Do It For Cancer
fundraising handbook
We’ve packed this guide full of tips, ideas and advice to help you achieve your fundraising goals.

For more information and helpful resources please get in touch with your local Cancer Council Tasmania office.

You’ll find our contact details at the back of this guide.

Thank you for joining us in the fight against cancer.
One in two Australians will develop cancer before they reach 85. Here in Tasmania, more than eight Tasmanians are diagnosed with cancer every day. It’s a sad statistic that we are determined to change.

Cancer Council Tasmania is a member of Cancer Council Australia. We are a community focused charity and over 90% of our funding comes from public fundraising and donations. It is people like you who fund our crucial work, so thank you for your generosity.

We focus our energy on a range of initiatives that support our mission to reduce the impact and incidence of cancer in Tasmania. They include developing prevention strategies; contributing to cancer research; and providing psychological and practical support as well as information to people impacted by cancer. Our work could not be achieved without the generosity of the Tasmanian community and the support of our dedicated volunteers. By committing to raise funds for Cancer Council Tasmania you will be helping us to make a real difference. Thank you so much. Your dedication, commitment and generosity will positively impact the lives of those who need it most.
Every dollar you raise means we can continue to fund our key priorities, including:

**Cancer Support and Information Services that support those in need through**

- Support Centres in Hobart, Launceston and Ulverstone for support and evidence-based information
- Cancer Connect - a telephone peer support program
- Support Groups in regional and urban areas of Tasmania
- transport2treatment - transport to and from home to cancer related appointments
- Financial assistance for individuals impacted by the financial burden that a cancer diagnosis can bring
- Our Wig Library for patients experiencing hair loss from cancer treatment
- Support, information and financial assistance for children, adolescents and young adults and their families including scholarships
- Cancer Council 13 11 20 for access to support for the cost of a local call
- Access to evidence-based information and education programs
- Access to pro-bono legal, financial, HR and small business advice

**Cancer prevention and advocacy seeks to reduce the burden of cancer by**

- Generating and supporting evidence-based knowledge through research and health partnerships
- Educating Tasmanians about cancer-related risk factors such as smoking, overweight and obesity, poor diet, physical inactivity and exposure to UV rays

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**Healthy fundraising**

Although there are some things we can’t control about our cancer risk, decades of research have shown that by living a healthy life, people can reduce the risk of developing the disease. It is estimated that up to a third of cancers could be prevented by keeping a healthy weight, eating a healthy diet and being physically active. Making the choice to raise funds in a healthy way is one way you can play a part in helping to tackle cancer.

**Examples of health promoting and health-neutral fundraisers**

**Promote healthy eating**
- Healthy BBQs
- Boxes of fresh fruit and vegetables
- Healthy cooking lessons
- Nutritious food hampers
- Healthy cookbooks
- Vegetable seedlings

**Promote active living**
- Walk-a-thon
- Cycle-a-thon
- Dance-a-thon
- Discos
- Pedometer stepping sponsorships
- Discount vouchers to sport clubs, gyms, recreation centres

**Health-neutral**
- Cut or shave hair
- Trivia night
- Entertainment books
- Trash and treasure sale
- Personalised calendars, plates, mugs
- Raffles (e.g. holiday)

For more information download ‘Health Fundraising: Guidelines to promote health, while still making a profit’ in the ‘Get involved – Fundraise’ section of our website.
Each year, Cancer Council Tasmania contributes about $200,000 towards research into cancer. We’re proud to say all the funds we raise stay in Tasmania and go directly towards cancer research, advocacy, prevention and support programs.

In the research area alone the funds support a number of scholarships for honours and PhD students, and professional development for health and education professionals.

We jointly fund a two-year research fellowship with the University of Tasmania and also finance clinical trials at the Royal Hobart Hospital and the Launceston General Hospital.

The distribution of the money we raise for these purposes is determined on an annual basis on the recommendation of the Scientific and Research Committee (a sub-committee of the Cancer Council Tasmania Board).

We support this vital research because we need to find out what causes cancer and how to prevent it, discover new ways of diagnosing and treating cancer and improve the quality of life for people with cancer.

We support those in need through our free confidential phone service (13 11 20), which is staffed by experienced oncology professionals. Our peer support program ‘Cancer Connect’ puts cancer patients in touch with trained volunteers who’ve been through a similar experience. We also distribute ‘Understanding Cancer’ booklets, filled with trusted information about specific cancer types, treatments and psychological issues.

Through cancer prevention and advocacy we aim to reduce the risk and impact of cancer in our community. Cancer Council Tasmania is a strong and respected voice in lobbying for policy change and a powerful advocate for essential health improvements.

By holding a ‘Do It For Cancer’ fundraiser you are supporting crucial Cancer Council initiatives and making a difference to thousands of Tasmanians living with cancer.

You can be confident that every dollar you raise means we can continue to fund these key priorities right here in Tasmania.
Starting with some inspiration and an idea, Jarrod Watling set out to make a difference in honour of his dad’s cancer experience, and with the support of his remarkable community set off on a journey that spanned the state.

The Smithton painter walked for more than 20 hours around a track for Relay For Life and later the same year created Ks for Cancer; an 800-kilometre fundraising bike ride – all in the name of cancer.

“My dad had cancer in the pipes to the bowel and Cancer Council Tasmania did so much for my family.” Jarrod said. “It was definitely a shock when I found out. I didn’t expect anything like that so it knocked me for a six.” With divorced parents and his sister living on the mainland, caring for his father was left to Jarrod. Unfortunately he couldn’t help out as much as he would have liked, so the Watling family relied heavily on Cancer Council Tasmania’s support.

“What I am so appreciative for is transport2treatment.” Jarrod said. “Not having a licence was a massive inconvenience for dad and I felt so helpless.”

With no licence, living in Smithton left the Watling family at a disadvantage when dealing with Geoff Watling’s cancer. So when Cancer Council Tasmania stepped in, Jarrod was very relieved.

“Being in a remote area the trip to Launceston and back for regular treatment was a big ask. That’s why the work Cancer Council Tasmania does is so vital, particularly for the communities that aren’t close to treatment centres.”
The extent to which Cancer Council Tasmania helps families impacted by cancer escaped Jarrod until his own experience.

“They are unbelievable – it’s amazing that they help so many people. Through dealing with them for Ks for Cancer, you realise how much they care and how much work they put in.” Jarrod related.

Jarrod raised almost $20,000 for Cancer Council Tasmania. The first was the Circular Head Relay For Life, where Jarrod walked around the track for the entire event.

The next fundraiser was Ks for Cancer, where Jarrod pedalled to Hobart and back on his bike, raising an incredible $16,000.

“The bike ride, Ks for Cancer, the amount of money that was raised was overwhelming, especially when I set a goal for $10,000, the resulting figure was mind-blowing.”

The hardest part of the ride was battling the wind on his way home from Hobart.

“Coming out of Hobart on day five at Spring Hill was tough. It was blowing northerly and into my face. I was meant to get from Hobart to Tunbridge, which is 90 kilometres, but I had to pull up stumps 10 kilometres short at Oatlands – I just couldn’t go any further.” He said.

The ride took eight days to complete.

Friends and family were proud of Jarrod’s achievements, but it was his father’s opinion he valued the most.

While Jarrod’s dad was “a man of few words,” he could tell he was chuffed when he pulled into Smithton at the end of his journey.

Ks for Cancer highlighted the warm and all-encompassing support Circular Head provides for its citizens. As much as he was amazed by Cancer Council Tasmania and their support, he was equally amazed by the community stepping up to get behind his personal cause.

“When dad was diagnosed with cancer I had a lot of support – I know I have a good core group of mates. It’s all about the area. Circular Head always gets behind things like this. You just have to look at Relay For Life and see the turn-out, there is always support.”

The encouragement of his friends and the community was the key to remaining positive.

“There are times when you need to surround yourself with the people who keep you positive and up and about. It’s easy to go off the rails and those people keep you on the straight and narrow. You are not doing anyone any favours by being down in the dumps,” Jarrod added thoughtfully.

The support didn’t stop at Geoff Watling’s diagnosis, nor did it stop once it was announced he was in remission.

“I quite often finished a day on the bike and would get a lot of messages and phone calls with my friends and family getting behind me,” Jarrod said.

When his dad announced he was in remission, Jarrod considered himself one of the fortunate ones.

“My family was one of the lucky ones, a lot of people don’t get that second chance,” Jarrod said.

Following his father’s cancer scare, the disease was now in the forefront of Jarrod’s mind.

“I obviously have friends who have been affected through members of their families, but when it hits your own family you take notice. You pay respect to your friends, but it goes to a whole new level when it hits your family,” he said.

When asked how he kept going through the tough parts of the ride and Relay For Life Jarrod replied “It was only 22 hours for Relay For Life and only eight days out of my time for the ride – a lot of people go through a lot more than that.”

After finishing the ride Jarrod sold the bike he completed it on and donated the proceeds of the sale to Cancer Council Tasmania as well.

“To be perfectly honest I didn’t want to see the bike again after spending 800 kilometres on it!”
Beth Cheesman is a great example of a young lady keen to help people in need. Beth’s grandfather and one of her aunties had both had cancer and she was keen to do something to help. Beth’s mum Julie tells the story of what she did.

“Beth was aware of some of the effects cancer can have on a person and their family and decided to do something about it. She was excited to have her beautiful long hair made into a wig for patients who may have lost their hair as part of their treatment.

She started telling her friends and family what she intended to do. Everyone was very supportive and keen to get it ‘officially’ started.

Cancer Council Tasmania gave us some information and suggestions (as well as some resources including money boxes, stickers, pens, pins, bag tags, magnets and balloons) to help us.

Beth’s elder sister created the page for the fundraising website – which proved to be very successful. We then sent the link to family and friends and asked them to help promote it further.

Beth organised a date for the event to happen at school and also wrapped all of the donated items and made lucky dips for her class.

We fundraised for just over one month before the actual event took place. We had tallied about $1,900 through online fundraising, cash donations and money collected in collection boxes at the hairdresser’s salon and mum’s and dad’s work.

On the big day a few classes from school, some friends, family and Kirilly from Cancer Council Tasmania all came to see Beth get her hair cut by her family hairdresser in the school hall.

Beth was so happy with her hair cut, and with a few more donations after the event, we closed the fundraising page with a total of $2,100 raised!

Beth says she would recommend others to cut or shave their hair for fundraising, but only if they are laid back, not embarrassed and not worried about what others think.

Beth was awarded the Community Spirit Award for 2014 at her recent grade six graduation and we couldn’t be more proud.”
How to plan your fundraiser

Once you’ve registered with Cancer Council Tasmania, you’re ready to go!
Here’s how to plan your amazing fundraiser:

What?
What type of fundraiser will you hold? Check if you need any special permissions or paperwork.

Why?
Why are you fundraising for cancer? Everyone has a reason why they’re involved and we’d love you to share yours.

When?
When’s the best time to hold your fundraiser? Check for clashing local events or public holidays and give yourself enough time to get organised.

Where?
Where’s a good location? Check what’s available at the right size, with the right facilities and that the location is accessible to everyone. Ask if you can have it free of charge as you are fundraising.

Who?
Who do you need to involve? Decide who’s going to help you organise your fundraiser, who you’ll invite and who will sponsor you or donate prizes. Give them plenty of notice.

How?
How will it all come together? Does the fundraising promote health? Create a simple event plan covering the tasks that need to be completed, when and by whom. Decide how you’ll spread the word on what you’re doing and why.

Three ways to maximise your funds

Matched giving - Lots of employers run dollar-matching schemes where they’ll match the total amount you’ve raised. If not, ask if they can donate in any other way.

Online fundraising - Create your own online fundraising page where you can collect donations from anyone, anywhere, anytime. Speak to your local Cancer Council Tasmania office for details.

Collection box - Ask your local Cancer Council Tasmania office for a collection box to display at your fundraiser, office or local shop.
While you're planning all the fun to be had, don't forget to consider any possible legal requirements.

**Authority to fundraise**
Once you've registered your fundraiser with us and completed a 'Community Fundraiser Agreement' we’ll send you an 'Authority to Fundraise' letter. You can’t raise money without this letter – it’s a legal requirement. Contact your nearest Cancer Council Tasmania to get all the information you need.

**Fundraising guidelines**
Make sure your fundraiser complies with regulations. Download the ‘Fundraising Guidelines’ or pick them up from your local Cancer Council Tasmania office.

**Promoting/Branding your event**
If you wish to use Cancer Council Tasmania’s name and/or logo on any materials, posters, products etc. you will need to obtain approval to do so. The appropriate logo and guidelines for use will then be provided. All materials referring to Cancer Council Tasmania should be forwarded to us for approval prior to release or publication.

**Insurance**
Your fundraiser may not be covered by Cancer Council Tasmania’s insurance so it’s important to ask your nearest Cancer Council Tasmania office about cover for any activity you’ll be running.

**Licences**
Some activities like raffles or alcohol sales require a licence. Check if you need one with the Tasmanian Department of Treasury and Finance. Check the rules in the Liquor and Gaming section of this website: www.treasury.tas.gov.au

**Permits/permissions**
If you’re fundraising in a public place, make sure you have permission from the property owner or local council.

**Tax receipts**
All donations over $2 are tax deductible.

Download our ‘Tax Receipt Guidelines’ in the ‘Get Involved – Fundraise’ section of our website for more information.

**Health and Safety**
- Check your event for any hazards and have measures in place to minimise the risk of injury.
- If you think you’ll need First Aid assistance on hand, contact a reputable organisation like St John’s Ambulance for support.
- If you plan to sell food, food safety laws apply. Contact your local council for information and guidelines.
Forty three quad-bike riders embarked on a 1,000 kilometre week-long trip to raise funds for Cancer Council Tasmania.

The West-East Quad Bike Ride for Cancer travelled from coast to coast, following mostly bush tracks starting at Marrawah on the Tasmania’s rugged West Coast and passing through Rocky Cape, Yolla, Waratah, Kimberley, Beaconsfield and Forrester and finishing in Scamander on the sun drenched East Coast.

The event raised an incredible $45,000 for Cancer Council Tasmania, with fundraising events held before and during the ride with many local communities really getting behind the cause.

The riders were accompanied by a support crew of 12 and spent most nights in local campgrounds. This was the third coast to coast quadbike ride. Mixing such fun with a cause is a great way to bolster our much needed services.

For more information and ideas on how you can organise a community fundraiser go to www.cancertas.org.au/fundraise or contact your nearest Cancer Council Tasmania office.
Your 8 steps to success

1. Have fun!
   Pick a fundraising activity that everyone will enjoy, from the organising team through to your audience. If everyone’s having a good time, it’s easier to raise more money.

2. Keep it simple
   Your fundraiser doesn’t have to be complicated or clever to be a success. Focus on a realistic project that you can manage and enjoy and that your audience will support.

3. Beware of creeping costs
   Give yourself a fundraising target and stick to your budget. Some people can get carried away and spend more than they raise!

4. Make giving easy
   Personalise your free online fundraising page and direct people there to make a donation. It’s a quick and easy way to collect funds. Speak to the Community Fundraising Officer at your nearest Cancer Council Tasmania office for information on how to set up your page.

5. Spread the word
   How many ways can you get the word out about your fundraiser? Tell everyone you know what you’re doing and ask them to tell everyone they know. Use your social networks, and contact local businesses and work connections for support. Anyone can donate and good word travels fast! Go to page 14 for more hints and tips.

6. Just ask
   Most people give to a charity simply because they’re asked. Whether you want a prize, a venue, or cash donated, don’t be shy, speak up.

7. Maximise your funds
   - **Matched giving** - ask your employer to dollar-match what you’ve raised.
   - **Online fundraising** - create your online fundraising page to collect donations quickly and easily.
   - **Collection box** - ask us for a collection box for your event, office or local shop.
   - **Tax deductions** - tell your supporters that donations over $2 are tax deductible.

8. Say thanks
   Fundraising is a community effort. Be sure to thank everyone who’s helped with your fundraising, whether their donation was time, money, material goods or support and advice – it all helped!
Download our ‘Top 10 Fundraising Tips’

www.cancertas.org.au/doitforcancer
Your great fundraiser deserves all the attention it can get. Here are some ideas to help you generate as much awareness as you can at no extra cost.

**Email**
Send an email about your fundraiser to your network of friends and family, asking for a donation. You can also add a link to your online fundraising page in your usual email signature.

**Social media**
If you’re on Facebook, Twitter or another social network, add a link to your fundraising and updates on your progress and ask for donations.

**Local press**
Local papers and radio stations are always looking for feel good stories so why not tempt your local media to cover your fundraiser? Please let your local Community Fundraising Officer know if you intend to contact any media outlets directly so we can assist you. If a journalist asks you for any specific information about Cancer Council Tasmania, please refer them directly to us.

**Photos and video**
Your fundraising activities can be an inspiration to others. Take lots of photos and video to share on your social networks and send us a copy to share too. Email your files (along with a completed ‘Authority to Use Photographic Image’ form - available from our website in the ‘Get Involved’ section) back to us at specialevens@cancertas.org.au

**Poster and fliers**
Print posters and fliers and take them around local businesses, your school, clubs and workplaces and ask them to display them for you.

Download them for free from the ‘Promotion Downloads’ section of the site under the ‘Get Involved’ heading.

**Wrapping it all up**
Finish off your Do It For Cancer fundraiser by completing some admin.

Send us the money you’ve collected.

Funds must be given to us within two weeks of completing your fundraising activity.

**You can do this by:**
- Banking your funds at any Commonwealth Bank branch, using the deposit slip provided by your Community Fundraising Officer
- Mailing a cheque, payable to Cancer Council Tasmania, with your Return Slip
- Calling your local Cancer Council Tasmania office to make a credit card payment
- Dropping cash into your local Cancer Council Tasmania office
- Paying directly through your online fundraising page. You can also transfer people’s cash donations to us via your page, using your credit card.

**Return everything to Cancer Council Tasmania**
Return any receipt books and donation sheets, along with the Return Slip, to your local Cancer Council Tasmania office or in person. The Return Slip can be found on our website www.cancertas.org.au/doitforcancer

**Say thanks**
Make sure you thank everyone who has supported you and remind them that Cancer Council Tasmania really appreciates their generosity.

**Tell us how it all went**
Finally, please tell us how it all went, we’d love to see your photos or videos and hear how you enjoyed the event. Let us know what did, or didn’t go well. Send information through to your local Cancer Council Tasmania office.
When Sammy Smyth’s wife Teresa was declared cancer-free many years ago, he set about designing a garden where she could relax, unwind and experience the great joy on a day-to-day basis felt by all of us who love gardens. With Sammy’s vision a reality he felt the time was right to “give back” and donate to a worthwhile cancer charity.

On a lovely spring weekend Sammy and Teresa opened their property to the public for the first time ever through the Australian Open Garden Scheme. Garden lovers had the opportunity to meet the people behind this beautiful and enticing garden which is full of colour and texture, and experience all aspects of the garden. From intricate rock walls, pathways and steps overlooking the Don River to the many hundreds of plants including rhododendrons not available commercially, there was something for everyone.

The weekend was a huge success with over 350 people meandering through the garden and almost $1,000 raised for Cancer Council Tasmania. We couldn’t think of a better way to spend a couple of hours on a weekend. (Or more if it was possible!)
Cancer Council Tasmania organises numerous special events every year across the state. To find out more information or to see how you can get involved please have a look at our calendar of events at www.cancertas.org.au or contact your local office. (Contact details on back page.)
There are so many ways you can continue to support Cancer Council Tasmania throughout the year. Why not consider...

**Regular giving**
Regular monthly or quarterly gifts make our long-term research and support services possible. You can help us with ongoing donations.

**Volunteering**
We have a wide range of volunteer opportunities to fit different skills, interests and availability.

**Leaving a gift in your will**
Include a gift to Cancer Council Tasmania in your will. To find out how to arrange this touching legacy, call 1300 65 65 85 or visit [www.cancertas.org.au/get-involved](http://www.cancertas.org.au/get-involved) or email infotas@cancertas.org.au.

Or how about getting involved in...

**Relay for Life**
Celebrate life and create hope by taking part in one of these overnight relays in honour of those touched by cancer. Visit [www.relayforlife.org.au](http://www.relayforlife.org.au) to learn more.

**Biggest Morning Tea**
‘While there’s tea, there’s hope’, said English actor Sir Arthur Pinero. This enjoyable May event is easy to organise and can be held at your school, club, work or even in the comfort of your own home. Sign up at [www.biggestmorningtea.com.au](http://www.biggestmorningtea.com.au).

**Daffodil Day**
Sell Daffodil Day merchandise, host a yellow fundraiser, volunteer to staff one of our stalls or simply donate to Daffodil Day in August. Find more information at [www.daffodilday.com.au](http://www.daffodilday.com.au).

**Pink Ribbon Day**
Raise funds to help defeat breast and gynecological cancers by selling our famous pink merchandise, holding a pink fundraiser such as a Girls’ Night In or by donating to the pink cause throughout October. Visit [www.pinkribbonday.com.au](http://www.pinkribbonday.com.au) to find out how you can help.

**Girls’ Night In**

**Call to Arms**
Compared to women, Australian men are more likely to be diagnosed with cancer and more likely to die from the disease. Call to Arms aims to raise awareness and funds to fight men’s cancers. For more information call 1300 65 65 85.
Tax Deductible Receipt Pull-Out

This pull-out sheet is for your supporters if they require a tax receipt for their donation. Simply pull it out, fill it in and return it to your local Cancer Council Tasmania office with your return slip at the end of your fundraiser.

YOUR DETAILS

Event ID Number: ........................................................................................................................................

First name: ...................................................................................................................................................

Surname: ........................................................................................................................................................

Address: ..........................................................................................................................................................

Telephone: ....................................................................................................................................................

If you expect more than 16 guests, please photocopy this form.

Please only complete if you require a tax deductible receipt for your donation.*

*Purchase of raffle/entry tickets or any other donation which is in return for something is not tax deductable.

DETAILS OF GUESTS WHO REQUIRE RECEIPTS

Title: ........First name: ...................................... Surname: ......................................................

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If you do not wish to receive further information from us, please tick here

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If you do not wish to receive further information from us, please tick here □
Want to contact your local Cancer Council Tasmania office?

If you need further support or advice, please don’t hesitate to contact us – for a quick transfer to your local office phone 1300 65 65 85 and listen for the prompts.

**HOBART**  
180-184 Collins Street  
Phone 6212 5700  
Fax 6212 5720  
(GPO Box 1624, Hobart Tasmania 7001)

**LAUNCESTON**  
69 Howick Street  
Phone 6341 8400  
Fax 6341 8444

**ULVERSTONE**  
50 Victoria Street  
Phone 6425 8600  
Fax 6425 8604

ABN 27 685 250 740  
www.cancertas.org.au  
All information in this handbook was true and correct at the time of printing. For the most up to date information visit www.cancertas.org.au or contact your nearest Cancer Council Tasmania office.