



# Your fundraising guide

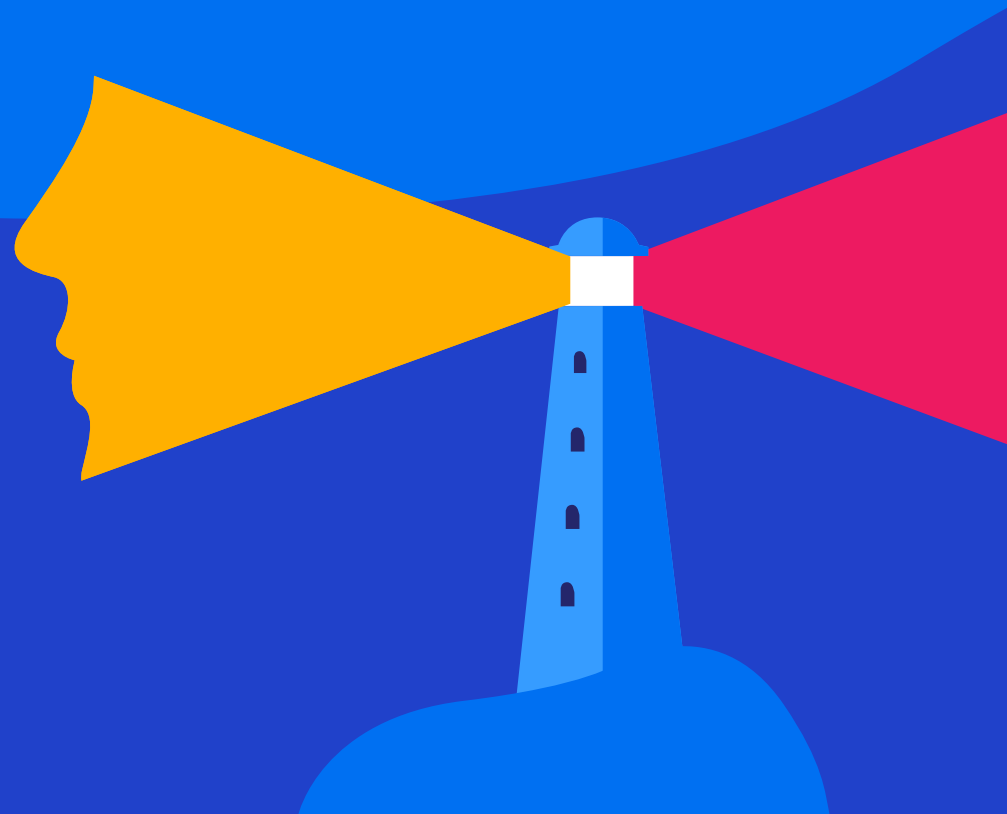
Everything you need to know about fundraising for Beyond Blue.

[fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)



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# Thank you!

By giving your time and energy to fundraise for Beyond Blue, you are supporting the millions of people in Australia affected by anxiety, depression and suicide.

Whatever form your fundraising takes, you'll be helping Beyond Blue improve the lives of people in Australia affected by mental health conditions. Every dollar you raise helps fund Beyond Blue's 24/7 Support Service to provide free, confidential, and immediate counselling for anxiety, depression and suicide prevention via phone, webchat and email.

This kit provides advice on how to:

- Choose a fundraising event that suits you
- Organise your event and raise funds
- Bank funds and thank donors
- Be aware of your responsibilities as a Beyond Blue fundraiser.

**Our Fundraising team is here to support you, so if you would like more information please contact us by calling 03 9810 6100 or email [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)**

We hope your Beyond Blue fundraiser is as fun as it is rewarding. Thanks for your support.

“At one of the lowest points in my life, the Beyond Blue counsellor helped me to see that I mattered. I'm extremely grateful for their support and understanding.”

**3.3** million people in Australia live with **anxiety**

**1.5** million people in Australia live with **depression**

On average, **9** people in Australia take their own lives every day  
7 of whom are men



# Fundraising as an individual or community group

Holding a Beyond Blue fundraiser is a fantastic opportunity to connect with your friends, family, school or sporting club – all while supporting mental health. It all starts with choosing what your fundraiser will be.

You may also like to see what other people supporting Beyond Blue have done, by checking out the **#beyondblue** hashtag on Instagram. Use this tag when posting about your event, too!

## Choose your activity

There are endless ways you can raise funds for Beyond Blue. Choose your own fundraising adventure doing the things you love. Here are some ideas to get you started:



**Get active!** Couch to 5km or ultra marathoner in the name of mental health, challenge yourself and enjoy the ride.



**Games night:** From online gaming to Trivia Nights, we're here for it all. A modest entry fee or call for donations to support your online activity is all that's needed to let the games begin.



**Sporting Clubs?** Score impact goals and host a Mental Health Match at a game of your choosing throughout the season.



**Make it fancy, make it a high tea!** Get your bake on, show off those culinary skills by whipping up delicious baked goods too good to resist.



**Got a big birthday coming up?** Set up a fundraising page and ask for donations in lieu of presents this year.



**Host a Beyond Blue BBQ.** Everyone loves a good sausage sizzle! Pull on your apron, fire up the barbie and trade food and drinks for donations.



**Want to go next level?** From Gala Balls, World Record Attempts, to hosting your own challenge event, the Beyond Blue Fundraising Team is here to make your grand plan a reality! Reach out to the team at [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au) to discuss.



# Setting a date

If you're hosting an event, consider your plans and give yourself plenty of time. For smaller events with family and friends allow a month or more to give notice and get your activity together.

For larger events that may need permits and more thorough planning, best to allow a minimum of 6 months. It is highly recommended your reach out to the Fundraising Team early to support you with your planning, we are here to help.



## Register your fundraiser

Once you've decided on a fundraising activity or event, register your fundraiser and create an online fundraising page at [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)



## Customise your Beyond Blue Fundraising Page

Personalising your online fundraising page will set you up for success - making it easier to grab your friends' attention, promote your event and encourage donations. Upload a photo, share your motivation for fundraising for Beyond Blue and thank your donors.



## Share share share!

Let EVERYONE know what you are up to. Send an email, create a Facebook event to invite family, friends and colleagues to your Beyond Blue event. Include all the event details and a link to your page to encourage donations before the day.

# Asking for donations



We know it's tough to put yourself out there and ask for donations. Back yourself – you're doing great things and your network will always get behind you if they can!

The hardest part is working out what to say – we've got you covered here with some thought starters and templates at [fundraise.beyondblue.org.au/resources](https://fundraise.beyondblue.org.au/resources)

## Download free resources

There are lots of materials you can download from Beyond Blue to help promote and support your fundraiser including posters, social media images, thank you certificates and templated letters to support fundraising asks. All available for free download at [fundraise.beyondblue.org.au/resources](https://fundraise.beyondblue.org.au/resources).

Beyond Blue Mental Health resources are available on request to help raise awareness of anxiety, depression and suicide prevention.

## Say thank you

Visit [fundraise.beyondblue.org.au/resources](https://fundraise.beyondblue.org.au/resources) to download thank you certificates for your supporters and anyone whose generous efforts contributed to the success of your fundraiser.

## Wrap it up

We love to hear how your fundraising went, so please send us an email with photos and updates to [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)

Cash collected from your activity can be deposited directly onto your online fundraising page by credit or debit cards, or via direct deposit to the Beyond Blue account on request. Contact us on 03 9810 6100 or email [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au) for details.

# Fundraising at work

Businesses of all sizes can make a real difference to help reduce the impact of anxiety, depression and suicide in Australia. Initiatives such as fundraising and corporate donations, hosting events and staff engagement activities are valuable ways to connect your people to our cause.

## Get approval

Whether it's a small get together or an organisation-wide event, make sure you get your manager's approval before registering your fundraiser with us. You can host an event, run a raffle, or simply put up a donation box in the common area - whatever suits your workplace best

## Choose your activity

- Run a cause-related marketing campaign by donating a percentage of sales
- Host a fundraising event like a raffle, auction, or dinner
- Hold a workplace fundraiser with your employees, like a morning tea or trivia night
- Set up workplace giving for your employees through payroll - please contact us to register
- Register to volunteer

## Register your fundraiser

Once you've decided on a fundraising idea or activity, visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au) and register your fundraiser. This will automatically create an online fundraising page for you, which comes in very handy when asking for donations.

## Customise your Beyond Blue event page

Personalising your online fundraising page will help extend the impact of your fundraiser; making it easier to grab colleagues' attention, promote your event and encourage donations.

Upload a photo, share your motivation for fundraising for Beyond Blue and thank your donors.

## Invite people

Send an email or meeting request to your colleagues and contacts, with the event details and a link to your Beyond Blue fundraising event page. You could also upload the event details to your workplace intranet or hang a poster in the lunch room.

## Employer support

Consider asking your manager or employer whether they'd be willing to support your efforts by matching the amount you raise. If they agree, you can use this as further encouragement for people to donate to your event and increase the amount they match! A template letter to give your employer is available at [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)



# Fundraising guidelines

By registering as a Community Fundraiser for Beyond Blue you:

## General

- understand that all fundraising activities must align with Beyond Blue's values and Beyond Blue reserves the right to reject any fundraising activity/event or donation that are deemed by Beyond Blue to be inconsistent with its business objectives and values.
- confirm that, by registering to fundraise, you are acting on behalf of, and with the authority and power to bind, those individuals and organisations named as the Community Fundraiser.
- confirm that any monies raised or donated during the fundraising activity will be used for the stated purpose for which they were raised and within any specified timeframe.
- agree to notify Beyond Blue of any prior or current criminal convictions prior to commencing the fundraising activity/event, understanding this may not necessarily stop you from being able to support Beyond Blue (depending on the nature of offence), but will be taken into account in agreeing to your suitability as an organiser.

## Legislative obligations

- confirm that your proposed fundraising activity/event complies with all relevant legislative and local government requirements and that all appropriate permits, licenses and insurance for fundraising in the state and/or territory where the activity is to be held will be, or have been, obtained.
- agree to notify Beyond Blue of any changes to your fundraising activity/event in advance and to only fundraise for the period of time authorised.
- will not exploit your position as a Community Fundraiser and/or the association with Beyond Blue for personal gain or perceived endorsement.
- agree to seek permission to use Beyond Blue's brand to promote your business, products or services. Business supporters may choose to implement approved percentage of sales campaigns for a specified period, providing transparency around the campaign details. However, the Beyond Blue logo cannot be used on any products or items for sale.

## Privacy and Personal information

- agree that all personal and sensitive information associated with the proposed fundraising activity will be handled in accordance with all relevant state and commonwealth government privacy legislation.
- give consent for photographs or other information you provide from the event to be published online or in publications by Beyond Blue.
- give consent to Beyond Blue to use your personal information to communicate with you in relation to the fundraising activity and work of Beyond Blue.
- give consent to Beyond Blue using and disclosing your personal information to Beyond Blue's agencies and other third parties engaged to provide services in connection with fundraising activities and the purposes set out in the Privacy Policy of Beyond Blue which is available at <https://www.beyondblue.org.au/general/privacy-policy>

## Financial

- confirm that any fundraising activity costs shall at all times be held to a percentage of revenue which is generally acceptable within the not-for-profit sector and by the public. In general, expenses are not to exceed 40 per cent of the gross proceeds.
- will ensure that financial and activity reports are made available to those who engage with the fundraising activity (and general public if queried), including the amounts raised, how the money was spent, and the net proportion donated to Beyond Blue.

## Sub-contracting/engaging third parties

- agree to seek permission from Beyond Blue if planning to subcontract components of your fundraising activity/event to third parties (e.g. auction service providers, online platforms, event managers).
- agree to ensure that subcontractor costs, deliverables and responsibilities are understood by them and do not compromise the acceptable percentage of revenue donated to Beyond Blue. In the specific case of your fundraising activity, you understand that Beyond Blue will not engage with nor take any responsibility with the subcontractor.

# Fundraising guidelines (continued)

## Publicity

- agree to seek permission to use the Beyond Blue name and/or 'Proudly supporting' logo on materials related to the fundraising activity, and email all logo file requests, logo design mock-ups, written content describing Beyond Blue or mental health conditions, and media releases for approval to [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)
- understand that while you are not authorised to speak on behalf of Beyond Blue, you may speak about your fundraising activity itself. If you have been motivated to fundraise due to another person's experience of depression, anxiety or suicide and wish to share a story in which that person will be easily identifiable, you agree to seek permission from the individual or next of kin first. Some people may not want their experience made public. It is important to consider the impact and respect the wishes of others affected by the same story as you.
- agree not to align Beyond Blue with areas or activities such as pharmaceutical, insurance, gambling, alcohol or tobacco organisations, X-rated or violent content, or proceeds of crime. You also accept that Beyond Blue has the right to reject any fundraising activity or donation based on non-alignment.

- understand that Beyond Blue is not able to promote your fundraising activity/event, nor attend events or presentations. If the fundraising activity/event includes specific involvement with Beyond Blue, you will ensure these requirements are discussed and agreed upon in writing by the Fundraising team prior to commencing the fundraising activity.
- agree not to engage in telemarketing or door-to-door fundraising.
- understand that Beyond Blue reserves the right to withdraw your authority to organise a fundraising activity/event at any time if it appears to Beyond Blue that the fundraising activity/event may negatively affect the image or reputation of Beyond Blue, or if Beyond Blue believes there is a likelihood of you not meeting any of these Terms and Conditions.

## National, state and territory laws

All fundraising activities must comply with all relevant national, state and territory laws and regulations. In each state and territory, there is a Charitable Fundraising Act or equivalent to which Beyond Blue and people fundraising on behalf of Beyond Blue must adhere to. You also need to be aware of regulations relating to liquor licensing, preparation of food and holding raffles or auctions.

To find out more about fundraising legislation in your state or territory, please contact the relevant authority listed below:

### Australian Capital Territory

ACT Office of Regulatory Services  
[accesscanberra.act.gov.au](http://accesscanberra.act.gov.au)

### New South Wales

NSW Fair Trading  
[fairtrading.nsw.gov.au](http://fairtrading.nsw.gov.au)

### Northern Territory

Office of Consumer and Business Services  
[consumeraffairs.nt.gov.au](http://consumeraffairs.nt.gov.au)

### Queensland

Office of Fair Trading  
[fairtrading.qld.gov.au](http://fairtrading.qld.gov.au)  
South Australia  
Office of Consumer and Business Services  
[cbs.sa.gov.au](http://cbs.sa.gov.au)

### Tasmania

Consumer, Building and Occupational Services  
<https://www.cbos.tas.gov.au/topics/clubs-fundraising>

### Victoria

Consumer Affairs Victoria  
<https://www.consumer.vic.gov.au/>

### Western Australia

Department of Commerce  
[commerce.wa.gov.au](http://commerce.wa.gov.au)

## Third party permits

You may be required to obtain permits for your event or fundraising activities. Check with your relevant authority (as per legislative authorities listed above) and your local council to ensure that you have all permits needed to serve food, alcohol, hold an event in public, and conduct all fundraising activities for your event.

## Insurance

You may be required to obtain public liability insurance for your fundraising event or activity. Unfortunately, Beyond Blue cannot provide insurance, so this will be your responsibility. Tip: Depending on what type of coverage they have, your local venue may be able to put you under their public liability insurance policy.

Beyond Blue accepts no responsibility for any loss, liability or injury, occupational, health, safety and welfare claims arising from your fundraising activity/event. It is your responsibility as the registered Community Fundraiser to ensure the safety of yourself and any attendees at your fundraising activity, including providing first aid services if they are needed.

# Fundraising guidelines (continued)

## Money matters

As a valued Community Fundraiser and activity/event organiser, you are responsible for all financial aspects of the activity or event, including record-keeping, management of funds and ensuring that all funds raised online and offline are received by Beyond Blue.

Your basic obligations are to ensure that:

- you keep and, upon request, provide Beyond Blue with accurate financial records of your fundraising event or activity;
- all funds raised online and offline are received by Beyond Blue within 28 days of completion of fundraising; and
- expenses incurred for the fundraising event or activity do not exceed more than 40 per cent of the total funds raised.

Please note that Beyond Blue will not be liable to pay or reimburse any expenses incurred by you for the purposes of your fundraising activity/event.

## Tax-deductible donations

All donations made directly to Beyond Blue over \$2 are eligible for a tax-deductible receipt. Please note that the following cannot be issued with a tax-deductible receipt:

- Purchase of ticket to attend a Beyond Blue fundraiser.
- Purchase of a good or service related to a Beyond Blue fundraiser.
- Purchase of raffle tickets.
- Purchase of an auction item.
- Goods or services donated for a fundraising event or activity.
- Monies raised and/or donated on behalf of others.

Everyone who donates to your registered Beyond Blue online fundraising page is automatically issued with a tax-deductible receipt.

[fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)