



Fundraising Kit



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Introduction

We're so delighted you have chosen to raise funds for Mercy Community Services (MCS).

Your support means we can be there for people when they need us most. There is much to do, and your contribution helps to improve the lives of the people we support. We value you and appreciate your generosity as we work towards a world where people, families and communities are strong in spirit, healthy and connected.

The donations and support we receive allow us to extend our reach in the community and continue to develop and deliver innovative, flexible and person-centred services.

Our most immediate need is funds for the Romero Centre, supporting people seeking asylum and refugees living in Brisbane. MCS relies solely on community donations to provide this service. However, you may wish to raise funds to support older people, children and families, or people with a disability. Our reach in Queensland communities is extensive, and you are helping us do even more.

We hope you find this Fundraising Kit helps you plan a successful fundraising event/initiative from start to finish.

The kit will guide you:

- How to get started
- Why register your activity
- Ideas and tips
- Resources to help
- Your responsibilities as a fundraiser
- Important Fundraising Guidelines

Please take the time to read through this material in detail and when you're ready to proceed, all you need to do is complete the 'Proposal to Fundraise' form and simply return it to Mercy Community Services by email or post.

You can also get in touch with us if you have any questions by calling MCS Fundraising on 07 3866 4160 or emailing fundraising@mercycs.org.au.

We're here and ready to support you to make your initiative a great success.



**Thank you again for being extraordinary
and making a difference in people's lives.**

How to Get Started

STEP 1: Get to know us and our fundraising guidelines



On page 13 of this kit, you'll find our **Fundraising Guidelines**, which we recommend you read. You should also check out the Queensland Government's fundraising legislation and any permits required before you get started, particularly for raffles and competitions. This will ensure your activity complies with laws and regulations.

STEP 2: Decide what type of fundraising activity you would like to organise



While your event can be simple – such as hosting a morning tea – adding a personal touch is an excellent idea. See the **A-Z list** of ideas on pages 7 and 8.

STEP 3: Set yourself a budget, target, location and date



Try to keep costs to a minimum, use volunteers, and source second-hand equipment and materials that are donated, borrowed or free! Set an achievable fundraising target to keep yourself motivated.

Pick a date that is suitable for your event, activity or adventure.

STEP 4: Make it official



Complete our **Proposal to Fundraise Form** on pages 11 and 12 and let us know what you're planning to do.

Once we've reviewed your form and approved your proposed fundraising activity (we're legally required to do this), we'll send you an *Authority to Fundraise* letter.

Our **Fundraising Guidelines** form the basis of the Terms & Conditions of your fundraising activity.



Step 5: Collecting the funds

Fundraising online is an easy option. Setting up [a free online fundraising page](#) takes less than five minutes and is a simple way for people to donate. See further info on page 9.

If you're hosting an event where people pay on the day, contact us to find out other ways you can provide your collected funds to us. Keep a record of your donors' details and amounts so we can provide tax deductible receipts where possible.



Step 6: Get your friends on board

Many hands make light work and it's more fun with your friends. Get them involved and ask them to help you set up on the day, train with you, leaflet drop or come along for moral support.



Step 7: Spread the word

Promote, promote, promote. The more people who know and care about your event, activity or adventure, the more funds you'll raise. See page 9 for tips on how to get noticed.

Step 8: We'd love to hear from you

Please keep in touch along the way with any questions, challenges or stories of success.



Step 9: Thanking your supporters and sharing your news

Remember to thank everyone who supported your event or volunteered to help make it a success. Let them know how it went and how many funds they helped to raise for Mercy Community Services.

Send us photos and tell us how your event went – we'd love to see and hear all about it!

We might even use your photos and the story of your event to let other people know about how much we appreciate your support.

We like to spread the word about our supporters in material such as newsletters, website news articles and in our annual report – we'll be sure to check with you first that you're ok with this!

A –Z Ideas – or feel free to get creative

A

Afternoon tea. Provide tea and coffee, and guests can bring plates of goodies. Have a raffle, lucky door prize or silent auction to raise money.

All day event. Ask your local pub or sports club if they can arrange a sponsored event such as darts, squash or bridge. Charge an entry fee for competitors.

B

Bake-off. See who can make the best cake, biscuits or slice!

Barbecue. Hold a charity barbecue and charge people to come to your party

Book sale. Dig out all those old books and have a book sale at home or at work.

Bring a coin into work. Simply ask your colleagues to donate a gold coin each week.

C

Caption competition. This could be used with holiday photo competition. You be the judge! The funniest entry wins.

Coffee morning. Ask friends and colleagues to donate what they would spend on a morning coffee each day for a week.

D

Dinner dance. Have a band, good food, organise a raffle and/or an auction.

Dress down day. Ideal if you work in an office environment where your colleagues might be keen for an opportunity to work in jeans. Ask the boss to get involved as well.

E

Easter egg hunt/party

F

Fancy dress competition. All entrants donate a gold coin and all those who don't enter donate two.

Fines at work. Late for work, a meeting, an appointment; playing on mobile phones, personal talk in the office, etc.

G

Garage sale. Sell off your old furniture and knick-knacks.

Golf match. Organise a charity golf day. Approach local businesses and golf clubs for support.

H

Holiday photo competition. Have everyone pay an entry fee and bring in the best/worst holiday snap and have some prizes donated by local business or people.

I

International food day. Australia is a multicultural country, so have everyone bring in some food from their family's native country or a country of their choice. Charge \$5 to sample the fare and \$10 if they don't bring any fare.

J

Joke of the week. Have everyone find the best joke of the week and winner is decided by popular choice. Try and have prizes donated by local business or people.

K

Karaoke evening. Ask a local pub to host a Karaoke night for you and charge people to get in or take part.

L

Lunch money. Ask all your colleagues to bring in sandwiches for their lunch and donate the money they saved to charity.

M

Match the pet to the owner competition. Ask your colleagues to bring in one photo of themselves and their pet. Charge people a gold coin a time to match up all the photographs.

N

Night in. Stay in on a Saturday night and the money you save, donate it.

O

Open day. If you have a colourful garden, interesting work place or specific project, have people come and have a look for a small donation.

P

Photo competition. Invite your friends to get their baby photos out and pay a gold coin a go to 'guess the baby'.

Q

Quiz nights. Always a favourite whether it is at home at work, in a club or in your local pub. Charge people to participate.

R

Racing. Race anything, crabs, people, even a race to see which team can collect the most money, collect an entry fee.

S

Second-hand sale. Have a fee to sell or buy and get rid of all your old things. Sponsored events bike ride, walk, swim, slim, head shave, beard shave. Check out [MCS Everyday Hero](#) and seek support from your personal and business networks.

T

Theme days/nights. Jazz up the winter months and hold a themed event. Tombola. Get some raffle tickets and persuade your friends and colleagues to donate prizes.

Treasure hunt. A challenge event for people, and a fun way to raise big money.

U

University challenge. Collect together teams who attend the same or nearby universities and hold a challenge to see which university comes top.

V

Variety show. Round up your talented friends and tread the boards, charging for admission.

W

Wine tasting. Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds to charity.

X

X-Mas in July – Host a Yule-Fest party at home or work

Y

Yes day. Say 'yes' to every request for one day – ask people to sponsor you to do so.

Z

Zany clothes day

Tips

Pre-planning

Research whether your fundraising activity requires any types of permits, licenses or insurances – be sure to check the Commonwealth, State or Territory legislation and local government regulations.

Plan

Create a plan of how you propose to make your event/initiative a success. What's required, what are the costs, what's been done, where's it going to, will I need help, what are my targets, do I need promotional materials, when am I going to hold it? By having a plan you will map out a strategic approach on how you will successfully carry out your initiative. Make a checklist/to do list.

Is this profitable?

The hardest part of any event or initiative is making sure it's going to make a profit. Read through your checklist/to do list and work out a budget. How much will it cost to host this event/initiative? Does the cost of this make a surplus and is the surplus a significant enough amount to justify the efforts of this activity?

Set goals

How much do you want to realistically raise? What are your timeframes and what assistance will you need to get there? One idea could be to start off with making an online donation from yourself/or a friend to your everydayhero.com with a starting amount of \$50 - \$100 to set a precedent for other supporters.

Fundraising tools

Fundraising online is the easiest way to collect your funds and can be done via the [MCS Everyday Hero](#) page.

If you do wish to conduct other fundraising activities offline, please read the Fundraising Guidelines on page 9.

Raising funds

Brainstorm ideas on how you plan to raise funds. This could include sending a bulk email to all colleagues, friends, and family with a link to your online page. Include a captivating piece on your event/initiative and where the funds raised will go and ask them to spread the word.

Spread the word

Don't be shy about telling people about your activity. Check out our hot tips for getting your name out there.

1. Be social – jump online and share your initiative on Facebook, Twitter, Instagram or YouTube – whatever takes your fancy!
2. Create your very own ad – ask for our Supporter Poster and display it where your target audience will see it.

**Please note, if you're going to create and send promotional material that mentions Mercy Community Services, just run it by us first for approval.*

Support

Depending on what type of activity you are planning, local businesses may like to get involved, so it doesn't hurt to ask them if they'd be happy to donate items you may need to make your initiative a success.

Most of all - be sure to have fun!

Resources to help

To help make your event as successful as possible, Mercy Community Services is happy to support you in the following ways.

List your event on our website

Mercy Community Services has a dedicated section on its website to promote news and events. You can send through the details of your event to fundraising@mercyics.org.au and selected events will be added to the site.

Everyday Hero

Mercy Community Services has partnered with Everyday Hero so that you can create your own online fundraising page for birthdays, weddings or other celebrations and in memoriam giving.

Please visit everydayhero.com for more information.

If you are doing any type of personal challenge you can create your own fundraising page at everydayhero.com.

You will receive your own unique link which you can send out to family and friends so that they can donate, leave a message of support and print out their own tax deductible receipt right there and then.

Our team can help you with further information and support.

Other resources

Mercy Community Services has a range of free resources available, which you can give to donors or participants in recognition of their support.

We can supply you with Mercy Community Services merchandise (such as donation tins, stickers and posters). Get in touch if you'd like promotional merchandise for your event by emailing fundraising@mercyics.org.au.

Facebook banners

Many of our supporters like to create Facebook pages for their events so to accommodate this we have made a special 'Proudly supporting Mercy Community Services' cover photos which you can use.

Please email fundraising@mercyics.org.au for a copy.

If you have any enquiries regarding what Mercy Community Services can do for you, please contact our Fundraising team on 07 3866 4106 or fundraising@mercyics.org.au.



Form

Proposal to Fundraise/Support and Fundraising Guidelines Marketing and Communication

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Name (first name and surname)			
Name of Community / Company / Group			
Position held by event coordinator			
Address	State	Postal Code	
Suburb			
Email	Phone number		
Event name			
Date			
Venue			
Venue address			
How will funds be raised?			
How do you plan on promoting your activity?			
Estimated total donation to Mercy Community Services	\$		

Terms & Conditions

I/We understand the terms and conditions under which any fundraising or supporter activities benefiting Mercy Community Services need to operate. I/We will endeavour to ensure that Mercy Community Services representatives are informed of the development of any fundraising concepts and approve any promotional material or media releases citing Mercy Community Services as the beneficiary. I/We have read Mercy Community Services' Fundraising Guidelines and offer to hold the activity in accordance with those guidelines. I/We agree to send/process the proceeds raised to Mercy Community Services **within 14 days** of the conclusion of the activity.

I..... agree to conduct my event.....
 (Fundraiser's/supporter's name) (Activity name)
 in a manner which upholds Mercy Community Services' integrity, professionalism and values. I agree to inform Mercy Community Services if the details of my activity deviate from those stated. I agree to the Fundraising/Supporter Guidelines contained in this Proposal to Fundraise Form.

Signed..... Date.....

Signed (MCS Team Member)..... Date.....

Please return this completed form to Mercy Community Services by
 Email to: fundraising@mercy.org.au or phone 07 3866 4106

Please refer to the Fundraising Guidelines included in this document.



Form

Proposal to Fundraise/Support and Fundraising Guidelines Marketing and Communication

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If you are planning on conducting a 'donation drive' seeking donated goods, please provide information:

.....

.....

If you are planning a donation in lieu of an event, please describe if it is one of the following:

In memory of:

In support of:

In celebration of:

Thank you.

A Mercy Community Services team member will contact you to discuss your proposed activity.

Estimated Budget

(Please adjust items applicable to your event)

Income	\$ Amount	Expenses	\$ Amount
Sponsorship		Sponsorship	
Registration Fees		Venue Hire	
Ticket Sales		Food & Beverage	
Donations		Insurance	
Raffles		Advertising	
Auctions		Promotional Material	
Other		Prizes	
		Transport	
TOTAL INCOME		TOTAL EXPENSES	
		TOTAL PROFIT	

Note: Mercy Community Services is required under the Fundraising Acts to record details of your fundraising event expenses. Please detail your projected fundraising activities and expected income, as well as list all anticipated expenses your event/activity will incur.

Fundraising/Supporter Guidelines

Australian governments have developed legislation in each State and Territory governing the conduct of fundraising (the Fundraising Acts). Under the Fundraising Acts, anyone wishing to raise money for charitable purposes on behalf of another organisation must hold an authority to fundraise issued by that organisation. *In addition, we ask that anyone wishing to undertake donation drives seeking donated goods also hold an authority issued by Mercy Community Services (MCS) and follow these guidelines.*

These guidelines have been developed to assist you with your fundraising event/initiative. Please make sure you read these guidelines as they outline your responsibility as a fundraiser/supporter, as well as how MCS can support your fundraising efforts.

1. Before you start fundraising for your event/ initiative, a *Proposal to Fundraise form for Authority to Fundraise/Support* must be submitted to MCS and approved. Fundraising cannot take place until you have received approval.
2. You must meet the requirements of relevant Australian and state laws and regulations. For more information visit the [ATO's website](#); and the MCS team will also provide advice on what is required in each state.
3. MCS insurance policy does not cover activities conducted by outside individuals, organisations and groups. You must ensure all appropriate and required insurance cover is organised before the fundraising event/initiative takes place.
4. If your fundraising event/initiative will be taking place in a public area, remember to check with local authorities and obtain any required permits.
5. You are responsible for ensuring the fundraising event/initiative is profitable (the event must generate an income value that is higher than the expense value incurred) – expenses must be no more than 40% of gross proceeds.
6. The fundraising event/initiative, including the financial aspects, record keeping and management of promotion is conducted in your name and is your sole responsibility.
7. All monies raised must be forwarded to MCS within 14 days from the date of the promotion terminating or as agreed by cheque or electronic transfer, these details will be provided once your *Authority to Fundraise Form* has been approved.
8. MCS is not able to take a coordination role in your activity, such as soliciting prizes, organising publicity or celebrities, assisting with ticket sales or providing goods and services to assist you with running your event/initiative.
9. You cannot call your event a Mercy Community Services event i.e. A Mercy Trivia Night, however you can call it an event proudly supporting Mercy Community Services. Mercy Community Services can authorise the use of a line of copy stating the relationship between you and MCS for all fundraiser promotional material. Recommended wording would be:

‘This event proudly supports Mercy Community Services’

Or

‘Funds raised will assist Mercy Community Services in helping to support and empower those who are poor, vulnerable, marginalised or in a position of disadvantage.’

10. Any printed materials or advertisements to be used in relation to the Event/initiative must be submitted to MCS for approval and must also state how the proceeds from the Event are to benefit MCS, e.g. ‘all proceeds from this event’ or ‘all proceeds from the auction’.
11. The MCS logo is available upon request to use on certain documents and promotional material. Before any material with the MCS logo is published or distributed it must have approval from MCS. Please submit any material prior to circulation to MCS for sign off or feedback.
12. Supporters who wish to make a donation should be directed to your Everyday Hero fundraising page in the first instance. They will be able to make an online donation using a credit card. Alternatively, they can elect to pay with cash/cheque, and will be issued with a payment slip which they can then take to their nearest Post Office to make the payment. When organising an offline fundraising event, you can collect donations in cash or cheques (made out to Mercy Community Services).
13. Donations of \$2 or more are tax deductible. If any of your donors require a receipt, please record their details on the *Issuing Donor Receipts Form* and send it to us at the end of your fundraising activity. We will then organise and send receipts direct to each donor. Please note, tax deductible receipts cannot be issued if goods or services are received in return for payments (e.g. an auction prize or event ticket). Also note that donations made online through Everyday Hero, are receipted electronically by them.

“We value the generosity of donors and supporters who assist us to support and inspire people in need to live healthy, connected lives.”

Peter Sydes, CEO Mercy Community Services

How your support helps

Your support helps us reach more people in the community and deliver person-centred services to children, families and individuals in Queensland.

Our most urgent need is raising funds for the MCS Romero Centre to support people seeking asylum living in Brisbane. This service relies solely on community funding to deliver its unique case work support to people when they need it most.

Thank you

We can't thank you enough for being extraordinary – your support means the world to us.

We'll ensure your contributions will be used in such a way to achieve the greatest impact on people in the community who most need our support.

Thank you.

About Mercy Community Services

Mercy Community Services SEQ Limited is a not for profit Catholic organisation providing specialist support services to people throughout Queensland. Our organisation values the human dignity of every person and is committed to enhancing the quality of life and wellbeing of those who access our services.

Mercy Community Services drives innovative, integrated, inclusive, coordinated and responsive social services in the areas of child protection, multicultural community support, family mental health, community and residential based aged care, and disability support. For more information about our organisation, please visit www.mercycs.org.au or romero.mercycs.org.au.



Registered Charity

Mercy Community Services SEQ Limited is a registered charity with the Australian Charities and Not-for-Profits Commission (ACNC). Donations of \$2.00 and over are tax deductible.