

parkinson's
NSW

IN THIS TOGETHER

Pitch In for Parkinson's

.....

Help raise money your way

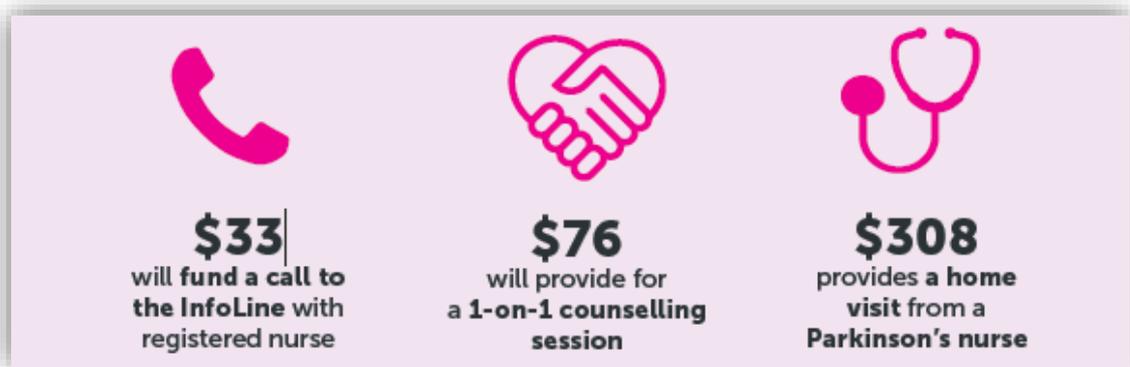
Community Fundraising Tool Kit



Thank you for Pitching in to make a significant difference for people living with Parkinson's.

Your fundraising will help Parkinson's NSW to continue providing life-changing services to thousands of people living with Parkinson's across New South Wales. This information pack contains all the information you'll need to get your fundraiser up and running including:

- U How your fundraising helps
- U Fundraising ideas
- U Fundraising Tips
- U Fundraising guidelines
- U Frequently asked questions
- U Examples of resources you can download to help your fundraising
- U Examples of merchandise you can order
- U Your Pitch In for Parkinson's registration form - we can't wait to hear all about how you are Pitching In



How your fundraising helps

Less than 10 percent of Parkinson's NSW funding comes from government funding. The services and supports Parkinson's NSW offer for people living with Parkinson's depend almost entirely on the generosity of thoughtful people like you. Thank you! You will be helping to support:

- U More than 6,000 people annually who are supported by the experienced Registered Nurses who staff the Parkinson's NSW InfoLine
- U Specialised counselling services for people living with Parkinson's and carers
- U More than 70 Support Groups across NSW who provide peer support, disseminate useful information, and create social avenues for people living with Parkinson's
- U Education seminars that are offered for people living with Parkinson's and carers, health professionals, and aged care support staff
- U Highly-trained Parkinson's Specialist Nurses placed in regional communities
- U Research grants awarded for projects seeking new and improved treatments and immediate health benefits for people living with Parkinson's





AT HOME

MOVIE NIGHT IN **GAMES NIGHT IN** **BACK YARD**
PICNIC **SHAVE YOUR BEARD** **CRICKET MATCH**
POKER TOURNAMENT **GIVE UP COFFEE** **BBQ LUNCH**
SWEAR JAR **FOR A MONTH** **DINNER PARTY**
not that we think you need one **YOGA** **CELEBRATE YOUR BIRTHDAY**
GARAGE SALE **CLASS** *ask for donations instead of gifts*

IN THE COMMUNITY

BAKE SALE **COMEDY FOR A CAUSE** **DANCE OR**
BUSKING **BUNNINGS BBQ** **SILENT DISCO**
FASHION PARADE **FOOTY OR** **GOLF DAY**
MUSIC NIGHT **CRICKET MATCH** **CAR WASH**
EXERCISE **CONCERT** **GALA** **TRIVIA NIGHT**
CLASS **BALL** *we have Q&A's ready to go*

AT WORK

DONATION TIN **DRESS** **UGLY TIE**
at the cash register **DOWN DAY** **CONTEST**
MORNING TEA **SWEAR**
SWEEPSTAKES **JAR**
not that we think you need one
BROWN BAG IT **FLASH LUNCH TRIVIA**
bring lunch from home & donate what you would have spent ie \$15 *we have Q&A's ready to go*
GOLD COIN **RAFFLE OR AUCTION**
COFFEE MACHINE *Prizes: day off work, prime parking spot, extended lunch break*
DONATION





Keep the FUN in FUNdraising!

Plan to do something that you like or are already involved in. Maybe it's a social or sporting activity that you may undertake with friends. Or a family night of board games. Perhaps, a personal challenge - like giving up sugar for a month. Make sure you keep your activity within your capabilities. We want you to have FUN! If you're looking for inspiration check out fundraising examples listed earlier.

Get Online

Online fundraising is the quickest, easiest and safest way to Pitch in for Parkinson's. Within minutes you'll have your very own website to share – no need to handle money, deposit funds or keep financial records. And better yet, your friends who Pitch in for Parkinson's through your page automatically receive a tax-deductible receipt to their email.

Set a fundraising goal

By setting a realistic goal and sharing it, you will give your friends an indication of how much they could donate to support your fundraiser.

In this together

Involve and invite your close network of people around you. Why? Because they care about what you care about. Include family, friends, colleagues, school friends or mates at the gym.

Tell your story

When asking someone to Pitch In to your fundraiser or inviting them to your event, tell them why you are doing this and why your fundraiser means so much to you? Tell your personal story. They will connect more with your passion rather than dry facts and statistics (but if you want statistics, they can be found on the next page.)

Share your story

There are many ways to invite people to your Pitch in for Parkinson's:

- u Share your online fundraising page through your social media pages
- u Send emails and text messages
- u Download and print the Pitch in for Parkinson's' invitation.
- u Download and print the Pitch in for Parkinson's posters and post them around your workplace, school or sports club
- u Create a Facebook event or fundraising page. Facebook fundraising is a new initiative that is easy to set up and incurs no user fees – ask us how to access this.
- u Go live on Facebook or Instagram and tell your story
- u Use the downloadable Facebook profile picture or cover





Remind Everyone

In this busy world people may have all the intention of Pitching in but then completely forget about it. Consider sending a reminder to those who haven't responded yet. It's a great opportunity to tell them how your fundraising is going so far and what's needed to help you meet your goal.

Give Updates

Regularly give updates on your fundraising progress. It will keep everyone excited about your fundraiser.

Say "Thanks!"

Say thank you to everyone who is getting involved and who Pitches in. They will really appreciate that you took the time to say it.

At the end of your fundraiser, use the downloadable thank you cards and write to all your supporters letting them know how successful your fundraiser was and acknowledging how important their support was.

Online Fundraising Tips

- U Upload a profile picture – fundraisers who upload a profile photo raise over 10 times more on average than fundraisers who don't
- U Add your own story – people want to hear what's motivating you to fundraise. Share your story so they can understand why supporting Parkinson's NSW is so important to you
- U Lead by example – Show your commitment and make the first donation to your own page
- U Fundraisers who donate to their own page raise 120% more on average
- U Share, share and share again. Notice how it's hard to find that post you were looking at yesterday? Post and tweet at different times of the day to make sure you keep your fundraiser front and centre for your friends. Top fundraisers share their page at least 10 times
- U Thank your supporters. Tag them on your Facebook, Twitter or Instagram, and shoot them through a quick thank you text or give them a call – they'll appreciate it

Australian Parkinson's Statistics

- U In Australia, Parkinson's is more common than breast, prostate, colorectal, stomach, liver, pancreatic, kidney, bladder, uterine, cervical, ovarian and lung cancer. Also, lymphoma and leukaemia
- U Less than 10 percent of Parkinson's NSW funding comes from government
- U On average, 37 people are diagnosed every day
- U Of the 82,000 people living with Parkinson's around 18 percent are of working age.



Before you start fundraising, please take a minute to read these guidelines. They explain how to plan and organise your fundraising activity or event. They also outline your responsibilities as a community fundraiser.

All individuals, groups or organisations – including Parkinson's NSW Support Groups - who wish to fundraise on behalf of Parkinson's NSW are referred to in this document as Community Fundraisers. Community Fundraisers must register with us, regardless of the size of the activity or expected return.

By fundraising for Parkinson's NSW, we are extending our NSW Fundraising Authority to you. This means that we will need to obtain information from you to ensure that your fundraising activity meets the statutory requirements we are required to adhere to. These requirements include fundraising laws, taxation laws and privacy regulations.

Please complete the Pitch in for Parkinson's Fundraising Registration Form at the end of this document, or online at www.parkinsonsnsw.org.au

Any changes made after the form has been submitted must be reported to Parkinson's NSW within 14 days of the date of the change, and before commencement of the activity or event.

The activity is conducted in your (the Community Fundraiser) name and, with our guidance, it is your responsibility to comply with all rules and regulations.

Once your activity is approved, we'll send you an Authority to Fundraise Letter, a Fundraising Identification Number and Identification Badge. Until receipt of your fundraising authority, you cannot commence your fundraiser or use the Parkinson's NSW name as your beneficiary.

While we want you to be creative in choosing your fundraising activity, due to our organisation's standards and safety concerns there are a few activities/events that we cannot be associated with.

These include:

- ❖ Use of weapons, firearms or fireworks
- ❖ Events that promote smoking, drugs or misuse of alcohol (including sponsorship from companies that sell these products)
- ❖ Events that promote illicit behaviour
- ❖ Door-to-door, face-to-face, or telephone fundraising

Parkinson's NSW, due to limited resources, is unable to assist in the coordination of your fundraiser, assist in soliciting prizes, organise publicity or celebrities, or provide goods or



services. But wherever possible, Parkinson's NSW will support and advise you on your fundraising activity.

We encourage you to seek sponsorship for your planned activity and ask that you run any potential sponsors past us. Sponsorship may require invoicing by Parkinson's NSW.

It is important to note that we take the privacy of our supporters seriously and access to the Parkinson's NSW donor database is not permitted.

Trader Fundraising

If your fundraising activity involves a donation through the percentage of sales of a product or service, it is no longer deemed a community fundraising activity.

This type of fundraiser is known as a "trader" arrangement and comes with a strict set of rules. We therefore will guide you in how to get government approval for your trader activity but please give time to make this happen.

Please be advised that if a trader activity is in place, we are not in a position to sell any products or services to support your fundraiser.

Insurance

Parkinson's NSW insurance policies do not extend to cover you or your fundraising event or activity. You are encouraged to obtain your own insurance for your fundraising activity or event.

Fundraising activities arranged by Parkinson's NSW Support Groups may be covered for insurance, but confirmation will be required by our insurance broker.

Permits & Licences

The activity or event must comply with all relevant legislative and Local Government requirements.

As the Community Fundraiser you need to be aware of regulations relating to liquor licensing, preparation of food, the role of children in fundraising, and conducting raffles, competitions and auctions. You are required to obtain the relevant permits or licences.

It is your responsibility to check with relevant authorities and your Local Council to ensure that you have all permits required for your activity or event.

You are also responsible for contacting local police and ambulance services if needed.



Our fundraising licence only allows us to fundraise within NSW - if you are undertaking fundraising in another state, we will not be able to authorise your activity, however this rule does not apply when setting up an online fundraiser.

The New South Wales authority currently governing fundraising legislation is Fair Trading. More information can be obtained on their website <https://www.fairtrading.nsw.gov.au>

Financial Aspects

As the Community Fundraiser, you are responsible for all financial aspects – including record-keeping, management of funds, and depositing funds raised into the Parkinson's NSW bank account.

Please refer to the income and expenditure forms in your fundraising tool kit. These must be returned with your donation within 14 days of completing the fundraising activity. Your obligations are to ensure that:

- u You keep and provide Parkinson's NSW with accurate financial records of your activity or event by completing the income and expenditure forms, and the donation receipt form (if required) enclosed in your fundraising tool kit and returning these within 14 days of completion of your fundraising activity.
- u All funds raised are deposited into the Parkinson's NSW bank account within 14 days of completion of your fundraising activity. Parkinson's NSW cannot pay or reimburse any expenses incurred by you as a result of the fundraising activity. If you cannot access direct deposits, please organise a cheque or money order made out to Parkinson's NSW and return it with your financial records to:
Parkinson's NSW
PO Box 71
North Ryde BC NSW 1670
- u You must not incur any expenses in the name of Parkinson's NSW.
- u Parkinson's NSW cannot process any credit card transactions on your behalf. If a credit card facility is required for this event, please organise this with your financial institution.

Tax-deductible Donations

Parkinson's NSW can provide official tax-deductible receipts for donations of \$2 or more. Please complete the Donation Receipt Form enclosed in your fundraising tool kit for all cash donations requiring a tax receipt within 14 days of completion of your fundraising activity or event.



Please note that the following contributions cannot be issued a tax-deductible receipt:

- u Purchase of goods and services
- u Purchase of raffle tickets
- u Purchase of auction items
- u Goods or services donated for a fundraising event or activity

Online fundraising is the fastest and safest way to collect donations. Donations made online will automatically generate an electronic receipt that will be emailed directly to the donor.

If you set up a Pitch In for Parkinson's of Facebook online fundraising page, please send your donors the link to your dedicated fundraising page to make donating simple.

Using Parkinson's NSW Logo and Name

We have created many downloadable Pitch In for Parkinson's resources to help promote your fundraising activity or event. They can be found at

<https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

On request, we can also supply you with other Parkinson's NSW branded posters and information flyers.

If you wish to use the Parkinson's NSW name, logo or any affiliated event logos on any materials or product, you must obtain prior permission from Parkinson's NSW. All material or products on which it is proposed to utilise the Parkinson's NSW logo or name must be submitted to Parkinson's NSW for written approval prior to production. Please allow 10 working days for approval.

Any Parkinson's NSW logos or templates supplied for your fundraising activity cannot be altered or amended in any way, for example, changes to colour, cropping or additions to the design.

It's also important to note how you can and cannot use the Parkinson's NSW name in promoting your event. For legal reasons our name cannot be used as part of your event's name, for example: Parkinson's NSW Picnic. You can say, for example: *Picnic proudly supporting Parkinson's NSW* or *Picnic with proceeds going to Parkinson's NSW*.

Media Outreach

Please notify Parkinson's NSW if you intend to approach any media about your fundraising activity. All media material and releases must be approved by Parkinson's NSW prior to distribution. Parkinson's NSW is more than happy to discuss any ideas that you may have for media materials and distribution outlets and will do our best to support you.

If you wish for us to review materials for you, please allow at least 10 working days.



Ambassadors and Sponsors

Due to the number of demands on ambassadors and sponsors to support Parkinson's NSW, any plans to approach public personalities or companies must first be discussed with Parkinson's NSW prior to any contact being made.

You must not approach celebrities or companies using the name of Parkinson's NSW.

If you would like a representative of Parkinson's NSW to attend your activity or event, or play a part in the proceedings, Parkinson's NSW should be notified at least 6 weeks prior to the event or activity. Parkinson's NSW cannot guarantee the availability of a staff member to attend.

Parent/Guardian consent

All persons under 18 years old must have permission from a parent or legal guardian to fundraise. They must complete and return the Pitch In for Parkinson's [Parent/Guardian Fundraising Consent Form](#).

Parents and guardians must ensure that they assist and closely supervise persons under the age of 18 in collecting and banking donations. They must also monitor and manage online safety.

Parents & guardians will also need to complete an Go Fundraise Parental Consent Form if fundraising online.

Please note that Children in New South Wales must be at least 8 years old to be able to volunteer as a fundraiser.

Safety

Safety is an important aspect of any fundraising activity, so always check facilities in advance including fire exits and first aid. It is also a good idea to have a contingency plan in case something unexpected goes wrong e.g. bad weather may ruin an outdoor fundraising activity.

Disclaimer

Parkinson's NSW reserves its right to terminate the agreement relating to the activity at any time if it appears that there is a likelihood of the activity failing to adhere to any of the above terms and conditions.





Q: Where do I start?

A: There are so many ways you can support and fundraise for Parkinson's NSW. Refer to the [Fundraising Ideas page](#) in this pack.

When you've decided on your activity, you then need a letter from us giving you the authority to fundraise on our behalf. Complete the Registration Form included in this pack.

Q. I would like to have a party but instead of gifts I would like people to donate to Parkinson's NSW. How do I do this?

A: The easiest way is to create your very own online fundraising page that you can share with your friends and family. Anyone who donates to your page will automatically receive a tax receipt via email, so you don't have to worry about collecting money, banking it and keeping financial records. Start your online page here: <https://pitchin.gofundraise.com.au/> or start a Facebook fundraiser – if you're not sure how to, please ask us.

Q. Can you help me promote my fundraising activity?

A. We will assist where possible but cannot always guarantee we will be able to promote your activity. We have created downloaded resources for you to use to help promote your event. These can be found here: <https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>

Q. Is my fundraising activity/event covered by Parkinson's NSW insurance?

A. Parkinson's NSW insurance policies do not extend to cover you or your fundraising event or activity. You are encouraged to obtain your own insurance for your fundraising activity or event.

Fundraising activities arranged by Parkinson's NSW Support Groups may be covered for insurance, but confirmation will be required by our insurance broker.

Q. Can you supply me with receipt books?

A. All donations \$2 or more are tax deductible, however receipts are only given when there is not an exchange for goods or services. For example, if money is collected for raffles and auctions, a receipt is not provided.

All cash donations must be receipted and can only be receipted by Parkinson's NSW. The community fundraiser cannot issue receipts. Please complete the donation receipt form in your fundraising kit (issued after approval of your fundraising) and submit this with your paperwork and donation. We are then able to issue receipts. If your fundraising activity is purely online, receipts are automatically generated and emailed to your supporters' nominated email address.





Q. Do you have merchandise we can sell at our event? And what is the best way to get this merchandise?

A. Please go to our merchandise page <http://www.parkinsonsnsw.org.au/support-us/merchandise-catalogue/> to browse and select what is best for your event.

Q. How do I bank the money I raised?

A. The policy at Parkinson's NSW is to bank money raised within 14 days of the completion your fundraising activity or event. Banking details including your reference number are in your authority to fundraiser letter.

Q: My friend wants to donate with a credit card but doesn't trust donating online. How can they donate?

A: Request some prepaid donation envelopes that they can fill out and simply pop in the post.

Q: Where do the funds raised from Pitch In for Parkinson's go?

A: Less than 10 percent of Parkinson's NSW funding comes from government funding. The services and supports Parkinson's NSW offer for people living with Parkinson's depend almost entirely on the generosity of thoughtful people like you. Thank you! You will be helping to support:

- U More than 6,000 people annually who are supported by the experienced Registered Nurses who staff the Parkinson's NSW InfoLine
- U Specialised counselling services for people living with Parkinson's and carers
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- U Education seminars that are offered for people living with Parkinson's and carers, health professionals, and aged care support staff
- U Highly-trained Parkinson's Specialist Nurses placed in regional communities
- U Research grants awarded for projects seeking new and improved treatments and immediate health benefits for people living with Parkinson's

Q: Who can I contact for more information?

A: If you need further assistance, please get in touch with Parkinson's NSW fundraising manager on 1800 644 189 or pnsw@parkinsonsnsw.org.au



Downloadable Resources

To download these resources and many more visit <https://www.parkinsonsnsw.org.au/support-us/pitch-in-for-parkinsons/fundraising-resources>



Invitations



Thank you cards



Email signature



Posters

Example Merchandise

To order merchandise visit www.parkinsonsnsw.org.au/support-us/merchandise-catalogue/



Soft rubber wrist band



Black ink writing pen



Magnetic Pin. 2cm diameter



Black reusable carry bag



Pack of 10 blank tulip cards with envelopes



Embroidered cap with velcro strap.



600ml drink bottle with straw





Please complete the questions that are applicable to your fundraiser. We understand that not all questions may be relevant to you.

Your details

Name: _____

Name of Business (if applicable): _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Please tell us why you would like to raise funds for Parkinson's NSW?

Event Details:

Name of event: _____

Date of event: _____

Type of event: _____

Venue name and full address: _____

Is this address your: Home/Work/Local Park/Hire Venue/Other: _____

How will funds be raised? (e.g. donations, raffle, ticket sales, auction, etc.) _____

Would you like to set up an online fundraising page? _____ Yes [] No []

Estimated donation total: \$ _____

*(Please note this is just an estimate and not a guarantee,
this field must be completed)*





Do you have public liability insurance to cover your event? _____ Yes [] No []

Name of companies (if any) you plan to approach for support/sponsorship of the event/activity:

Please select the following resources you may need from Parkinson's NSW:

- [] Proudly supporting Parkinson's NSW logo [] Parkinson's information Brochures/posters [] Parkinson's NSW Balloons
- [] Donation tin [] Raffle Ticket books [] Merchandise
- [] Donation envelopes Other: _____

Event budget details:

Estimated income: \$ _____

Estimated expenditure: \$ _____
(complete only if you plan to deduct any expenses)

Estimated donation: \$ _____
(subtract expenditure from income)

Please list details of expected expenditure (e.g. venue hire, advertising, catering, etc)

I am over the age of 18*: _____ Yes [] No []

**Under 18's will need to complete parent/guardian consent form*

Authorisation

I, _____, (Community Fundraiser's Name) understand and agree to Parkinson's NSW terms and conditions as outlined in the Pitch In for Parkinson's Fundraising Guidelines.

Signed: _____ Date: _____ / _____ / _____

Phone: _____ Email: _____

