



RMHC[®]
South Australia

Ride for SICK KIDS



FUNDRAISING TOOLKIT 2021

THANK YOU FOR BECOMING A HERO AND WELCOME TO OUR FAMILY!



When your child is diagnosed with a serious illness, it's often the most traumatic time of your life and involves the entire family embarking on an uncertain path into the future. Through our programs, we enable **families to stay close together**, so that they have the support of loved ones throughout their journey.

Whilst we have so much to be thankful for, we are passionate and committed to increasing our reach and we're so pleased you're on board to help us through the **Ride for Sick Kids SA**.

THIS YEAR, TOGETHER, OUR GOAL IS TO RAISE \$250,000

As a result of the COVID19 pandemic, plus the devastating bushfires across Australia, the current fundraising climate is less than ideal. With the introduction of social distancing regulations at public gatherings, we understand that this will be a challenging year for coordinating your fundraising events, and gaining financial support from your community.

But **you are not in this alone** – this is a team effort on and off the road, and we are here to help you reach your fundraising goals. Please call Amelia on **08 8267 6922** or email: amelia.kettle@rmhc.org.au if you need any assistance or advice along the way.

And remember to use the **Ride For Sick Kids SA Team Share** Facebook group – the perfect place to chat to your peers and bounce ideas off each other.

GOOD LUCK!

GETTING STARTED

YOUR ONLINE “FUNRAISIN” PAGE

Set up your fundraising page by visiting this link:

<https://fundraise.rmhc.org.au/event/ride-for-sick-kids-sa-2021>

Click on the “**Sign Up**” button and follow the prompts to set up and personalise your page.

Some tips:

- **Make the first donation** – it sets a good benchmark
- **Personalise your page** with your photo and story and post updates regularly to motivate people to support you
- **Share your fundraising page link regularly** and ask your friends / family to do it too
- **Thank your donors** – they will receive a tax deductible receipts are generated automatically, but you really can't thank your donors enough!

There is also an **offline donations** function – if you need to pay in any money from fundraising activity or a donation from someone, login to your page and select “My Donations” from the menu and then hit the “Add Offline Donations” option to add in the details.

My Donations

Add a donation you have received in cash for this event using the "Add Offline Donation" button.

♥ Add Offline Donation

BE MOTIVATED

Make a time to **visit the House**, have a tour and chat about the impact you will be making. Call us on 08 8267 6922 to arrange a time.

INSPIRE OTHERS TO SUPPORT YOU

Share your story, why this is important to you and **bring your supporters on the journey** with you through regular emails, posts, pictures and videos.

Keep them connected by updating them on your training and fundraising goals – inspire them to be a part of your journey.

DON'T BE AFRAID TO ASK (AND FOLLOW UP)!

Send emails and write posts regularly about the ride and how people can support you (and if you're not sure what to write... we have an example in this booklet). And remember we're all busy and forgetful – so make sure you do a follow up!

Sit down and make a list of your family, friends and colleagues. There may be business owners who would be willing to display a money box, sell chocolates, or support an event.

You may be surprised who will support you and **if you don't ask, you're actually saying 'no' for them.**

LOOK FOR OPPORTUNITIES

Please maintain a high level of sensitivity and compassion when approaching businesses, taking into consideration the impact that COVID19 may have had.

There are significant opportunities for **corporate sponsorships and businesses** which you may identify within your own networks. You might even be able to negotiate dollar matching for funds raised, or donation of goods for your fundraisers.

If you have a major cash sponsorship in mind, please be mindful that these need to be negotiated and managed by RMHC SA to ensure consistency and accuracy. If you source substantial items/vouchers these can also be used at our other RMH events (e.g. Gala Ball or the RFSK Community Events) to **ensure maximum outcome**.

If you want to pursue this avenue and are prepared to make the first introductory contact, we will allocate any sponsorship amount secured and add it to your own fundraising tally as an 'offline' donation.



PLANNING IS THE KEY

Some people send emails, others arrange one fundraiser and get it all in one hit, whatever you choose, make it suit you and your style.

If you're looking for ideas, we have our A-Z of ideas below.

People may want to donate their time instead of money – use your networks where you can to take some pressure off you.

LOOKING TO HOLD AN EVENT?

Please be mindful of the event regulations as a result of COVID-19 and ensure you check the following website before coordinating your activity: <https://www.covid-19.sa.gov.au/restrictions-and-responsibilities/events,-activities-and-gatherings>

You could consider hosting virtual events, in place of in-person events, to keep things more simple and accessible for your supporters! There are some great platforms available such as Zoom, YouTube and Facebook Live. For advice, please call Amelia on **08 8267 6922** or email: amelia.kettle@rmhc.org.au.

We can help with:

- Personalised posters
- Collection buckets
- Balloons
- Stand up banners (pending availability)

If you need to make a direct funds transfer from an event, our details are:

BSB No: 065 114 (CBA, North Adelaide)
A/C No: 1015 3004
A/C Name: RMH Adelaide Donation Account

Once the money is banked please email amelia.kettle@rmhc.org.au with the details of the deposit.

EMAILING SUPPORTERS

Here are a few tips on getting a better response from your email:

- Try a **captivating subject line** that's going to stand out in the inbox
- Don't forget to paste in **your fundraising page link**
- **Follow up again** with your work mates, friends and family – people forget – don't just assume they aren't interested!
- Be sure to send a **thank you** to everyone who donates.

And if you're struggling to think of what to say, here's an example that could help:

Hi *[Name]*,

I've signed up for the Ronald McDonald House Charities SA Ride For Sick Kids in October to do my bit to keep families closer in South Australia. **And I need your help.**

[Here is where you could put in your story or connection to Ronald McDonald House and why this ride is important to you]

I signed up for the 2021 ride, from Melbourne to Adelaide along the Great Ocean Road, because I want to make a difference to children with serious illnesses and their families who stay at Ronald McDonald House Adelaide.

The House relies upon community support and fundraising in order to provide accommodation and support services to hundreds of families every year.

Please make a donation to me so that Ronald McDonald House SA can continue to reduce the financial burden of families who have to travel to Adelaide with their children for treatment. The House also gives them immediate access to a support network, which can be extremely valuable in their time of need.

You can make a secure, tax deductible donation online directly to me here: *[place the link to your personal fundraising page here]*

My page is set up to generate a receipt once you've donated, but if you'd prefer to give me a cash or cheque donation, please let me know.

Thanks for your support.

[Your name]

MCDONALD'S



Our McDonald's family is committed to making this event successful. As well as sponsoring the event, our local Licensees can offer in-store support to any rider that wishes to participate.

Many of our past riders have run very successful fundraisers in store, for example, by riding a stationary trainer and collecting donations, having activities such as raffles, face painters etc. There may also be support offered towards any outside fundraisers you may plan.

If you wish to explore this opportunity and be introduced to a Licensee in your preferred area, contact Amelia on 08 8267 6922 or amelia.kettle@rmhc.org.au.

ABOUT RMHC SA

Our House

- Accommodates families in both communal and independent living.
- More than 60 volunteers help us make our house a 'home'.
- Provided 232 families with a home away from home in 2019.
- Accommodated over 5,000 families since our doors opened in January 2000.

For every **\$1** invested, Ronald McDonald House Charities is able to return **\$3.60** to improve the lives of seriously ill and injured children, their families and the wider community.



Ronald McDonald Learning Program

- Helps children integrate back into school after long absences.
- EdMed Professional Development Program provides teachers with information and strategies that can be applied to seriously ill children.

Our Mission Partner

We are forever grateful to McDonald's Australia and its local Licensees that provide major support to the charity's operations.

Our mission is to support the ever changing needs of seriously ill or injured children and their families.

A-Z FUNDRAISING TIPS

Auction: You can auction clothing, household goods or even favours, such as washing someone's car. *This could also be done online!*

Bingo night: Loads of fun and easy to search and download resources from the internet. Get a pub or social group on board and run these regularly. *This could also be done online!*

Birthday party: Instead of receiving presents, ask people to donate to the cause.

Car Boot Sale: Google these events in your local area and declutter and raise funds!

Car Wash: A great way to get your kids involved.

Casual day: Arrange a casual day in your workplace for a donation.

Chocolate drives: A tasty way to raise funds!

Clothing swap shop: Organise a clothes and/or accessories party and auction off the items you no longer wear to the highest bidder. *This could also be done online!*

'Day off' Raffle: Who wouldn't pay \$5 or \$10 at least to have a chance of a paid day off? Put the question to your boss and see if they will come to the party.

Dinner: Ask your friends to dinner and ask them to make a donation.

Dollar for dollar: Ask your employer or local business to match all the donations you raise.

eBay™ sale: why not get rid of all your old clutter by selling it online?

Fancy dress: Raise money at events or in the office by dressing up for the day; the more outrageous the better.

Fun run: Organise your own or find a locally organised event. *This could also be done online by asking people to track their steps on a FitBit or Garmin!*

Garage sale: A great way to clear your house of unwanted items.

Give it up: Get sponsored to give up chocolate, caffeine or your favourite afternoon snack for a month.

Head Shave: Get sponsored to shave your head or colour your hair. *This could be filmed and then streamed online!*

High Tea: Great way to spend an afternoon and easy to cater for, or book a venue and add a few dollars to the ticket price and run some raffles.

Household sale: Hold a household party and ask a group of friends to bring along old home items or appliances they no longer use to sell to each other.

International themed nights or morning teas: Cook and sell traditional dishes - you could even play music or show a film from the country featured too.

Jelly beans: Guess how many jelly beans are in the jar and see if you can win the lot.

Karaoke: A chance to share your singing skills - pay for a song or pay for an exemption ticket.

Lawn bowls: Join your friends or workmates on a day out on the green, charging for entry of course.

Long lunch day: Get everyone to pay for the privilege of having an extra-long lunch.

Lucky Squares: Sell squares for a few dollars each and draw the lucky number to win part of the proceeds. *This could also be done online!*

Match the photos: Match the baby photo or the pet picture to the person - charge an entry fee and have a prize for the winner. *This could also be done online!*

Money boxes: Great for workplaces.

Movie Night: Great way to get a captive audience.

Morning tea: Hold a morning tea and charge a gold coin donation.

Plant sale: Perfect for all those budding gardeners out there!

Quiet time: Get your friends, family and colleagues to sponsor you to be silent for a day or two!

Quiz night: Test your general knowledge or persuade your local pub to donate takings from a regular quiz night. *This could also be done online!*

Raffle: Source some donations and get selling! *This could also be done online!*

Sausage sizzle: Cook up a storm on your BBQ and charge a gold coin donation for each sausage sold.

Skill auction: Offer your services to the highest bidder. Fetch lunch for the team, type their emails, answer their phones, clean their desks. Every little bit helps.

Slave for a day: Offer your services to your family or neighbours for a day to do any odd jobs.

Small Change for Big Smiles: Encourage your friends and family to throw their small change in a jar and collect leading up to the ride. It's incredible how quickly this adds up.

Sponsor your boss: Ask your boss to front reception for an hour or deliver the mail to everyone in return for a staff collection.

Swear box: All "faux pas" means a donation in the box – thank you!

Trivia competition: Pit the greatest minds in the company against each other. *This could also be done online!*

Ugly duckling competition: Bring in a couple of snaps of yourself from twenty years ago and hold a photo competition.

Video-a-thon: Instead of heading to the movies for a marathon session why not hold your own at home?

Workplace Fundraising: Share your motivation and story in your workplace. Put it in newsletters, staff emails, online dashboards and always include a link to your fundraising page. Put a collection tin in your lunch room.

Xmas fair: Hold a Christmas fair selling handicrafts, cakes and charity cards.

Your passion: What do you love to do? Identifying your own passion, developing a fundraiser and getting others to join in the fun is often the best way to go.

Zany ideas: Run a competition to think of an idea for a fundraiser beginning with Z!

COVID19: Online events are a great way to virtually connect with your community despite the restrictions placed on in-person events by COVID19. If you have any questions around hosting an online event, please call Amelia on **08 8267 6922** or email: amelia.kettle@rmhc.org.au.

FUNDRAISING TERMS OF AGREEMENT

These Terms of Agreement provide the basis for a fundraiser/event to be organised by the Community Fundraiser on behalf of Ronald McDonald House Charities South Australia. By signing and returning the Fundraising Agreement to Fundraise, the Community Fundraiser indicates acceptance these Terms of Agreement and thereafter these terms and conditions will form the basis of any dealings between Ronald McDonald House Charities SA and the Community Fundraiser in relation to the fundraiser/event. "Community Fundraiser" means the individual or organisation holding the fundraiser/event for the benefit of Ronald McDonald House Charities SA.

Authority to fundraise

Regulation and best practice in Australia dictate that any person or organisation fundraising must have an 'authority to fundraise'. The Community Fundraiser is not authorised to use Ronald McDonald House Charities SA as its beneficiary charity until it has received an authorisation letter from Ronald McDonald House Charities SA. The 'authority to fundraise' will be sent by Ronald McDonald House Charities SA after:

- we have received a written and signed application from the Community Fundraiser;
 - we are satisfied that the fundraiser/event will produce a reasonable return after expenses have been deducted;
 - we are satisfied that the fundraising activity fits in with the aims and values of Ronald McDonald House Charities SA;
- and
- we are satisfied the fundraising activity is not high risk.

The fundraiser/event shall be conducted in the Community Fundraiser's name and is the sole responsibility of the Community Fundraiser. Ronald McDonald House Charities SA is not able to take a coordination role in these activities and its officers cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the Community Fundraiser in the running of the fundraiser/event.

Legal implications

The event/fundraiser must meet the requirements of relevant State and Territory laws and regulations. The information you give Ronald McDonald House Charities SA must be available to regulatory authorities on request. Ronald McDonald House Charities SA does not provide legal advice regarding compliance with these laws and regulations.

Ronald McDonald House Adelaide's reputation

Due to the nature of our organisation and the high ethical standards under which we operate, there are some events with which we cannot be associated. We cannot endorse some activities, including:

- extreme sports such as parachuting, paragliding or bungee jumping,
- motor vehicle and motor bike racing and activities that involve marine racing unless the Fundraiser provides evidence of public liability insurance to cover themselves and their participants;
- gambling;
- games of chance that do not comply with State legislation;
- activities of a sexual nature; or
- activities that promote harm to self or the environment.

Insurance

Ronald McDonald House Charities SA is unable to provide public liability insurance cover to Community Fundraisers.

Using the Ronald McDonald House Adelaide name and logo

Please remember that the event will not be Ronald McDonald House Charities SA's event, but an event to raise funds for donation to Ronald McDonald House Charities SA. All material with which the Ronald McDonald House Charities SA name and logo is to be associated must first be approved by Ronald McDonald House Charities SA. If the Community Fundraiser wishes to utilise the Ronald McDonald House Charities SA's name and/or logo on any materials or products, the Community Fundraiser must obtain prior permission from Ronald McDonald House Charities SA.

References to Ronald McDonald House Charities SA

If the Community Fundraiser wishes to refer to or promote Ronald McDonald House Charities SA, it must refer to Ronald McDonald House Charities SA as "Ronald McDonald House Charities SA" or the specific House which will benefit from monies raised. Eg Ronald McDonald House Adelaide.

Printed Materials

Any material, pamphlets, brochures or products must be submitted to Ronald McDonald House Charities SA for approval before a request to use the logo will be granted. Other printed material, such as media releases must be pre-approved by Ronald McDonald House Charities SA. Printed material must be forwarded to Ronald McDonald House Charities SA for approval prior to being printed or circulated.

Use of the logo

Permission to use the logo must be requested and will attract conditions to be negotiated between Ronald McDonald House Adelaide and the Community Fundraiser, especially if the use of the logo is for marketing activities of the organisation. A minimum amount of donation may have to be guaranteed for activities of this nature. Guidelines on how to use the logo will be supplied once permission for its use is granted.

Participation of children in an appeal

Some States have special regulations that apply when children participate in an appeal. Different rules apply for children of different ages. If you are planning to involve children in your fundraising activity/event, you will be required to comply with further guidelines from Ronald McDonald House Charities SA before proceeding with your activity/event.

Finance, records and receipting

The financial aspects of fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Community Fundraiser and the Community Fundraiser must comply with the relevant State or Territory laws and regulations.

The following is a summary of financial reporting typical of that required from Community Fundraisers which is needed to protect the public interest:

- set-up and maintain proper financial records and accounts which can be audited if necessary;
- provide Ronald McDonald House Charities SA at the outset with an accurate estimate of expenses and the likely proceeds of the fundraiser/event;
- where necessary/appropriate, set up a separate bank account that mentions Ronald McDonald House Charities SA's name. All funds are to be banked into this separate bank account. This account must be closed after your event;
- money raised and details of your actual income and expenditure must be returned to Ronald McDonald House Charities SA within four (4) weeks of the fundraising activity; and
- Ronald McDonald House Charities SA 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 40% of total proceeds).

Receipts

Ronald McDonald House Charities SA can provide official receipts for approved events. Tax-deductible receipts can only be issued to people donating money of \$2 or more.

The Community Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. Individual receipts will be sent to the Community Fundraiser for distribution to attendees/supporters. It is the responsibility of the Community Fundraiser to understand:

- circumstances when a receipt can be issued, and to whom, NB: The following are not tax-deductible: Ticket purchases (eg. raffle), entry
- to an event, donations of goods or services, auction purchases, or purchase of a device;
- the legal implications of issuing receipts and the necessity of returning official receipts books (used and unused) to Ronald McDonald House Charities SA; and
- reconciliation of funds.

Approval

For your fundraiser to be approved, you will need to complete and sign the Fundraising Agreement form. You will be notified by in writing if your Proposal is successful.

If you have any queries about your application, please contact **Ronald McDonald House Charities SA:**

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Community Engagement & Events Coordinator

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