



**Can:Do
4Kids**

Fundraising Toolkit

(08) 8100 8200
fundraising@candogroup.com.au
Head Office : 59-61 Grange Road, Welland SA 5007

WELCOME

Thank you for taking the first step by choosing to fundraising for Can:Do 4Kids, Townsend House. Did you know that by following the simple steps in this toolkit, you can help a child who is deaf, blind or living with sensory needs receive the support they need to achieve their goals in life.

We're very excited to hear about your fundraising plans and we are sure you're just as excited to get started! Whether it is a school fundraiser or a gala dinner, this toolkit has been designed to provide all the resources you may need along your fundraising journey.

Sharlyn's Story

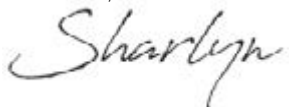
When Sabina turned one, she had a routine eye checkup and that was when we were told that she had Cortical Vision Impairment (CVI).

We were completely lost and really needed guidance. It's daunting, there's so much information. That's when we were introduced to Can:Do 4Kids. I was so grateful when they came into our home. They clearly explained to us what CVI was and what CVI looked like for different kids, and that she may not be typical of what books say. Our miracle baby, Sabina had already defied the textbooks and her next challenge wasn't going to be any different. What mattered was moving forward with her goals and supporting her in spite of those vision challenges.

We began Sabina's therapies at Can:Do 4Kids with a speech pathologist to help with feeding and then language development later on. We eventually included occupational therapy in those services, too. The special thing about the therapists was their understanding of visual impairment. They see other children that have similar challenges and understand what certain behaviours would be because of how she interprets what she sees. That understanding gave me peace.

Perhaps more importantly, was the emotional support that they provided. And they didn't just support my child, they supported our whole family. They educated me, then I educated the rest of my family. They gave us support if hospital visits would get difficult and too stressful. They would offer to come along with us and that care was invaluable. Because they really knew my child, they were able to relate what the doctors were saying to Sabina's current situation in an easier-to-understand language. Having that support for the family just makes everyday life so much better.

Thank you for reading,



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HOW DOES IT HELP US

Can:Do 4Kids, Townsend House was founded in 1874 and provides specialist support for children and young people who are blind, deaf or living with sensory needs. We work together to help them communicate better, connect easier, and live their best lives. Can:Do 4Kids only receives enough funding to support around half the number of people who turn to us for help.

That is why your generosity is vital to ensuring that we are able to provide support to everyone who needs us; and with as many as 10,000 children living in South Australia who face each day with hearing, vision or sensory needs, your fundraising efforts have never been more important.



\$20

Give a little to show your support for deaf kids



\$50

Can buy resources to support speech and language development



\$150

Provides a family with an accessible event to help social connection



\$500

Helps to improve services and connections for regional families



\$1500

Provide a qualified Family Support Worker to assist parents and families foster connection and understand their child's diagnosis

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MEET
OTHER
FUNDRAISERS
JUST LIKE
YOU



Fundraising for Can:Do 4Kids allowed me to meet new people, connect with our local community and help give back to an organisation that has helped Oscar so much.

Amy, Loud Shirt Day Ambassador and mum of Can:Do client, Oscar



The best thing about fundraising for Can:Do 4Kids is knowing that you are spreading awareness and showing your support for SA kids.

Cale Porter, Fresh FM

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FUNDRAISING TIPS AND IDEAS

TOP TIPS

Here are our top tips to help you on your way.



Make it personal

Did you know that the more interactive and unique you make your fundraiser, the more people will feel connected to your cause and will want to reward your hard work by donating to your activity or event! Your story has incredible power to inspire and connect others to your cause.



Spread the word

The more people you tell about your fundraiser, the more people can get involved. Sharing your fundraiser on social media is a great way to get that extra attention boost! Tag Us on Facebook and Instagram so we can share along in your journey @CanDo4Kids #cando4kids



Lighten the load

We've made posters, email templates, and plenty of other useful tools for you to tell your friends, family, colleagues and local community about your event. Please contact us to receive these items.



Encourage

Nothing drives your efforts more than some friendly competition! Get a friend to join you in your fundraising quest to see who can raise the most. Or you can get them pledge \$20 each time you achieve another \$100 milestone.

FUNDRAISING IDEAS

There are endless options. Why not try these?

- Host a Loud Shirt Day at your school, work or community group.
- Join forces with your friends or colleagues and have a morning tea or BBQ to raise money.
- Ask your friends and family to sponsor you to achieve a challenge or milestone – a fun run, a cycle or set yourself a personal challenge and give up something for a month.
- Host an event where you ask your guests to participate in a raffle, auction, etc.
- Ask donations in lieu of birthday gifts.
- Some workplaces are willing to match their employee's donations. Ask your workplace to match your fundraising.

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YOUR STEP BY STEP FUNDRAISING GUIDE

1

Choose an event, location and date

Choose from our fundraising ideas page or decide on your own exciting event/activity.



2

Read the guidelines

Familiarise yourself with our fundraising guidelines and complete and return the Application to Fundraise form.



3

Set a target and aim high

You'll be surprised by people's generosity! Plan your income and expenditure using our Event Budget template



4

Make it official and spread the word

Lock it in and share, share, share!



5

Sell tickets, collect sponsorships or donations of items and prizes

Keep a record of your donors' details so we can provide tax deductible receipts where possible.



6

Keep in touch

Our team is here to provide support and advice throughout your fundraising journey.



7

Provide feedback

Your feedback will be valuable to improve the fundraising experience for others just like you.



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You must complete this application before you start your fundraising. Please complete, sign and return to our Fundraising team via email at fundraising@candogroup.com.au

CONTACT INFORMATION

NAME OF ORGANISATION:

ADDRESS:

SUBURB: STATE: POSTCODE:

My postal address is the same as my residential address. If not, please complete the below.

POSTAL ADDRESS:

SUBURB: STATE: POSTCODE:

ACTIVITY CONTACT NAME:

CONTACT PHONE (W):

CONTACT PHONE (M):

CONTACT EMAIL:

ACTIVITY INFORMATION

NAME OF ACTIVITY:

BRIEF DESCRIPTION OF ACTIVITY:

Have you hosted this event before? Y N (If yes) how much was raised?

Is the event public or private/by invite only?

Date of the event: Start Time: End Time:

EVENT LOCATION ADDRESS:

SUBURB: STATE: POSTCODE:

HOW MANY GUESTS ARE YOU EXPECTING?

FUNDRAISING TARGET:

HOW DO YOU INTEND TO REACH YOUR FUNDRAISING TARGET?

Raffle Ticket Sales Auction Donations Other

If Other please describe

I need the following items to help me with my fundraising

Collection Tubs Donation Receipt Use of CD4K Logo

I would like a CD4K representative at my event – Yes No

(subject to availability)

MEDIA AND SOCIAL MEDIA

Will your event be posted/advertised in the media or social media?

Facebook Event Facebook posts Instagram posts Twitter posts

Print Media Radio TV

Other (please specify)

Add your social media handles so we can follow your fundraising:

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TERMS AND CONDITIONS

I have read the Can:Do 4Kids Fundraising Guide. By agreeing to the Terms of Fundraising, I acknowledge that:

1. You have the legal capacity to enter into these terms.
2. You are who you say you are and that you do not misrepresent yourself, your identity or your affiliation with any person or organisation.
3. You will not seek or source unsolicited donations from strangers without receiving your Authority to Fundraising letter from Can:Do 4Kids, Townsend House.
4. You understand that all fundraising activities must be legal and comply with all Australian Federal and State Laws.
5. You will not use the Can:Do 4Kids, Townsend House name, brand or copyright in any unauthorised manner.
6. Your fundraising activity or event aligns with Can:Do 4Kids, Townsend House mission and values as stated on our website www.cando4kids.com.au
7. You agree to send the proceeds made from, along with any correspondence to Can:Do 4Kids, Townsend House, within seven days after the conclusion of your fundraising activity or event

If you are unsure of how the above T&C's may affect your fundraising please contact your local council where you are hosting your activity or refer to State licensing guidelines at <https://www.acnc.gov.au/>

I am happy to share my fundraising story with Can:Do 4Kids and their media partners.

Can:Do 4Kids respects your privacy. We would like to keep you informed of our activities. Please tick this box to hear more from us.

Signature: Date:

Print Full Name:

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FUNDRAISING GUIDELINES

Can:Do 4Kids, Townsend House values and appreciated the generosity and support offered through third party fundraising activities and events. To ensure that we abide by Federal and State Fundraising Laws, there are some rules that all third party fundraisers need to abide by.

APPROVAL TO FUNDRAISE

Anyone seeking to fundraising for Can:Do 4Kids, Townsend House is required to register and seek the appropriate approvals by completing the Fundraising Application Form. Approval will be based on the information you provide in this form. Once approved, you will then receive your Authority to Fundraise letter.

NAMING YOUR FUNDRAISER

Any fundraising activity must be conducted in your name and is your responsibility. Your fundraising activity or event should not be named in a way that may mislead others to believe that the event is held by Can:Do 4Kids. However your event can be referred to as a fundraising event supporting Can:Do 4Kids.

LICENSING AND REGULATIONS

Licenses and permits are your responsibility. You will seek the appropriate permits, permissions, COVID Safe practices and licenses if you are planning to host your own event or fundraising activity.

Unfortunately your fundraising activity or event is not covered by Can:Do 4Kids, Townsend House insurance. Depending on what and the scale of your activity or event you are holding, you may be required to apply for insurance cover and your event participants.

You will ensure that hazards and risks are assessed where appropriate. Please consider first-aid provision and if you are planning to sell or provide food, please note the food hygiene laws that will affect your fundraising activity or event.

Please note that all minors and children under the age of 16 must be accompanied by an adult at all times for any fundraising activity that they undertake.

MONEY MANAGEMENT

By law, you are required to keep accurate financial records. This includes accurate accounts of expenses and income sources.

Your fundraising activity or event must also be self-funding. Can:Do 4Kids, Townsend House will not be liable or held responsible for any losses or expenses incurred through your fundraising activity or event.

RECEIPTING DONATIONS

A donation is legally defined as the act by which the owner of a thing voluntarily transfers the title and possession of the same from themselves to another person; without any consideration. All donations \$2 and over are considered tax deductible and can be claimed as a tax deduction; this includes gifts donated in kind. Can:Do 4Kids, Townsend House is a registered Deductible Gift Recipient and can provide this to your donors. Please note, deductible receipts cannot be issued for raffles and auction purchases or any item where the purchaser receives material benefit that has monetary value.

SOCIAL MEDIA AND PUBLIC RELATIONS

We encourage you to include the Can:Do 4Kids logo on your activity or event marketing material to help you promote your event. For anything public facing, including social media banners, please submit to us for approval prior to its use. To the best of your ability, please ensure that inappropriate images, statements, comments, etc. are not posted or are removed from any social media activity in relation to your fundraising activity or event.

CHILD SAFE COMMITMENT

Can:Do 4Kids, Townsend House, in line with the Children's Protection Act 1993, aims to ensure that all children are safe from harm and are cared for in a way that allows them to reach their full potential.

You can read our Statement of Commitment online at www.cando4kids.com.au By fundraising, you are taken to have given Can:Do 4Kids, Townsend House an assurance that you have not been and do not intend to participate in any activity that contradicts our Statement of Commitment and the Children's Protection Act 1993. If you cannot give this assurance, you should not fundraising for Can:Do 4Kids, Townsend House.

PRIVACY POLICY

As a member of the Can:Do Group, Can:Do 4Kids, Townsend House complies with its legal obligations to respect and safeguard the privacy of its clients, employees and other individuals with which it deals.

View our privacy policy at www.cando4kids.com.au

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