run over 50 world class research labs each year by maintaining ongoing operational necessities such as light and refrigeration – let's face it, our scientists can't find cures in the dark.

Supporting QIMR will help us to hold public seminars to educate the community about important risk reduction and prevention measures relating to many cancers and other life threatening diseases. It costs QIMR at least \$1,000 to run one public seminar on vital health matters.

Supporting QIMR will help us to inspire tomorrow's scientists. Each year we open our doors to more than 2,000 students from primary to tertiary level, running extensive education programs.



With your support, we can purchase thousands of laboratory consumables that are relied on each day.

The success of our research starts with you



Glassware

Over 1,000 glass beakers and 100 glass cylinders need to be purchased every year. It costs QIMR over \$4,000 to maintain these laboratory consumables.

Lab coats

Each year we need to replenish at least 160 lab coats, which can cost around \$5,500.

Petri dishes

Petri dishes are much needed laboratory consumables used to grow bacteria. \$1,000 could buy a month's worth of petri dishes.

Eye protection

Eye protection is a vital piece of clothing each scientist must wear when carrying out research. \$10 can buy one pair and we need at least 250 pairs each year.

Gloves

\$8,000 provides QIMR with one month's supply of special scientific gloves – another compulsory item of protection and an essential product to enable our scientists to conduct research daily.

Masks

Masks are an essential item for QIMR's scientists to protect them from potential chemical or biological hazards. \$500 would buy approximately a month's worth of masks.



SPONSOR FORM

Please help me to raise crucial funds for Queensland Institute of Medical Research (QIMR).

As a Community Crusader for QIMR, I am holding a fundraising event. Any support you can give towards helping my quest to raise funds for medical research will be greatly appreciated.

Name of my event:

Fundraiser's name:

Yes! I proudly support the above Community Crusader and their efforts to fundraise for Queensland Institute of Medical Research.

Please accept my donation of \$ _____

Please find enclosed a cheque/money order payable to either Queensland Institute of Medical Research or QIMR

Please debit my: Visa MasterCard American Express Diners Club

Expiry date / _____

Name on card:

Signature:

Address: (to ensure we can mail your tax deductible receipt, please fill in your details below)

Phone number: (home)

(mobile)

Email address:

Thank you! All donations of \$2 and over are tax deductible.



Queensland Institute of
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Fundraising Terms of Agreement

Under the 1991 Charitable Fundraising Acts in each State, any person or organisation wishing to raise funds for charitable purposes must hold an authority to fundraise issued by the organisation, in our case, the Queensland Institute of Medical Research (QIMR).

We realise you are very keen to begin fundraising for QIMR, but before you get started, we must authorise your fundraising activity. No matter the size of your fundraising event, all individuals or organisations must register with us. So please read through the guidelines in the Fundraising Terms of Agreement below and then complete and sign the Registration form and send back to us either by email, fax or post.

Thanks again for your kind support! We look forward to hearing from you soon.

1. Fundraising for QIMR

These terms of agreement provide the basis for a fundraiser/event to be organised by the Fundraiser on behalf of QIMR. If accepted, by signing and returning the Registration Form, these terms and conditions will form the basis of any dealings between QIMR and the Fundraiser in relation to the fundraiser/event.

“Fundraiser” means the individual or organisation holding the fundraiser/event on behalf of QIMR.

Regulation and best practice in Australia dictate that any person or organisation fundraising must have an ‘authority to fundraise’. The fundraiser is not authorised to use QIMR as its beneficiary charity until it has received an authorisation letter from QIMR. This authority will be for a specified period and is non-transferable.

This will be sent by QIMR when we:

- Have received a written and signed Registration Form;
- Are satisfied that the fundraiser/event will produce a reasonable return after expenses have been deducted;
- Are satisfied that the fundraising activity fits in with the aims and values of QIMR; and
- Are satisfied the fundraising activity is not high risk.

The fundraiser/event shall be conducted in the Fundraiser's name and is the sole responsibility of the Fundraiser. In some cases, QIMR may be able to assist with the provision of raffle or auction prizes and/or the media promotion for third party fundraisers, but not always.

QIMR prides itself on its reputation as a world class medical research institute. In keeping with the high ethical standards under which we operate, there are some events with which we cannot be associated. We will not endorse some activities that may be dangerous, risky, have overly sexual overtones or promote unhealthy habits as examples.

The Fundraiser must provide evidence of public liability insurance to cover themselves and their participants. QIMR is unable to provide public liability insurance cover to Community Fundraisers.

The Fundraiser's arrangements for the fundraiser/event should be planned with the approval of QIMR and submitted to QIMR by filling out the requested details on the Registration form.

If you have a business you may wish to donate a percentage of sales over a period of time to QIMR. You will need to contact QIMR's External Relations Department to make arrangements which satisfy QIMR.

QIMR may be able to provide you with fact sheets about our latest research or promotional material to hand out at your activity. Material can be ordered from QIMR after your proposal has been approved, by FREECALL 1800 993 000 and quoting your approved reference number.

2. Using the QIMR name and logo

2.1 Please remember that the event will not be QIMR's event, but an event to raise funds for donation to QIMR.

2.2 All material with which the QIMR name and logo is to be associated must first be approved by QIMR. If the Fundraiser wishes to utilise the QIMR name and/or logo on any materials or products, the Fundraiser must make a request to the Fundraising Manager at QIMR in writing to obtain prior permission from QIMR and must only use logos supplied by QIMR. Logos must not be downloaded from the website.



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Fundraising Terms of Agreement

2.3 If the Fundraiser wishes to refer to or promote QIMR, it must refer to QIMR as “Queensland Institute of Medical Research”. The Fundraiser has no right to the name “Queensland Institute of Medical Research” nor is the Fundraiser given the right to raise funds in that name.

2.4 Suggested wording would be “proudly supporting the Queensland Institute of Medical Research” or “funds raised help QIMR create better health through medical research”.

2.5 Any material, pamphlets, brochures, website links or products for which logo representation is requested must be submitted to QIMR for approval before production.

2.6 Permission for logo usage must be sought and will attract conditions to be negotiated between QIMR and the Fundraiser, especially if the use of the logo is for marketing activities of the organisation, and a minimum donation amount may have to be guaranteed.

2.7 Guidelines on how to use the logo are supplied in QIMR’s Style Guide by contacting the External Relations Department on 1800 993 000

2.8 All printed and electronic material, such as media releases must be approved by QIMR. Printed and electronic material must be forwarded to QIMR for approval prior to being printed or circulated.

3. Media and public relations

All media material and press releases must be approved by QIMR prior to distribution. QIMR is more than happy to discuss any ideas that the Fundraiser may have for media materials.

4. Finance, records and receipting

4.1 The financial aspects of fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Fundraiser and the Fundraiser must comply with the Queensland Collections Act 1966. For further information online, go to: www.legislation.qld.gov.au

4.2 The Charitable Fundraising Act and Regulations highlight the need to protect the public interest and require that Fundraisers:

- Set-up and maintain proper financial records and accounts which can be audited if necessary;
- Provide QIMR at the outset with an accurate estimate of expenses and the likely proceeds of the fundraiser/event;
- Money raised and details of your actual income and expenditure must be returned to QIMR within 4 weeks of the fundraising activity.

4.3 Basic tips for record keeping – a simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated, donor pledge/tally sheets, receipts.

4.4 QIMR cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. (Total expenses must be less than 30% of total proceeds).

5. Legal Implications

5.1 The event/fundraiser must meet requirements of relevant State laws and regulations. The information you give QIMR must be available to regulatory authorities on request.