

CareFlight

Community Fundraising Guide



The next life we save could be yours
HOW CAN YOU HELP?

GPO Box 9829
In Your Capital City
Phone: 02 9843 5100
Fax: 02 9843 5157
E-mail: events@careflight.org

CareFlight

In 1986 a group of doctors had a shared vision: to create a better medical retrieval service in New South Wales. They believed that very sick patients who need to be moved between hospitals, and severely injured patients who need to be treated at the accident scene, should be attended by critical care specialists who can perform 'physician only' procedures. From this vision, CareFlight was born.

A base was established in the grounds of Westmead Hospital and a helicopter was commissioned. Initially, with only one doctor on duty each day, CareFlight flew to some four patients each month. Over the years the organisation has evolved and now we have 11 doctors on rostered duty every day of the year. Our doctors cover shifts at Bankstown and Orange on NSW Ambulance Service helicopters, road ambulances and fixed wing air ambulances, shifts at Westmead on the CareFlight helicopters and shifts in our international operations at Sydney, Perth, Cairns and Darwin.



CareFlight has a strong focus on teaching and medical research. We train trauma specialists and senior registrars in critical care in the transport and pre-hospital environment, and hold teaching accreditation with the Critical Care Colleges. CareFlight has played a major role in the evolution of critical care transport in Australia, having been a leader in research and development of both systems and equipment employed in retrieval medicine. Out of this research has emerged CareFlight's Head Injury Retrieval Trial (HIRT), a major clinical trial to evaluate

the impact of advanced pre-hospital medical interventions in the treatment of severe head injury.

CareFlight is planning to expand medical research and education programs and is currently in the process of developing a rural trauma education program which will benefit all of New South Wales.

Running our research and education programs, training our doctors and maintaining and staffing our helicopters is expensive. Each mission costs thousands of dollars. However, CareFlight's services are provided at no cost to the patient. While we receive significant funding from government agencies and corporate sponsorship, most of our funding needs are met through private donations from the community, including individuals, service clubs and businesses. As a registered charity, we rely on the community to support our life-saving work.



So how can you as an individual or your community group help?

Rarely a week goes by when an individual, club or business is not hosting a special event or collecting donations on our behalf.

These events can range from sausage sizzles to gala dinners; from charity golf days to open days; from donation in lieu of gifts at weddings and birthdays to memorial gifts when a loved one passes away; and seeking donations to support entry in an event.

With a large portion of our funding coming from the community, we would appreciate the opportunity to not just endorse your event but to help you!

The hard work and contributions of our community groups, individuals and local businesses is greatly appreciated, so to assist you in making your decision to fundraise in aid of CareFlight we have put together this booklet which is jam-packed full of great fundraising ideas to help you, to help us.

There are two main ways that you can easily help us, one is by organising donations for us and the other is by organising an event to raise funds for us.

1. Organise donations to CareFlight and you'll be helping us!

- If you are having a significant family event like a birthday, or wedding you can ask your friends and family to make a donation to CareFlight in lieu of presents. This is a great way to help us and there are two ways of making this happen.
- Use an online fundraising site to contact your family and friends. This will allow them to make online donations and you will be able to see who has supported you and CareFlight. Details of this can be found on the CareFlight Web site at www.careflight.org.
- Fill in the form at the end of this guide and ask the CareFlight events team to send you Celebration Gift Envelopes.
- If a loved one in your family has passed away and you would like to have memorial donations in lieu of flowers, have the Funeral Director arrange for CareFlight Memorial Gift Envelopes to be available.
- If you have entered in an event like the City to Surf; the CareFlight Woodford to Glenbrook classic; a CareFlight Venture, or you are taking on some other challenge, you can have people show their support for you by making a donation to CareFlight. You can set up a fundraising site for online donations and you will be able to see who has supported you and CareFlight. Details of this can be found on the CareFlight Web site at www.careflight.org.

2. Organise your own event and we'll help you to help us!

If you do have a great fundraising idea or choose to go with one of ideas below. Simply contact CareFlight's Community Engagement team and they will be more than happy to assist however possible.

Confirm your fundraiser in just 3 easy steps;

STEP 1

Decide what type of fundraising event you would like to hold.

Keep in mind your group members and resources.

STEP 2

Fill in the CareFlight Fundraising Application Form at the end of this guide and post, fax or email it to us.

STEP 3

You will be contacted to discuss your event and how we can help. Then you can start putting your plan into action!

We can assist by offering you:

- an item of merchandise or CareFlight Bear to raffle or auction
- promotion of your event in the media and on our website
- stickers, newsletters and posters
- professionally printed raffle tickets if required
- attendance by one of our team members on the day
- merchandise items for sale
- rescue simulator attendance, if available
- advice on planning and running your event

Fundraising ideas to get you started

Creativity, fun and profitability are the most important factors to remember when choosing the type of fundraiser to hold – it is vital to pique your audience's interest in your event to make it a success – your only limit is your imagination!

- Auction – auction off donated items such as sports memorabilia; experiences such as a day off work, or a high-profile person e.g. 'Boss the Boss Day', free lunch for a week
- Charity Sausage Sizzle BBQ – plan a fun day in the park and charge guests a fee and donate the left over funds to CareFlight
- Bike ride
- Bring and buy sale
- Car washing or window washing
- Casual day – gold coin donation to wear casual clothes to work for a day
- Collection tins – 'swear' jars at work or in your club house, you pay a fine if you say a banned word or action (We can supply the tins)
- Crafts – create handbags, jewellery, cards, candles, etc. to sell
- Christmas lights – get your neighbours involved and decorate the houses in your street. Ask people who come to look to make donations
- Christmas hampers – make up and sell your own
- Christmas in July
- Comedy Night – ask a comedy venue to provide cheap tickets which you can sell for a profit
- Dinner parties – invite some friends over for a delicious gourmet dinner party, and ask them to make a donation for what they thought the meal was worth!
- Exhibitions – contact local artists and art gallery then charge an entry fee to view the exhibition
- Film premieres – negotiate a reduced group-rate ticket price from the cinema, and then sell tickets for a profit
- Fashion parade or show
- Be sponsored to join in organised fun runs and walkathons, e.g. City to Surf or run your own family fun walk
- Football tournament
- Garage sales – car boot sales
- Halloween party
- Luncheons – chicken & champagne luncheon, charity dinner or dance
- Non-attendance – pay a fine for being late to a meeting or event
- Open garden
- Party – ask guests to donate instead of bringing gifts. Supply the drinks, food, sound and lighting and charge entry to cover expenses and an extra \$10 per person for profit
- Pub games night
- Trivia night
- Treasure hunt
- Talent quest – hold your own Battle of the Bands or Australian Idol competition
- Raffle – ask local businesses to donate prizes
- Sports days – golf tournaments, tennis round robin, charity bowls day
- Wine & cheese tasting
- Zodiac evening – invite an astrologer along, charge for entry and horoscope readings.
- Charity dog show
- Non Uniform Day - Give a donation to attend work or club meetings in free dress
- Fancy Dress - Pay to come to meetings/events in fancy dress. (Pick a theme to make people think!)
- Guess the Baby competition - photos of members or colleagues as babies
- Concert / Play / Musical Evening
- Trivia Quiz - Pop / Sport / General Knowledge / etc.
- Fete
- Car Boot Sale
- Sponsored Walk
- Anything 'a-thon' (walk, run, dance, spell, sing, laugh...)
- Beach Cricket competition - especially if you don't have a beach close

These are just ideas that can be adapted to suit your community group – feel free to contact our friendly Community Engagement Department for more ideas.

Stimulate your imagination!



Ten Handy Fundraising Tips

Tip 1 - Set a goal

Set yourself clear goals of exactly what it is that you hope to achieve and exactly how you wish to achieve them. Once you have identified your clear goal determine what steps you need take to achieve these goals.

Tip 2 - Pick an idea to suit your group or situation

Choose the best fundraising idea to suit your group members. Ideally this should be the fundraising idea that will suit the resources (e.g.; outlays, people power) that you have to work with. Minimum effort for maximum outcome sounds great, but make sure you are enthusiastic about your idea. To determine your decision involve your fundraising committee in a brainstorming session, see what tasks others are prepared to take on and what capacity they are willing to work with you on the fundraising project.

Tip 3 – Identify other community events that are happening

Be aware of any other community events or national/state public holidays etc that might compete with your fundraiser and affect the attendance and the overall outcome of your event. Try to pick dates where there are few or no other events happening – this will maximize your fundraising chances.

Tip 4 – Organise your fundraising project team

It is important to remember there is no "I" in team, having a valuable support network to assist and contribute to your fundraising project is vital to its success. Two, three, four, five or even six heads are better than one, and you may just uncover hidden talents in your team members. Try and plan ahead and delegate tasks from the get go so your project runs as smoothly as possible.

Tip 5 - Maximise funds raised – utilize your event program

Even at small scale events there are usually multiple opportunities to raise funds from a variety of avenues. Be creative think of unique ways to get your guests to dig deep. Incorporate multiple fundraisers into one; hold a raffle and an auction at the same event.

Tip 6 - Minimise your expenses through sponsorship/in-kind donation agreements

Most local businesses and companies like to contribute to community events, especially in the name of charity. Think of ways that your event will benefit local businesses in return for them donating gifts, money or services to the event. Perhaps logo inclusion on associated promotional material, special mention or the opportunity to display signage or banners to promote their business at the event will entice sponsors.

Tip 7 – Budgets, Finances & Record Keeping

It's always a good idea to set up a budget before your event planning gets into full swing. This will give you a good idea of the costs involved with your event before you begin. Make sure you keep track of what you spend by keeping receipts, invoices, cheques donated and money deposited. This will ensure that no-one is left out of pocket at the end of the fundraiser and all costs and monies are accounted for. It's best to allocate one or two individuals who will handle the finances of the project.

Tip 8 - Profit versus expenses

NSW fundraising regulations require that when organising fundraising, it is to required keep your expenses at or below 40% of your income. In a practical sense, this means that from every \$100 income, no more than \$40 can be spent in making it. Of course we hope this will be a lot less,

Tip 9 – Let us know how you think we can be of assistance

As we are a charity we do have limited resources, but we are more than happy to assist you however possible. Once dates and event types are confirmed make sure you let us know so we can do as much as we can.

Tip 10 – Have fun!

While planning your event, remember above all to have fun! The effort and attitude you put into your event will be reflected in the outcome – so smiles all round is the best way to approach your task ahead ☺

Lastly.....

We hope this information will have given you an insight into fundraising and will make you want to raise money to assist CareFlight.

Everyday, CareFlight carries out vital medical retrieval, rescue and critical patient transport. We at CareFlight do not charge those who receive this lifesaving care - everyone has access to our services when the need arises. We can only do this thanks to fantastic people like you who help us with events.

For more information contact our **Community Engagement Department**.

Phone 02 9843 5123

Email events@careflight.org

Fax 02 9843 5157

For other ways you can help visit our website

www.careflight.org

find more information about the following

- **make a donation now;**
- **join the CareFlight Support Crew and make regular monthly or quarterly donations;**
- **buy a CareFlight Bear;**
- **participate in an event;**
- **join a CareFlight Venture and have fun travelling across NSW in your vehicle and meeting others;**
- **include CareFlight in your will;**
- **Volunteer your time to help CareFlight;**
- **encourage your registered club to support CareFlight through their annual CDSE program;**
- **make a donation through workplace giving;**
- **have CareFlight speak at your community or club meeting;**
- **visit the CareFlight base;**
- **have your club's regular dinner at the CareFlight base.**

CareFlight

Our mission is to save lives, speed recovery and serve the community.

The next life we save could be yours.



CareFlight Fundraising Application

Event Name _____

Name of Organisation _____

Authority To Fundraise CFN (if you have one) _____

Date to be held _____ Times _____

Name of Contact _____

Address _____

_____ Postcode _____

Phone: _____ A/H: _____ Mobile: _____

Fax: _____ Email: _____

Brief description of event _____

Fundraising Equipment required _____

CareFlight Fundraising Agreement

Please print full name

I accept the terms and conditions of the CareFlight Fundraising Agreement set out in the "Fundraising Guidelines for CareFlight" at the rear of this Community Fundraising Guide.

I agree to conduct my fundraising, in accordance with those terms and conditions and in a manner which upholds CareFlight's integrity, professionalism and values.

Signed: _____

On behalf of: _____

Full name of group

Date: _____ Contact phone: () _____

Please send Fundraising Application to:

CareFlight Community Engagement Department

GPO Box 9829, In Your Capital City

Tel: (02) 9843 5123 Fax: (02) 9843 5157

7 Email: events@careflight.org

Fundraising Guidelines for CareFlight

Information from the Charitable Fundraising Act 1991

Authority to Fundraise

Any person or organisation fundraising in NSW must, by law, have an 'Authority to Fundraise'. CareFlight can only give you this authority when we have received a written application to fundraise for CareFlight and a signed agreement to abide by the CareFlight Fundraising Guidelines.

This agreement provides the basis for a fundraising activity to be organised by you to aid CareFlight. Upon entering into this agreement CareFlight will send you an *Authority to Fundraise*. Please ensure that you have our *Authority to Fundraise* before commencing any fundraising for CareFlight.

The fundraising activity is to be conducted in your, or your group's name, who will have sole responsibility for your fundraising. Please keep in mind that due to limited resources CareFlight can not take on an organisational role. However we are ready to help you with advice and guidance.

CareFlight is unable to endorse fundraising which involves:

- face to face solicitation e.g. door knocking
- open bucket collections
- violent or dangerous activities e.g. boxing
- use of the CareFlight database of supporters and staff

If you have your own business you may wish to donate a percentage of sales over a period of time to CareFlight. In this case you will need to contact our Fundraising Department to organise a contract that satisfies CareFlight and the Department of Gaming and Racing guidelines for working with a trader.

The Use of CareFlight's Name & Logo

Please remember that your activity will not be a CareFlight fundraiser, but YOUR donation to CareFlight.

Please be aware that use of the CareFlight name, logo, mascot or tag line in any material associated with your fundraising **MUST** be approved by CareFlight prior to printing.

Please provide us with copies of all advertising, editorials and photographs, so that we can keep a complete record of the fundraising and include your story in our newsletters, publications or web site.

Records

It is a requirement of the Charitable Fundraising Act 1991 that you keep accurate records of income and expenditure for your fundraiser. These records and the money received in the course of a fundraising appeal should be paid to CareFlight within 28 days of the fundraising activity.

The original letter of authority along with any used or unused material supplied (raffle books, name tags, interim receipt books) must also be returned to CareFlight at the same time. CareFlight will then issue you with a receipt.

The financial aspects, fundraising, record keeping and management of your fundraising are entirely your responsibility. All your records must be kept for seven (7) years and raffle book stubs must be kept for three (3) months. CareFlight and The Department of Gaming and Racing can also request an audit of your records.

It is a requirement of the Charitable Fundraising Act 1991 that when expenses are drawn from your income, they are to be no greater than 40 per cent (40%)

Receipts

Before we can supply receipts, we need to be sure that you understand:

- receipts can only be issued once CareFlight has received the funds and the completed Statement of Income and Expenditure form
- the legal implications for issuing them
- that individual receipts will only be issued to individuals if an address is attached
- the need to return all used and unused materials supplied for your fundraising by CareFlight

Donations

Receipts for tax purposes can only be issued to people giving donations of money (\$2 or more).

The following are not tax deductible:

- ticket purchases (for a raffle, art union or entry to a fundraising event)
- purchases of goods (e.g. CareFlight Bears, pens, clothing)
- purchases made at auction

Gifts in Kind

A tax-deductible receipt can be issued for donations considered 'Gifts in Kind' e.g. new goods or services provided for the purpose of fundraising as opposed to monetary donations. If you want more information please contact our Fundraising Department.

Staff Fundraising

Company/corporate Fundraising that is coordinated by the staff will be treated the same way as community fundraising. CareFlight will clearly make reference to "the staff of . . ." so as to be clear it is not a company branded sponsorship. This ensures that the staff as a group, is not required to pay GST.

Business Expense

Companies (or donors) should contact their accountant if they are considering the options for tax deductibility as a **business expense** rather than a charitable tax deduction.

Legal Implications

Your fundraising must meet the requirements of relevant laws and regulations:

- Public liability insurance - Most community fundraising activity is not covered by CareFlight's insurance, however there are exceptions. (Please speak to our Fundraising Department).
- Licenses and permission e.g. Local Government, Police & RTA (see Dept of Gaming & Racing below)
- The provisions of the Charitable Fundraising Act and Regulations

GST

CareFlight is registered for the GST, our ABN is 18 210 132 023. CareFlight will issue Tax Invoices compliant with the guidelines set by the Australian Taxation Office.

For more information on tax related issues the following may help you:

Australian Tax Office: www.taxreform.ato.gov.au
Phone: 13 24 78. 8am-8pm weekdays GST hotline: 133 088

Department of Gaming and Racing www.dgr.nsw.gov.au
Phone: (02) 9995 0300

Fundraising Institute Australia www.fia.org.au
Phone: (02) 9411 6644

CareFlight Resources

If you wish to use CareFlight promotional aids or have CareFlight represented at your fundraiser please give us as much advance notice as possible of your requirements so as to avoid disappointment.

Identification Badges

The Charitable Fundraising Act 1991 requires all people who are involved in face-to-face fundraising (selling raffle tickets, running a stall, approaching businesses for sponsorship) to wear an identification badge.

Once the number of persons participating in the fundraising appeal is determined, CareFlight will issue the ID badges to you. You will be responsible for placing your helper's name and signature on them.

Interim Receipt Books

These are available for groups or individuals to use when collecting donations or pledges for CareFlight. They act as a tool for recording donor's details and are an acknowledgment only. Tax Deductible Receipts will be issued by CareFlight once all your documentation has been presented to CareFlight.

Collection Tins

CareFlight can make tins available for donation collection.

Promotional Material

CareFlight is able to provide items such as brochures, posters, and banners to promote our work. We ask that they be returned within one week of the fundraising activity.

Raffles

When the total retail value of the raffle prizes is less than \$5000, CareFlight can provide our standard raffle tickets.

Raffle tickets cannot be used or sold by a third party for commission or profit.

All used/unused raffle tickets must be given to CareFlight.

When the total retail value of the raffle prizes is more than \$5000, CareFlight tickets cannot be used. It is your responsibility to print tickets for the fundraising which should show:

- the price of the ticket;
- the name of **CareFlight**;
- details of the prizes and their value;
- the place, time and date of the draw;
- details of how the prize winners will be notified;
- details of the way in which results of the draw will be publicised;
- a contact name and telephone number in order to answer any queries about prizes or prices.

Prizes may include:

- goods, merchandise, services;
- cash up to \$5000;
- vouchers for goods or services not redeemable for spending money e.g. restaurant voucher;
- tickets for admission to any entertainment venue;
- tickets for tours and journeys;
- liquor prizes of less than a total quantity of 20 litres are permitted.

*You **cannot** offer as prizes tobacco, firearms or cosmetic surgery in any form*

If the total retail value of the raffle prizes is under \$20,000 you do not need any special licence or authority to run a raffle. CareFlight's letter of authority is sufficient.

If the total retail value of the raffle prizes is over \$20,000 you must run it as an Art Union. You will need to contact the Department of Gaming and Racing on (02) 9995 0666 or www.dgr.nsw.gov.au

Disclaimer

CareFlight reserves the right to withdraw its support and approval for your fundraising at any time if it appears that there is a likelihood of your fundraising failing to adhere to any of the above guidelines.