



Fundraising Guide



# Thank you for choosing MIA

We are so appreciative that you have chosen to fundraise for Melanoma Institute Australia (MIA), we value our fundraisers greatly and hope you know how important you are to us!

This kit has been created to assist you with your fundraising efforts by providing you with lots of information and resources to help your fundraising to be as successful as possible.

Ruth Davey, melanoma patient



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# Why fundraise for MIA?

Melanoma Institute Australia (MIA) is a non-profit, non-government organisation dedicated to curing melanoma through innovative world-class research, treatment and education programs. MIA relies on the generosity of the community to continue its ground-breaking work into this potentially devastating cancer.

You may not know this, but melanoma is in fact the most common form of cancer in young Australians (15–39 yrs old). Australia has the highest incidence of melanoma in the entire world, and is the third most common cancer in Australian men and women (10% of all cancers).



# What do we do with the funds you raise?

## **Research, treatment and education are the three pillars that MIA is built on:**

**Research:** Research studies are conducted within the Institute, as well as in collaboration with our affiliates and visiting international researchers. These studies cover a broad field of expertise including surgical and medical oncology, pathology, genetics, immunology, radiation therapy and diagnostic imaging. In recent years the survival rates of people diagnosed with advanced melanoma have tripled, indicating the effectiveness of our research activities. Your funds stay within MIA and are used to pay for MIA research projects that are changing the way we treat cancer.

**Treatment:** Melanoma can be treated in a range of ways depending on the stage at diagnosis. MIA clinicians and researchers explore treatment options, and aim to personalise treatment for the best possible result. At MIA, patients are treated with a multidisciplinary approach, so that they are assured their disease is being tackled from every angle by a range of experts.

**Education:** Because most melanomas occur on the skin where they can be seen, we ourselves are often the first to notice them on our bodies, and this is crucial to early detection. We know that 95% of melanomas can be treated effectively if caught early enough, which is why we facilitate education on prevention and early detection. We do this in many ways, such as educating school children, holding events, running public awareness campaigns and partnering with companies that help spread our message. In addition to this, we also focus resources on educating medical practitioners so melanoma patients around the country may receive the best possible care.



### Examples of where funds are used

	Oncology Fellow	\$100,000
	Patient support pack	\$7
	Patient information day	\$4,000
	Clinical Trial	\$100,000 - \$2,000,000
	Thermo scientific freezer for bio-specimen bank	\$1,500
	Lymphodema measurement device	\$14,000
	Educational school talk	\$250

# Step-by-step fundraising guide

## ① Plan



- Choose a fundraising activity (see Fundraising Ideas)
- Work out a fundraising target
- Recruit a team or a fundraising committee to help you out

## Set-up ②



- Decide whether you will be fundraising online through an online fundraising platform (e.g. Everyday Hero or GoFundraise) or if you will be running your fundraising offline (collecting cash & cheques). If you're unsure or confused about this contact us and we can help you with this decision.
  - If online, make sure your fundraising page is in ship shape! Use your page as a way to explain to your supporters how you have been touched by melanoma and what it means to you to raise funds for MIA. Add a photo of yourself or your team and personalise the page as much as possible.
  - If offline, think about how you will promote your event or fundraising activity. Posters, flyers, emails, Facebook posts, notice boards, website etc. Make sure it's very clear what you are asking people to do, and how they can do it.
- If you would like our logo to use on your collateral email [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au).

## ③ Spread the word

- Let everyone know what you're doing and how they can support you, whether it be sponsoring you online, attending your event or helping you get your message out to their networks. Here are a few suggestions on people to approach: friends, family, colleagues, local businesses, sports teams, social groups and clients.
- Contact the local newspaper, magazine or radio station to share your story (template in Resource Kit). Don't forget to let them know how people can support you.
- Promote! Promote! Promote! (poster and email template in Resource Kit).
- Update your supporters on your progress. Start a weekly email letting them know how much you've raised and how much more you need to hit your target. Include a photo of yourself! Alternatively you could create a blog, Facebook page or use your fundraising page.



# Maximise!

④



- Ask for gifts-in-kind: Keep your costs as low as possible by asking businesses to donate prizes and products. For example, if you are holding a BBQ, ask your local butcher to donate the meat and your local bakery to donate the rolls. It never hurts to ask!
- Dollar matching: Ask if your employer if they can donate a dollar for every dollar you raise. They may be prepared to do this for your overall fundraising, or just for donations made by internal staff members. Either way it has potential to greatly boost your fundraising total! (Template in Resource Kit)
- Ask more than once: Remind people of your fundraising activity multiple times through different channels e.g. if you first approached them via email, send a reminder a week or two later via Facebook, or text, or send another email. Ensure you include clear directions on what you'd like them to do, along with any links. If you are asking for sponsorship make sure you send an ask the day before your activity, reminding them it's their last chance to support you!

## ⑤ Thank and share

- Once you finish your fundraising make sure that you thank everyone that has supported you along the way. You may like to do this via email, or send them a thank-you card.
- Don't forget to share your achievement! Post about the success of your event on social media or email so that people can understand your overall success and can be inspired by your efforts.
- We would also love to see your success, so please send some photos of your fundraising activity- [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au).



# Fundraiser ideas

Organise a

## BBQ

at your school, workplace or sporting organisation.



Encourage your school or workplace to have a **MUFTI DAY**

Ask everyone to make a gold coin donation if they are wearing casual clothes.

HOLD A

## TRIVIA NIGHT

at your local pub or school. Be sure to include some questions about melanoma!



## GARAGE SALE

Have this at school or at home or you could set up a market stall at your local markets.

## RUN A MARATHON



## GOLF DAY

Hold a  
Be sure to remind everyone to bring their hat!



## Hold a CAKE STALL



Ask people to contribute their favourite recipes to a cookbook. Have them printed and sell the

## COOKBOOKS

## MATCH FOR MELANOMA

Hold a sports event where everyone pays a fee to play and invite your friends along to watch.



## HOST A BREAKFAST

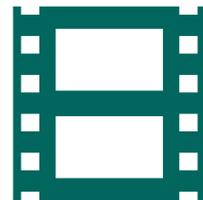
OR LUNCH AT YOUR WORKPLACE.

## ORGANISE A NIGHT OUT AT A BOWLING ALLEY

## AN AFTERNOON OF BAREFOOT BOWLS

Ask the venue owners to give you a discount of entry, so you can include a donation in the ticket price.

## HOLD AN EVENING GALA EVENT



## PRE-VIEW SCREENING

Ask your local cinema to see if they will hold a **preview screening** of a **new release movie** for you. Charge a bit extra for tickets to go towards your fundraising. At the screening, you may also be able to **sell chocolates, drinks** or other snacks.



## Put on a SHOW

Charge for entry, sell food and raffle tickets on the day.



**Are you artistically-minded?** Hold an art exhibition and auction off your art to the local community, or get art and craft donated from local artists.



A photograph of the Melanoma Institute Australia building, a modern structure with a bright yellow brick facade and large glass windows. The building is surrounded by lush greenery, including several tall palm trees and other tropical plants. The sky is clear and blue.

Melanoma Institute  
Australia  
The Poche Centre

# Key MIA Messages

Here are some key points about

MIA and melanoma that you might find helpful when scripting MC notes for your event, creating your online fundraising page and various other purposes.

Go to [www.melanoma.org.au](http://www.melanoma.org.au) for further information.

## **About MIA**

Melanoma Institute Australia (MIA) pioneers advances in melanoma research and treatment that are making a difference to the lives of patients today.

MIA is a non-profit organisation dedicated to preventing and curing melanoma through innovative, world-class research, treatment and education programs.

MIA is a national affiliated network of melanoma researchers and clinicians headquartered at the Poche Centre in Sydney– the world's largest melanoma research and treatment facility. It's from here that our specialists pioneer new research, conduct clinical trials, develop new treatments and promote awareness of melanoma and where our clinics treat 1,500 melanoma patients each year.

## **About Melanoma**

Melanoma is the most serious form of skin cancer and can grow very quickly if left untreated. It can spread to the lower part of your skin (dermis), enter the lymphatic system or bloodstream and then spread to other parts of the body e.g. lungs, liver, brain or bone.

The main preventable cause of melanoma is overexposure to UV radiation from the sun or things such as solarium tanning machines (sunbeds). There are many risk factors that increase the chances of melanoma; fair skin, a high mole count, family history of melanoma and repeated sunburn throughout life, especially during childhood.

# Statistics about melanoma

- Melanoma is the third most common cancer in Australian men, after prostate and bowel cancer, and it accounted for 10% of all their cancers in 2011.
- Melanoma is also the third most common cancer in Australian women, after breast and bowel cancer, and it accounted for 9% of all their cancers in 2011.
- So after prostate, bowel and breast cancer, melanoma is the fourth most common cancer in Australia, accounting for 10% of all cancers in 2011.
- Melanoma makes up around 2% of all skin cancers but is responsible for 75% of skin cancer deaths.
- The good news is that if melanoma is identified at an early stage, simple treatment can result in a complete cure.

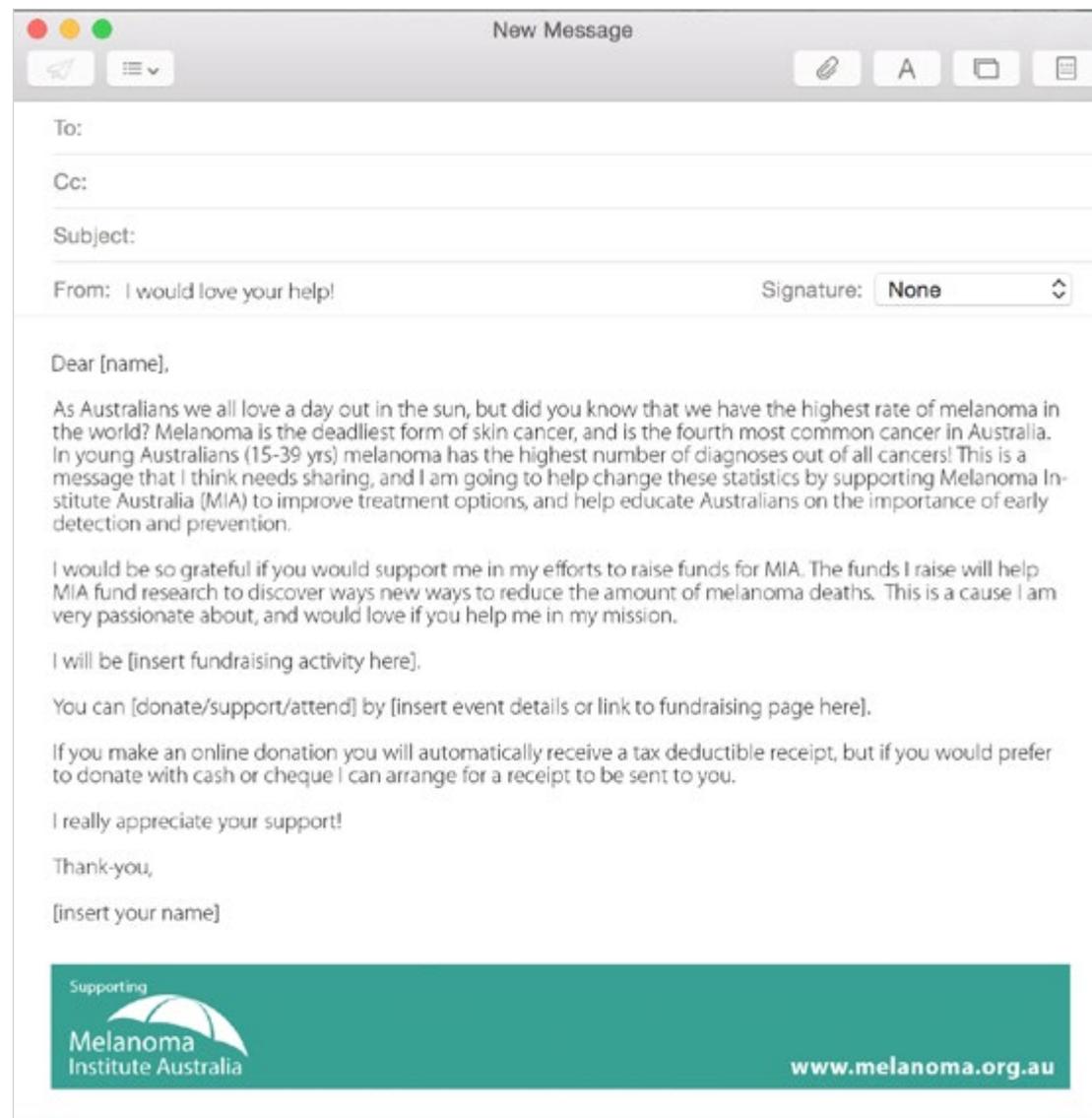
## Australia's National Cancer

- Australia has the highest melanoma rates in the world, with more than 12,000 cases reported in 2012.
- One person every six hours will die from melanoma in Australia.
- Melanoma rates doubled in the 20 years from 1986–2006 and are still on the rise.
- Melanoma is the most common cancer in young Australians (15–39 year olds) making up 20% of all their cancer cases.
- Melanoma kills more young Australians (20–34 year olds) than any other single cancer.

*Source: Australian Institute of Health and Welfare 2014. Cancer in Australia: an overview, 2014. Cancer series no. 78. Cat. no. CAN 75. Canberra: AIHW.*

# Email templates

Here's an example of what your email should look like. You can download our email footer [here](#).



# Email templates

## ① Please sponsor me

Subject: I would love your help!

Dear [name],

As Australians we all love a day out in the sun, but did you know that we have the highest rate of melanoma in the world? Melanoma is the deadliest form of skin cancer, and is the third most common cancer in Australian men and women. In young Australians (15–39 yrs) melanoma has the highest number of diagnoses out of all cancers! This is a message that I think needs sharing, and I am going to help change these statistics by supporting Melanoma Institute Australia (MIA) to improve treatment options, and help educate Australians on the importance of early detection and prevention.

I would be so grateful if you would support me in my efforts to raise funds for MIA. The funds I raise will help MIA fund research to discover ways new ways to reduce the amount of melanoma deaths. This is a cause I am very passionate about, and would love if you help me in my mission.

I will be [insert fundraising activity here].

You can [donate/support/attend] by [insert event details or link to fundraising page here].

If you make an online donation you will automatically receive a tax deductible receipt, but if you would prefer to donate with cash or cheque I can arrange for a receipt to be sent to you.

I really appreciate your support!

Thank you,

[insert your name]

# Email templates

## ② Thank you for sponsoring me

Subject: Your support is much appreciated!

Dear [sponsor],

Thank you so very much for sponsoring me in my fundraising for Melanoma Institute Australia.

I raised a total of [insert \$ amount] which I am really pleased about because, with your help, I have contributed to reducing the impact of melanoma on the lives of Australians.

There have already been some amazing medical breakthroughs made by Melanoma Institute Australia, and with continued funding and support from the community, hopefully they will get us to a stage where melanoma is no longer a deadly cancer, but a treatable disease with a 100% survival rate.

Without the generosity of people like you, Melanoma Institute Australia's clinicians would not be able to continue their life saving research.

Thank you kindly,

[insert your name here]

# Email templates

## ③ Employer dollar-for-dollar matching request

Dear [employer],

I would like to notify you that I am about to begin fundraising for Melanoma Institute Australia, a charity very close to my heart.  
[Briefly explain your story if you wish]

I will be [fundraising event/activity].

I would like to ask for support from [company name] in the form of dollar-for-dollar matching of the funds I raise. This would be a tax deductible donation at the completion of my fundraising.

Melanoma is the third most common cancer in Australian men and women, and the most common in young Australians (aged 15–39). By supporting Melanoma Institute Australia I will be helping them prevent and find a cure for melanoma through their ground-breaking research, treatment and education programs.

Thank-you for your consideration.

Kind regards,

[Name]

# Email templates

## ④ Media request

Date:

**I am raising funds for a great cause, please help me to promote this.**

[insert a picture of you]

About me:

Name:

Age:

Suburb:

Contact no:

My fundraising goal:

Event date:

### **What I'm doing:**

[Write a brief description of what your plans are, how this will raise funds and who is helping you]

### **Why I'm doing it:**

[Explain your motivation for your fundraising activity. Are you supporting someone going through treatment? Have you had melanoma yourself? Are you fundraising in memory of someone you've lost? Do you just like to help others? ]

### **About Melanoma Institute Australia:**

Melanoma Institute Australia (MIA) pioneers advances in melanoma research and treatment that are making a difference to the lives of patients today. MIA is a non-profit organisation dedicated to preventing and curing melanoma through innovative, world-class research, treatment and education programs.

*Text continues onto next page*

# Email templates

MIA is a national affiliated network of MIA's researchers and clinicians headquartered in Sydney at the Poche Centre – the world's largest melanoma research and treatment facility. Specialists pioneer new research, conduct clinical trials, develop new treatments and promote awareness of melanoma and treat 1,500 melanoma patients each year.

## **About Melanoma**

Melanoma is the most serious form of skin cancer and grows very quickly if left untreated. It can spread to the lower part of your skin (dermis), enter the lymphatic system or bloodstream and then spread to other parts of the body e.g. lungs, liver, brain or bone. The main preventable cause of melanoma is exposure to UV radiation from the sun or solarium tanning machines (sunbeds). There are many risk factors that increase the chances of melanoma, including fair skin, a high mole count, family history and repeated sunburn throughout life, especially during childhood.

## **How the money helps?**

Funds raised for MIA will be used to support vital research, treatment and education programs.  
Please visit [melanoma.org.au](http://melanoma.org.au) for more information.

Contact at Melanoma Institute Australia:

[media@melanoma.org.au](mailto:media@melanoma.org.au)

40 Rocklands Rd

Wollstonecraft, NSW, 2065

02 9911 7200

# Fundraising event poster

To get your own A3 poster template to print and use click [here](#).

# COME & JOIN



# THE FUN!

I am holding a fundraiser in support of Melanoma Institute Australia and would love for you to be a part of it.

*What:* \_\_\_\_\_

*When:* \_\_\_\_\_

*Where:* \_\_\_\_\_

*How to support:* \_\_\_\_\_

By getting involved you will be helping find a cure for melanoma, the third most common cancer in Australian men & women.



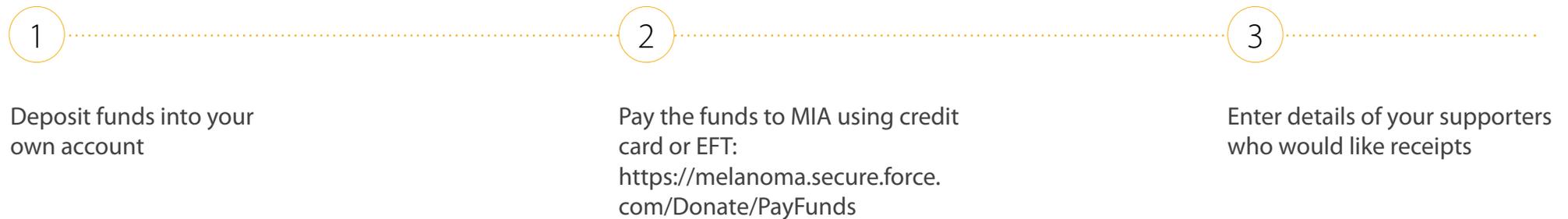


# Transferring funds & receipting

Thank you for all your fundraising efforts. We are hugely grateful for the time and effort you have put into your fundraising activity-

## We know it's a lot of work!

There are a number of ways to send us the funds you have collected from your fundraiser. If you have funds to deposit we suggest this as the easiest method:



GoFundraise/Everyday Hero/MyCause: if you have used an online fundraising platform your funds will automatically arrive in our bank account as they come in, so no need for you to do anything.

Cheque: Please make cheques out to 'Melanoma Institute Australia' and send to the below address and attention to Fundraising Team. Please include with your cheque the following details: name, address, email, contact number and fundraising activity.

**Melanoma Institute Australia**  
**PO Box 1479**  
**Crows Nest NSW 1585**

If you would like to pay via an alternative method to those listed above please contact us [fundraise@melanoma.org.au](mailto:fundraise@melanoma.org.au) or 02 9911 7200.

# Melanoma Institute Australia Fundraising Guidelines

Under the Charitable Fundraising Act 1991, Melanoma Institute Australia (MIA) is legally required to authorise all community fundraising events/activities that are wishing to raise money for charitable purposes. Once your event/activity has been approved, MIA will issue you with a Authority to Fundraise letter which states your legal authority to fundraise on our behalf. Please note all individuals, organisations and groups must register with us before organising and holding their event/activity.

The following guidelines will help you in planning your fundraising activities on behalf of MIA. Please read the guidelines and send back a signed copy of the "Agreement to Fundraise" form. If you have any questions please feel free to contact the Marketing and Fundraising Department.

Thank you again for your generous support of Melanoma Institute Australia!

## **Fundraising for MIA:**

- MIA is always on hand to help you as much as we can to plan a successful fundraiser, however due to limited resources MIA is not able to take an active role in coordinating your event.
- The event/activity, including all financial aspects is to be run in the name of the person listed on the Authority to Fundraise letter/or online registration form, and this person will be solely responsible for the activity. MIA holds no responsibility for the conduct or management of the activity organised by the fundraiser.
- The Fundraiser is required to advise MIA as soon as possible if there are any changes to the activity listed on the Authority to Fundraise letter as a new sanction may need to be issued.
- The Fundraiser must ensure that employees, agents, volunteers, partners

or contractors of the fundraising activity do not hold themselves as having the authority to act as a representative of MIA.

- The Fundraiser is asked to clarify as much as possible the purpose of the event/activity to those from whom they seek support.

## **Financial aspects of the event**

- The Fundraiser is responsible for all financial aspects of the activity including record keeping, management of funds, issuing temporary receipts and depositing funds. Please make all efforts to comply with the Charitable Fundraising Act. For more information visit [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)
- The Fundraiser must take all reasonable steps to ensure the expenses do not exceed 50% of the gross proceeds obtained from the event/activity.
- If a third party fundraiser accepts donations on behalf of MIA and the donors require a tax deductible receipt (for donations over \$2). Please collect the following details of your donors and provide them to us when you are paying in your funds at the conclusion of your event: name, address, email address, contact number, amount of donation.
- Not all donations to the Institute may have tax deductibility, for example purchase of raffle tickets, auction prizes or merchandise. Please check with the Marketing and Fundraising Department if you are unsure.
- Monies raised from the event must be submitted to MIA within 14 days of the event taking place.

## **Use of MIA name and logo**

- If the Fundraiser wishes to refer to MIA, the organisation must be referred to as "Melanoma Institute Australia". Suggested wording when referring to the relationship between the fundraising activity/event and Melanoma Institute Australia is:  
"Proudly supporting Melanoma Institute Australia"

“Funds raised are used to support Melanoma Institute Australia’s mission to find a cure for melanoma”

“All net proceeds will go to Melanoma Institute Australia to support melanoma research, facilitate treatment and drive education”

- Melanoma Institute Australia supporter logo is available upon request. Any placement of the logo must be approved by MIA and all promotional material featuring the Institute logo should be sent to the Marketing and Fundraising Department for approval prior to printing. Please allow 7 days for approval.
- Please note this authority does not permit you to manufacture, sell or license the sale or manufacture of merchandise bearing the MIA logo.

### **Media and promotion of event**

- MIA is happy to offer advice regarding media or promotional ideas you may have to help generate interest and support your event/activity. However, please note that fundraisers are responsible for generating their own publicity.
- MIA can provide a media release template as well as information on MIA, melanoma and access to patient stories.
- All media releases must be forwarded to MIA for approval prior to circulation. Please allow 7 days for approval.
- Please note that the fundraiser is not authorised to speak on behalf of MIA, only about the fundraising activity or about their own personal stories.
- MIA may be able to provide you with a speaker or ambassador for your event. Please speak to the Marketing and Fundraising Department if required. Please note whilst we will make every effort to accommodate your needs we cannot always guarantee representation.

### **Permits/Licensing requirements:**

- Some fundraising activities require permits e.g raffles where the total prize pool is over a certain amount.
- Permits are also required by councils and other organisations for outdoor events.
- MIA cannot issue or authorise permits, however if you have any queries please contact the Marketing and Fundraising Department or visit NSW Office of Liquor, Gaming & Racing [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au) (or the equivalent body in your state or territory).

### **Sponsorship and product donation:**

Sponsorship is a great way to boost your fundraising efforts. However it is possible that MIA might have already made an approach to a corporate organisation for sponsorship. As such, if you wish to approach a corporate sponsor for cash sponsorship or product donation, please check with MIA in the first instance.

### **Liability**

All aspects of financial and public liability are the responsibility of the event organiser. As MIA are not the event organisers. MIA are unable to cover liability on your behalf, and suggest you obtain public liability insurance for your event.

