Fundraising Kit

Together we can make a difference.
No one has ever become poor from giving

- Anne Frank
Thank You

Thank you for getting involved and choosing to fundraise on behalf of Palliative Care South East (PCSE). Your support helps us to provide comprehensive, collaborative and integrated care to people living with a life-limiting illness in our community. By supporting PCSE you are helping to deliver long-term change that improves the wellbeing of individuals, carers and their families.

PCSE was founded in 1984 when families and medical practitioners in the Dandenong area wanted better care for people with a life-threatening illness. They believed that life should be defined in terms of quality. Before 1984 no community palliative care services were available, and our organisation was funded in the initial years with support from local businesses, churches and the community.

Whilst our name has changed over time, the vision of our founders has been realised. We now provide holistic care to over 800 patients and their support networks, with a focus on encouraging our community to live well.

As the demand for our services continues to grow PCSE relies on support from people like you to ensure we have the resources to be to be future ready. All donations from fundraising activities go directly towards projects driven by our patients, carers, staff and volunteers to enhance care.

This Fundraising Kit has been developed to guide you through planning and executing a successful fundraising activity. It includes some fun suggestions of how you can get involved, but whether you host an activity from our kit or have your own unique idea, we would love to support your plans.

Please get in touch with our fundraising coordinator to get started!

140-154 Sladen Street, Cranbourne, VIC 3977
Email: natasha.nicol@palliativecaresoutheast.org.au
Mobile: 0429 178 087
Website: https://palliativecaresoutheast.org.au/
Getting Started

1. Get to know us
Visit our website to find out more about PCSE and the work we do to support people with a life-limiting illness. You can also check out our Facebook page, annual report or subscribe to our newsletter for further information about our services. Understanding where the money you raise will go and the impact every donation has on our community is a great first step before hosting a fundraiser.

2. Choose your activity
You can choose from a range of fundraising events and activities to help raise money for PCSE. Check out our list of ideas for some inspiration or brainstorm a unique concept based on your interests and resources. Consider the location, date, fundraising target and budget of your activity.

3. Get in touch
Contact our Fundraising Officer at natasha.nicol@palliativecarese.org.au to share your idea. We will be able to offer support to make sure your activity runs smoothly and everything is set up correctly. Please keep in mind that PCSE needs to approve all fundraising activities.

“From the bottom of my heart I would like to thank the staff who cared for my mother. The promptness of the service was exceptional and the nurse gave mum the dignity and respect she so very much deserved.”

-Daughter and carer of a client
4. Setting up your MyCause fundraising page

The easiest way to collect donations from your fundraiser is through a personalised mycause page. To set up your page please follow the steps below or contact our Fundraising Officer for further assistance.

1. Visit the Palliative Care South East MyCause page at: https://www.mycause.com.au/charity/27797/PalliativeCareSouthEast

2. Click ‘start fundraising’

3. If you have fundraised with mycause before simply login to your account. Otherwise, sign up to mycause by entering your details and creating a password.

4. Once you have logged in or created an account select ‘Palliative Care South East’ as the charity you would like to fundraise for.

5. Set up your fundraising page by entering the title of your activity, the fundraising target, a start and end date and a personalised message. Try to make your page as clear and compelling as possible by highlighting why this cause is important to you. Speak from the heart because your passion will motivate donors to support you.

6. Select the category your cause belongs to.

7. Add a photo or video to your page. Using visuals is a great way to capture people’s attention and make your page unique.

8. Click submit to finalise your page!

Please keep in mind you can edit the details of your mycause page at any time. If you get stuck or would like some copy or images to use on your page please don’t hesitate to get in touch.

5. Map your network

Once you have decided on an activity outline your connections to determine who can help you to fundraise. Creating a chart like the one below can be a great way to map out potential sources of support.

![Network Chart]

- YOU
  - FRIENDS
  - FAMILY
  - COLLEAGUES
  - NEIGHBOURS
  - COMMUNITY GROUPS
6. Promote your fundraiser
Share the link to your mycause fundraising page with your network via social media, email and other messaging platforms. Let your connections know what you are planning and how they can contribute to the cause.

7. Start fundraising
This is the best part! Host your activity or event, raise awareness, encourage donations and take lots of photos. You can track your process through mycause and re-share the link to your page to remind your network to make a donation.

8. Share your experience
Once your fundraiser is complete please get in touch with us to share your success! If you raised money through mycause you don’t need to do anything- the funds will be automatically deposited into our account and donors will be issued with a gift receipt for their tax deductible donation. If you raised money using an alternative method please send all funds along with the donor receipt form to 140-154 Sladen St, Cranbourne VIC 3977 or email natasha.nicol@palliativecarese.org.au to arrange a direct deposit. Don’t forget to thank your donors and share the end result with everyone who supported your event.

Don’t forget to share the photos from your activity with our team!
Funraising Ideas

Events

• Morning tea
• ‘Pizza for a Purpose’ dinner party
• Trivia night
• Bake sale
• Girls night in
• Sausage sizzle
• Movie night
• Picnic at the park
• Cooking competition
• Footy or basketball match
• Local concert
• Silent auction
• Games night
• Art show
• Wine tasting
• Car wash
• Fun run
• Pet party
• Fashion show
• Garage sale
• High tea
• Karaoke night
• Relay race
• Market stall
• Treasure hunt
• Golf tournament
• Talent show
• Paper aeroplane competition
• Casino night
• Yoga class
• Street party
• Obstacle course
• Used book sale
• Bingo night
• Gala
• Bowling tournament
• Craft day
• Rubber duck race
• Plant sale
• Cake decorating contest
• Face painting party
• Cocktail night
Personal Challenges
• Ride, walk, run, hike or swim for PCSE
• Dye or shave your hair
• Abstain challenges (e.g. give up alcohol, fast food, social media or coffee for a month)
• Readathon
• 10,000 steps challenge
• Break a Guinness World Record
• TikTok challenge

Other Activities
• Pledge your birthday or other special occasion to PCSE
• Gold coin donation causal dress day
• Cutest pet competition
• Raffles
• Lolly jar guessing game
• Swear jar
• Chores for charity
• Community cookbook fundraiser
• Guess the baby photo competition
How Your Fundraising Helps

By meeting the urgent needs of our clients

The funds from your activity will be directed into ensuring we can meet the urgent needs of our clients, carers and their families. This may include in-home specialist nursing care, 24 hour support, counselling, occupational therapy, social work, spiritual care, equipment, bereavement support or massage, art and music therapy. Whether your contribution is big or small every donation helps us to improve the health and wellbeing of our contacts.

All money raised on behalf of PCSE goes directly towards enhancing care.

By helping us to build our community Wellness Centre

As the demand for our services continues to grow we are planning to build a new community facing facility at 80 Victor Crescent, Narre Warren. The updated space will ensure we can continue to provide the highest level of care to our diverse and growing catchment area. By fundraising to contribute to this build you are helping to make sure PCSE is future ready, with the space to accommodate the evolving needs of our staff, volunteers, clients, carers and their family members.

We have purchased a block of land for our upgraded Wellness Centre, with construction set to commence in early 2021.
Our Support

Our fundraising coordinator is here to help you every step of the way. Please reach out to us to chat about your ideas, we are happy to answer any questions and provide you with further information or advice.

Depending on availability we can supply you with collection tins, posters, PCSE merchandise or brochures to support your fundraising activity. If you are hosting an event we may also be able to provide personale to help out on the day.

If you would like to create your own promotional material to advertise your activity please contact us. Palliative Care South East will need to approve any content that includes our logo prior to publication.

“I have nothing but the highest praise for your staff and service. Nothing was ever too much bother and the caring nature of your staff was just brilliant.”

- Son and carer of a client
Fundraising Tips

**Match donations**
Ask your employer if they will match the amount of money you raise. This will be a great motivator for supporters and will give the company you work for an easy, structured way to support good work in their community.

**Remind people**
Reminders work, so don’t forget to follow up with your network to gain further support. Sometimes people need a push to prompt action, so asking again is a great way to receive donations from those who may have forgotten to contribute.

**Involve your local community**
Get in touch with local businesses, school groups or sporting clubs to see if they will support your fundraiser. They could offer assistance by displaying posters or flyers on their premises or by sharing your story on their website, social media or newsletter to help spread the word. Think about engaging with community groups you have connections with and offer them a shout out on your fundraising page or the PCSE website in return for their support.

**Contact the media**
Reach out to your local radio station or newspaper to see if they will feature your story. Receiving media coverage is a great way to promote your fundraising activity and engage with the local community. If you would like assistance to draft a message to the media feel free to contact our fundraising coordinator.

**Involve your donors**
Make sure your donors feel appreciated after they have contributed to your cause. Sending a thank you message is a great way to follow up and gives you the opportunity to ask donors to share a link to your mycause page with their network. This is a notable way to expand your reach as people who are already passionate about helping you achieve your fundraising goals are likely to offer further support.
Update your email signature

If permitted, update your email signature to include a link to your fundraising page. This will help prompt people within your network to make a contribution as they will be regularly reminded about your activity.

Keep fundraising

Often donations will continue to roll in after you have hosted your event or activity. Feel free to extend your timeline and keep fundraising after the original end date to raise as much money as possible. Update your mycause page and contact your network once more to update them on your progress and remind people to make a last minute contribution.
Fundraising FAQs

What activity should I choose?
When deciding on the best way to fundraise choose an activity that you’re passionate about. For some inspiration check out our ideas on page 4 or email us to start brainstorming. Don’t forget to set a realistic target and consider the resources available through your network.

Why do I need approval?
Palliative Care South East has a long and proud history in our community. We need to approve all fundraising activities to make sure they align with our values and vision. Usually approval only takes 1-3 days and gives us the opportunity to identify how we can support your idea.

Where will the donations go?
Your donations will be directed towards delivering specialist, person centred support to people living with a terminal illness, carers and their family members. The money raised from your fundraiser will help us to deliver the highest standard of care to our community.

How can I promote my fundraiser?
The best way to promote your fundraiser is by drawing on support from your network. By sharing your mycause page with friends, family, colleagues and community groups you will be able to spread the word and encourage donations. You can also share information about your fundraiser on your personal social media accounts, with the option for our Communications Officer to create a post on PCSE’s social pages and website.

Where can I get more information about PCSE?
To learn more about the work we do and our history within the community please visit our website at: https://palliativecaresoutheast.org.au

You can also reach out to our Fundraising Coordinator for further information about our services.

How will my donors receive a receipt?
If your donors make a contribution through mycause they will be automatically issued a receipt. Alternatively, this kit includes a Donor Receipt Form that can be used by PCSE to issue receipts for substantiated donations over $2. Please make sure you fill out the form and return it with the funds from your activity so our team can email a receipt to each donor.
Are donations tax deductible?

PCSE is a registered charity, meaning that all donations over $2 are tax deductible. However, if the donor receives something in return for their contribution (such as a prize, ticket or gift) they are not entitled to a tax deduction. For more information about what constitutes a tax deductible donation please visit the ATO website.

Other Ways To Help

Visit our website or get in touch with our Fundraising Officer to find out how else you can get involved. We appreciate any contribution to our cause, so even if you can’t host a fundraiser please consider other ways to support us.

- Make a one off, tax deductible donation
- Become a regular giver
- Share PCSE’s story with your friends, family or colleagues
- Leave a bequest in your Will
- Pledge your birthday to PCSE
- Become a volunteer
- Make an in-kind gift that can be used for other fundraising activities
- Sign up for workplace giving
- Share other people’s fundraising pages with your network

Your thoughtful contribution, no matter how big or small, will help us to make a difference in our community.
Donor Receipt Form

Fundraising Activity:
Date/s of Activity:

Please fill out the details of donors who require a donation receipt and return it to our fundraising coordinator. *(Please note that if you fundraise through mycause donors will be automatically emailed their receipt)*

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THANK YOU

Your support is incredibly valuable to us

For more information:
Email- natasha.nicol@palliativecarese.org.au
Visit- https://palliativecaresoutheast.org.au
Phone- (03) 5991 1300
140-154 Sladen St, Cranbourne 3977