

# Move for a Cure Fundraising



**TOUR DE CURE**

Curing Cancer, Changing Lives

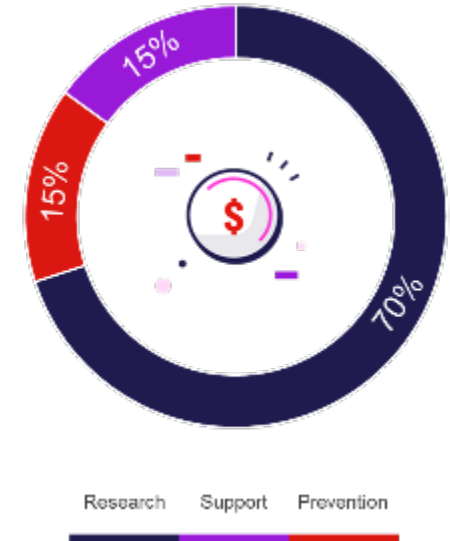
# Agenda

- Where does the money go?
- Different ways to fundraise
- What kind of fundraiser are you?
- Resources
- Fundraising Guidelines
- Recap



# Where does the money go?

- **Research:** Traditional research projects, which include Senior Research Grants, Young Researcher Grants, Pioneering Cancer Research Grants and the Collaborative Grants. These four grants account for approximately **70%** of our annual funding
- **Support:** Support projects to help those affected by cancer and their families and carers, account for approximately **15%** of funding
- **Prevention:** Awareness projects that address the fact that 1 in 3 cancers are preventable account and we can all reduce the risk of getting cancer by making simple lifestyle choices account for **15%** of funding



## Spending your money wisely

- 70.3 cents goes to cancer projects
- 25 cents is invested in events to generate future income
- 4.7 cents is spent on essential administration



# What has been achieved?

Thanks to the generosity and support of Westpac Move for a Cure, you have raised over \$8.35 million since the first tour in 2017 and substantially contributed to the success of Tour de Cure.

Since 2007 Tour de Cure has:

- Raised over **\$118 million**
- Funded over **979** cancer projects
- Contributed to **148** significant cancer breakthroughs
- Educated over **200,000** children with our **Be Fit, Be Healthy, Be Happy** cancer prevention program



# Ways to Fundraise

Ways to fundraise

Just Ask 


Sell product, service or merchandise 

Host an event 

Run a raffle or auction 

Self-Fund 

Get started in 5 easy steps

Breakdown your target into weekly goals 

Update your fundraising page 

Make the first donation 

Just Ask 

Have a plan 

Get Started! 

# What type of fundraiser are you?



**Sporty  
or social?**



**Creative?**



**Events not  
yourthing?**



**Well  
Connected?**



**Fundraising  
in a Team**

- Social Media addict: Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- Games Night: Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- Themed Fundraising Party: Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- Head shave/ Leg wax: Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!
- Gala event – Dinner, speakers
- Trivia include raffle & auction
- Creative: Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- LinkedIn photoshoot: Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- Foodie: Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' kid's party!
- Specialised skill: If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party
- Return fundraiser: Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- Work in a big office: Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell entertainment guides, sell lunches, bake sale, car wash in the office car park
- Time on your hands: Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- Recycling: Return & Earn, sell unwanted 'stuff' on facebook Marketplace
- Online Auction: Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.
- You've got an Inspiring story: Just Ask and share your story. email, Social Media.
- Got a big network of friends or family: Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- First time fundraiser: Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- Got a holiday house? Auction or Raffle off a weekend's stay
- Cash raffle: If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink
- Set up a team fundraising page.
- I can't ask my friends again!: Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- Movie night: Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- Detailed & Organised: Team up with a social person to put on an event, they do the spruiking, you do the organising.

# How others have reached their Fundraising Commitment

Person 1	
Self-donation	\$100
Bunnings BBQ	\$1,714
Just asking – shared on social media and email	\$924
	<b>\$2,738</b>

Person 3	
Self-donation	\$100
Just asking	\$725
Sip and Draw 35 friends \$50 pp + raffle	\$1,800
	<b>\$2,625</b>

Person 2	
Self-donation	\$50
Just asking - donations	\$275
Café tin with QR code	\$198
Dog walking for neighbours/friends	\$150
Tamburlaine wine offer	\$50
	<b>\$723</b>

Person 4	
Self-donation	\$50
Tamburlaine wine offer	\$50
Give up take away coffees at work @\$5	\$200
	<b>\$300</b>

## Fundraising Plan Checklist

Method	Audience	Timeline/ Lead time
Just asking	update profile, shared 'Why' story	This weekend, repeat
Passive	Fundraising link on Strava and email signature	This weekend, always on
Tamburlaine wine offer	Everyone	This weekend to catch Xmas orders, repeat mid Jan
Event 1	Work colleagues	3-6 weeks
Event 2	Friend network	6-8 weeks
Event 3	Larger event, friends invite their friends	12 weeks
Cash raffle	Everyone	Quick win – 2 weeks prior to event
Self Donate	Self - Tax deduction	This weekend / monthly donation on pay day
Give up something	Self – give up take away coffees	Weekly



- Separate your audience, don't necessarily invite everyone to everything – donation fatigue
- Get fundraising from general public rather than friends ie Bunnings BBQ – relieve donation fatigue
- Are you charging enough? Make sure you are making a good margin. It's for charity therefore people are happy to pay, don't undersell your event or product.

# Leverage resources



## Tools:

- Personal or Team fundraising page
- Fundraising 'How To' guides and case studies
- Logos, social media tiles, email signatures
- Authority to Fundraise / Insurance Certificate
- [Photos](#) | [Videos](#) | [TDC website](#) | [Move for a Cure website](#)

## Other TDC Resources:

- Fundraising Coach
- Social Media - Videos, FB posts

## Your contacts:

- People love to help and not always in the way you expect



# Westpac Matching Gifts

- All donations to Tour de Cure (TDC) made by **permanent Westpac Group employees using their Westpac Group email address** are eligible for matching by the Westpac Matching Gifts program.
- Your colleagues who donate **will not have to submit a matching gifts request individually** – these will be processed in a single batch after the event has taken place.
- Where you run a group event, e.g. a morning tea, **you must keep a record of individual amounts donated by permanent Westpac Group employees** for matching gifts eligibility.
- The matching gifts amount **does not count towards your fundraising commitment** nor will it appear on your TDC personal fundraising page. After the events, Westpac will donate the Matching Gifts total to Move for a Cure.
- **Use your GEM points** to buy vouchers or products which may be used as fundraising supplies or prizes.

# Fundraising Guidelines

## Letters of Authority

When you raise funds for a charity, you may be required to produce a letter of authority to enable you to collect donations on the charity's behalf. Please contact [fundraising@tourdecure.com.au](mailto:fundraising@tourdecure.com.au) for a personalised letter.

## Receiving Funds and Donations

Donations can be made directly to your fundraising page, the donor will automatically receive a Tax Deductible Receipt. If you are holding an event and need to take costs out, look at setting up an account with a ticketing website such as Trybookings or Humanitix who take a nominal fee and make ticketing for charity events easy. For auctions there are various sites including AirAuctioneer or 32 Auctions.

Proceeds from your events can be made directly onto your fundraising page or large amounts EFT to Tour de Cure bank account. Contact [fundraising@tourdecure.com.au](mailto:fundraising@tourdecure.com.au) for bank details.

## Tax Deductible Receipts for Donations

A donation over \$2 is eligible for a Tax Deductible Receipt, however if a person or organisation is receiving goods or a service in return for their gift or donation, this is NOT eligible for a Tax Deductible Receipt as set out by the ATO. Therefore, raffle tickets, auction items, trivia nights, sausage sizzles and golf days etc will not receive a Tax Deductible Receipt.

## Certificate of Currency / Public Liability

When holding an event in a public area, it is vital to be covered for accidents. Tour de Cure can provide you with a Certificate of Currency to cover. Please contact [fundraising@tourdecure.com.au](mailto:fundraising@tourdecure.com.au) for a copy.

## Use of TDC and Westpac Logo

Please be thoughtful about the nature of your fundraising event and what our logo appears on and advertise your event as 'Proudly Supporting Tour de Cure'. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Please send us your design to enable us to approve the use of our logo.

## Naming your Event

Tour de Cure's name cannot be used as part of your event name; however, we would love you to say that your event is 'Proudly Supporting' Tour de Cure or proceeds will go to Tour de Cure.

# Let's Recap

- Update your profile, 'Why' and photo
- Send an email, add email signature to all emails, social media posts
- Work to your strengths
- Have a plan – keep on track
- Thank your donors – keep them updated on your journey



THANK YOU

