

# FUNDRAISING GUIDELINES

PREVENTING  
BOWEL ~~CANCER~~



Thank you for choosing to support the Jodi Lee Foundation by raising funds and much needed awareness for the prevention and early detection of bowel cancer.

In Australia bowel cancer is the second biggest cancer killer, after lung, but it doesn't have to be. If detected early, up to 99% of bowel cancers can be successfully treated or prevented.

Together we can help save lives.

**JODI LEE**  
FOUNDATION

# HOW TO SET UP YOUR FUNDRAISING PAGE

To set up your fundraising page, please include the following information in an email to [hello@jodileefoundation.org.au](mailto:hello@jodileefoundation.org.au)

- Hero image(s) you would like used on the page.
- Some information about yourself.
- Information about the event, including any specific dates/times.
- Why you have chosen to fundraise for the Jodi Lee Foundation.
- If you're interested in a Jodi Lee Foundation representative attending your event (subject to team member availability and location).

Your fundraising page will allow your supporters to make donations online, show the total amount you have raised and list donations received on your behalf.

Tax receipts will be emailed to individuals when a donation is processed and you will receive a notification that a donation has been made on your behalf.

If you are fundraising in New South Wales or Queensland, we must provide you with a letter authorising you to fundraise for the Jodi Lee Foundation and including a description of your activities. You may also be asked to provide a letter of authority if you are fundraising in other states.

To arrange your letter of authority before you start fundraising, **please include this detail in your email to [hello@jodileefoundation.org.au](mailto:hello@jodileefoundation.org.au) or speak to one of our friendly team members on 08 8363 1920.**

# WHERE DO I START?

The list of potential fundraising activities is endless. Some people have great success simply by asking their friends and colleagues for donations via email or on social media. Others like to host a fundraising event. Here are a few events that have worked well in the past:

- Host a cocktail party and run a raffle or auction with prizes donated by local businesses.
- Hold a movie night at your local cinema and run a raffle before the movie.
- Organise a quiz night at your sporting club or community centre.
- Run a sausage sizzle or cake stall at your local hardware store eg: Bunnings or Mitre 10.
- Collect gold coin donations at your school, kindergarten or day care centre.

Many companies like to support the fundraising efforts of employees by matching the funds they raise. You might like to ask whether your company has a matching program and will consider this ... it makes every dollar raised go twice as far!

## CAN I ASK ANYONE FOR A DONATION?

Sometimes people can feel apprehensive about seeking donations from others. We found some of the easiest ways to encourage people to donate is by sharing your fundraising link via email and social media.

This allows people to explore the purpose of your fundraiser and the option to share your link to their network.

As you are fundraising on behalf of the Jodi Lee Foundation, we kindly request you refrain from door knocking, collecting money on the street or running telephone appeals in order to raise funds for your event.

## CAN I APPROACH SPONSORS FOR MY EVENT?

We encourage you to seek sponsorship for any events you participate in or organise. However, we ask that you run any corporate sponsors past us. Sponsorship requires invoicing by the Jodi Lee Foundation and attracts GST so please get in touch.

The Jodi Lee Foundation is unable to assist with sourcing auction items and prizes or in securing food or beverage sponsors.

## RUNNING YOUR EVENT

It is your responsibility to arrange and ensure compliance with all relevant permits, approvals, consents, gaming licenses or other requirements associated with the fundraising event or activity. This includes any COVID-19 rules and regulations that may apply at the time of your event. We will not be liable for any damage or loss (either directly or indirectly) sustained by you arising from or connected with your failure to comply with any of these relevant regulations.

## DO I NEED INSURANCE?

Unfortunately, due to the cost of insurance we are not able to extend our public liability insurance to cover the fundraising activities organised by our many supporters.

Please make your own enquiries as to whether insurance is necessary for your event.

The Jodi Lee Foundation accepts no responsibility for accidents or incidents that occur during the organising or running of any fundraising activity.

## HOW DO I SELL TICKETS?

The most popular ticketing websites are Eventbrite and Trybooking. Please note, the Jodi Lee Foundation does not qualify for the refund of processing fees as we are not raising money for medical research, poverty or relief aid.

## HOW DO I PAY FOR THE FUNDRAISING ACTIVITY?

The Jodi Lee Foundation cannot pay or reimburse any expenses incurred by you as a result of your fundraising activity. However, you can deduct your expenses from the proceeds of the activity, provided this is properly documented.

As a guide, we suggest that the total expenses should not exceed 30% of total proceeds. You should keep accurate records of your income and expenses, as you may be asked by a member of the public to disclose the amounts raised, how it was spent, and the net proportion donated to the Jodi Lee Foundation.

## HOW DO I BANK THE FUNDRAISING PROCEEDS?

Making a donation via your fundraising page on the Jodi Lee Foundation website is the best way for us to receive your fundraising proceeds as it keeps administration to a minimum.

If a donor requires a tax-deductible receipt, please enter the donation under their name. Our website will send a receipt to the email address you enter. Please note, you cannot claim a personal tax deduction for monies received and/or donated on behalf of others.

Cash donations received can be donated online using your own credit card, or banked into our ANZ bank account.

**BSB 015310**

**Account Number 269721353.**

Please forward confirmation of deposits to [accounts@jodileefoundation.org.au](mailto:accounts@jodileefoundation.org.au)

If a tax-deductible receipt is required, please forward name and address details, including the amount of the donation.

We ask that you pay all money raised to us within 14 days of completing the fundraising activity.

## CAN A REPRESENTATIVE FROM THE JODI LEE FOUNDATION ATTEND MY EVENT?

We are small but mighty team.

If you are interested in a representative of the Jodi Lee Foundation attending your event, please include this information in your opening email. For a greater chance of availability, please provide our team with as much notice as possible.

## ARE DONATIONS TAX DEDUCTIBLE?

The Australian Taxation Office has endorsed the Jodi Lee Foundation as a deductible gift recipient. All donations of \$2 or more are tax deductible. For donations made via our website, a tax receipt will be sent to the email address entered as soon as the payment is processed.

The purchase of auction items, raffles and event tickets are not considered donations, so we are not permitted to issue a tax-deductible receipt. We kindly ask that these amounts are not donated via our website.



*Make Bowel Cancer Disappear*

*First national bowel cancer campaign in Australia*

*PICTURED :Tiffany Young, co-founder*

# WHERE DOES THE MONEY GO?

Money donated to the Jodi Lee Foundation helps us continue our efforts to raise much needed awareness for the prevention and early detection of bowel cancer.

Your donations help support:

- The delivery of national public awareness campaigns such as Degrees of Separation, Make Bowel Cancer Disappear and Trust Your Gut.
- The delivery of our activities in being the leading voice for bowel cancer prevention and raising awareness through our social media and digital activities.
- Continuing to raise awareness of bowel cancer in the workplace through the Jodi Lee Foundation Workplace Program.
- Support for our annual fundraising events such as The JLF Treks, Little Black Dress and The JLF Ride.

If you're looking for more information, we publish our Annual Review and full financial report on our website each year at [www.jodileefoundation.org.au/annual-reviews](http://www.jodileefoundation.org.au/annual-reviews)

# WILL THE FOUNDATION PROMOTE MY FUNDRAISING EVENT?

Your event will be promoted on the Jodi Lee Foundation website under the 'Events, Your Campaign' tab.

Where possible, we would love to support your event. Please understand we may not be able to support every fundraising event. However, we will do our best to support you.

If this is the case, someone on the team will be in contact with you.

# CAN I USE THE JODI LEE FOUNDATION LOGO?

Download our supporter logo [here](#)

Please include words such as 'Proceeds donated to the Jodi Lee Foundation' or 'Proudly supporting the Jodi Lee Foundation' to make it clear that you are hosting the event on our behalf.

If you are choosing to use our logo, we kindly request to see the final artwork for approval. Please forward to [hello@jodileefoundation.org.au](mailto:hello@jodileefoundation.org.au)

# DOES THE FOUNDATION HAVE ANY MARKETING MATERIAL I CAN USE?

We have a variety of materials on hand to support raising awareness for the prevention and early detection of bowel cancer.

For hardcopy collateral and materials please contact [hello@jodileefoundation.org.au](mailto:hello@jodileefoundation.org.au)

# CAN I APPROACH THE MEDIA ABOUT MY EVENT?

Approaching media can certainly help to support your event and raise awareness of the Jodi Lee Foundation and bowel cancer prevention.

Should you need support regarding comments by a Jodi Lee Foundation representative, statistics, facts or information regarding bowel cancer and or the Jodi Lee Foundation please contact us, we would be happy to support.

If media is supporting your event, we kindly ask you to run these materials or press releases by us for approval.

# WHAT PERMITS DO I NEED?

We encourage you to research permits and licenses in your state and adhere to their outlined rules and regulations. Each state has several different rules governing fundraising, liquor license, food preparation and raffles.

Unfortunately, the Jodi Lee Foundation is unable to support with permits or licenses for your event.

We have provided some basic information below as a starting point.

## **Australian Capital Territory**

You will require a permit to hold a raffle in the ACT. For more information, go to:  
Fundraising: [www.ors.act.gov.au](http://www.ors.act.gov.au) Raffles & liquor licences:  
[www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)

## **New South Wales**

(Charity number CFN/22668) In NSW, you are required to take reasonable steps to ensure that the expenses of your fundraising do not exceed 50% of the amount raised. If you are organising a raffle, you will require a permit if the total prize value exceeds \$30,000. For more information on fundraising, raffles and liquor licences, go to [www.fairtrading.nsw.gov.au/community-gaming/lotteries](http://www.fairtrading.nsw.gov.au/community-gaming/lotteries).

## **Northern Territory**

There is no fundraising legislation in the Northern Territory, but you will require a permit for a raffle if the value of tickets available for sale exceeds \$5,000. For more information on raffles and liquor licences, go to [www.nt.gov.au/industry/gambling](http://www.nt.gov.au/industry/gambling).

## **Queensland**

(Charity number CH2748) If gross proceeds from the sale of raffle tickets exceed \$2,000 you will require a permit in QLD. For more information on raffles and liquor licences, go to [www.business.qld.gov.au](http://www.business.qld.gov.au).

## **South Australia**

The Jodi Lee Foundation is not required to hold a Collections for Charitable Purpose licence in South Australia as our objectives do not meet the definition of 'charitable purpose'.

A licence is required for a raffle if the total retail value of all prizes is over \$5,000. There are other rules you should also be familiar with before you hold a raffle of any kind. For more information on raffles and liquor licences, go to [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au).

## **Victoria**

(Charity number 14092) You will need to register as a fundraiser if you expect to raise more than \$20,000, and you will require a permit for a raffle if the prize value exceeds \$5,000. For more information, go to: Fundraising: [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)  
Raffles & liquor licences: [www.vcglr.vic.gov.au](http://www.vcglr.vic.gov.au)

## **Western Australia**

The Jodi Lee Foundation is not a licenced charity in Western Australia. For information on raffles and liquor licences, go to [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)