



COMMUNITY FUNDRAISING TOOLKIT

Supporting the four million
Australians affected by complex
mental illness

**SANE
AUSTRALIA**

A GUIDE FOR COMMUNITY FUNDRAISERS

Thank you for your interest in fundraising for SANE Australia!

Your initiative will contribute to our vision of an Australia where everyone affected by mental illness lives a long and fulfilling life. Conducting an event or activity on our behalf does more than just raise funds; it raises awareness and understanding, while helping to reduce stigma. Thank you!

For over 30 years, SANE has proudly supported Australians affected by complex mental health concerns and our work is made possible thanks to the generous support of the community. By fundraising for SANE you are joining a passionate group of supporters.

Whether you have already decided how you would like to go about raising funds, or you're just getting started, this Toolkit will give you everything you need to succeed.

We will partner with you in three stages of your fundraising activity:

PART 1

Getting started

The first step is to review the information enclosed in this Toolkit and then submit your Fundraising Proposal.

PART 2

Promoting your event

Once you receive your Authority to Fundraise, we will provide brand guidelines to help with your promotional efforts. We may be able to assist your promotions in other ways too. One of the easiest ways to communicate, is by using a web platform. **Everydayhero** and **mycause** are two of the sites we recommend and we provide information on how to set up your page.

PART 3

Celebration

After wrapping up your fundraising efforts and donating the funds raised, you will receive a Certificate of Appreciation. We would also love to receive any photos or materials from the event.

Thank you again. We hope you find your fundraising an exciting challenge and we look forward to recognising and celebrating your success.

Warm regards,



Jack Heath
Chief Executive Officer

ABOUT SANE AUSTRALIA

70s

In the 1970s and 80s mental illness was poorly understood by the Australian public and highly stigmatised in the community.

In the late 1970s, mental health professional Dr Margaret Leggatt established the Schizophrenia Fellowship of Victoria and similar organisations in other states. But Margaret could see there was a need for a new type of organisation – one that could raise awareness of complex mental illness nationally and advocate for change at the highest level.

Around the same time, prominent journalist and broadcaster Anne Deveson was beginning to speak publicly about the heart-breaking challenge of caring for a son with schizophrenia. Anne later wrote *Tell Me I'm Here*, a bestselling account of her son Jonathan's journey.

80s

When Margaret and Anne came together in 1986, along with other courageous Australians, the Schizophrenia Australia Foundation was formed.

90s to today

In 1996 our organisation was renamed SANE Australia. Today, our work includes peer and professional support, research and advocacy, stigma reduction, and digital information provision. For learn more about our services and programs, see page 14.

OUR VISION

An Australia where everyone affected by mental illness lives a long and fulfilling life.

OUR PURPOSE

Promoting the wellbeing of people affected by complex mental illness.

OUR CHALLENGE

690,000

Australians over 18 years of age are living with complex mental illness including schizophrenia, bipolar, personality disorders, eating disorders, obsessive compulsive disorder, post-traumatic stress disorder and severe depression and anxiety.*

X 5

Family members, friends or colleagues affected for every person living with complex mental illness.

= 4 million

Australians affected by complex mental illness in any year.

*Review of Mental Health Programs and Services, National Mental Health Commission, 2014.

HOW YOUR FUNDRAISING MAKES A DIFFERENCE

Complex mental illness is a group of conditions that can significantly affect how a person feels, thinks, behaves and interacts with others. SANE Australia is working to support the four million Australians affected by complex mental illness including schizophrenia, bipolar, personality disorders, eating disorders, OCD, PTSD and severe depression and anxiety. The good news is that people affected by complex mental illness can and do live full and meaningful lives.

Many mental health concerns often emerge in the late teens or early twenties. This is an age when it is especially challenging to be told that your condition may need to be managed for the rest of your life.

People living with a complex mental illness may experience periods of homelessness, poverty, isolation, poor physical health and unemployment, which can significantly affect their capacity to care for themselves.

Pathways to care can be difficult to navigate. Stigma in the community and workplace can have an impact on whether people seek help.

For many people living with complex mental illness, there is a 25-year life expectancy gap and an increased risk of suicide (10-45 times higher than the general population).

Mental illness can often have a ripple effect on families, friends and other loved ones. Many take on the role of caring for the unwell person, often with little training, support or acknowledgment of their own needs and mental health.

When families, friends and loved ones who are supporting someone with complex mental illness have the opportunity to receive training and support, there is strong evidence that this leads to better outcomes for everyone involved.

The SANE Help Centre is our flagship specialist support service for people affected by complex mental illness. At the moment, the service relies solely on the support of generous donors such as yourself.

First established as a helpline, with the support of the community, we expanded to include email and live chat delivered to the public by mental health professionals from 10am until 10pm, Monday to Friday.

Today the service provides 12,000 hours of specialist support each year at no cost to participants.

One of the most unique aspects of the SANE Help Centre is that it is staffed by trained mental health professionals who not only care deeply about the work they do, but also have the expertise and wisdom to guide and support people on their journey with complex mental illness.

The integration of the SANE Online Forums in 2015 means that people also can benefit from 24/7 moderated, safe and anonymous online peer support.

Your fundraising effort will make a significant contribution towards achieving our vision of growing the Help Centre to 40,000 Australians supported through the service per year by 2020.

PLANNING YOUR FUNDRAISING ACTIVITY



There are lots of different ways for people in the community to fundraise. We've grouped them into six categories below. Don't be afraid to be creative!

Please note that there are some activities that you should not undertake on our behalf - you might break the law if you do. These include door-to-door, on-the-street, or telephone fundraising where you contact people you do not know.

Additionally, if you are planning an event in a public place, you will need to make sure you have permits from the local council or property owner. If you are planning to serve alcohol or food, please also check the regulations in your state or territory.

We've included general legal considerations and contact details for each regulatory authority on pages 10-11, including rules about tax deductibility and raffle tickets.

In general, if you stick to asking for donations from people in your own network, or associated with your club, workplace or community group, you should be fine.

TYPES OF ACTIVITIES

1 Challenge activity

This is where you decide to do something remarkable and ask your friends and family to sponsor* you. Typically, this includes activities like a long run, walk, swim or cycle, but you could really choose anything. You could do endurance skipping, cut your hair, or stage a live performance – it's up to you!

We recommend that you manage your donations by setting up a fundraising page with the websites **everydayhero** or **mycause** (see more details on page 7). Using these sites helps with social media and email promotions, as well as providing an easy and efficient way to collect funds and receipt your donors.

We recommend you make several social media posts, and send out emails to your supporters in the lead up to the main date. And don't forget to celebrate with 'thank you' communications at the close of your fundraising.

Depending on the nature of your activity, SANE's Communications team will also review opportunities to promote your fundraising efforts through our own communications channels.

*In this instance, sponsor doesn't mean a commercial sponsorship. If your friends and family are not receiving anything material in return, then they are 'donating'. However, you might also like to seek support from some businesses and corporate brands that are known to you, in return for brand recognition. This could include publishing their logo on your webpage or t-shirts. If you plan to approach corporate sponsors please note this in your Fundraising Proposal – we may be talking to them already!

2 Small social event

A small social gathering is one popular way to raise funds directly from your personal networks, colleagues, family and friends. Examples can include a morning tea or dinner party.

With small events in particular we recommend that you try to keep expenses to a minimum. You might charge guests a small entry fee to attend, which would cover food and drink, perhaps some entertainment or a speaker. You could then add an extra suggested donation on top of the ticket.

To maximise success it would also be a good idea to distribute SANE Australia donation forms for people to make a gift with their credit card. Or you could collect cash by making your own donation tin. An auction or raffle at the event is another great way to add to the total.

When we send you brand guidelines we will also include an A3 poster you can print to display, and we may be able to send some brochures too. These will help your donors to realise what a difference they are making.

Lastly, depending on the scale of your event, you may be interested in hosting a SANE Speaker to share their experiences living with a complex mental illness. This is a powerful way to engage people with your cause while building understanding and reducing stigma. If you would like to explore this option please note this in your Fundraising Proposal.

3 Large social event

Often when people think of fundraising, they like to think big. But be warned: the costs of running big events - including your own time and hard work - mean that you will have to set your fundraising target high to make a net gain.

To be successful with a large event such as a gala ball or dinner, you will need to be part of an incorporated community association or small business. In this way, you will have resources at your fingertips to help keep costs down, and a wider network of people to invite.

Concerts and performances are often a more practical way for people in the community to fundraise for the causes they love. Musicians and artists might be prepared to donate their time, or charge a lower than standard fee. With good publicity, you could attract a great crowd.

You can manage ticketing for events using mycause. Again, you might like to suggest a donation on top of the ticket price.

Again, SANE Australia donation forms, or creating your own cash collection tins to display at the venue are great ideas. And again, if you would like to discuss hosting a SANE Speaker, please note this in your Fundraising Proposal.

4 Selling things and donating the proceed

This one is fairly self-explanatory. Selling baked goods or sweet treats, holding a garage sale, or selling your handmade crafts or art are all common ways to raise funds.

As with running events, you should consider there may be costs and time involved. Once again, you'll want to print some SANE posters and have donation cards or tins to give people the chance to chip in a bit extra.

5 Donations in honour of your birthday or other celebration

This is a popular option for many people and again, SANE recommends everydayhero or mycause to help with online promotion and efficient management.

6 Requesting donations in honour of someone who has passed away

A gift in memory of a loved one is a lasting and meaningful tribute. We find that many people who donate 'in memoriam' to SANE are often honouring a brave person who lived with a complex mental illness.

Please note if you would like SANE Australia donation forms on your Fundraising Proposal. Alternatively, you can direct people to choose 'In Memoriam' on our online donation page: www.sane.org/donate



FUNDRAISING WITH AN ONLINE PLATFORM

There are many online fundraising websites currently available in Australia that can help make your fundraising campaign efficient and successful. SANE has partnerships with the following:



If you plan to create your own challenge activity, or would like to join a major public event, then setting up an **everydayhero** page is the way to go.

Simply visit the following link and follow the step by step instructions:

<https://nfp.everydayhero.com/au/sane-australia>



If you are planning to use your birthday or another celebration as an occasion to fundraise, then **mycause** gives you the functionality to support this kind of fundraising.

Simply visit the following link and follow the step by step instructions:

<https://www.mycause.com.au/charity/30/SANEAustralia>

STUCK FOR FUNDRAISING IDEAS?

- Hold a trivia or quiz night
- Sell unwanted stuff or at a garage sale
- Sell handmade cards
- Get sponsored to enter a fun run or walk
- Hold a cake stall, a morning or afternoon tea, or a bake off
- Give up chocolate, coffee or alcohol, get sponsored and donate what you save
- Hold a raffle or auction with donated prizes
- Hold a sausage sizzle
- Screen a movie
- Host a lawn bowls, ten pin bowling or golf



TIPS FOR FUNDRAISING SUCCESS

Whether you have decided what type of activity you will undertake or are still in the planning stages are some questions that will help give you the best result.

How big do I want my impact to be? What is my fundraising target?

It's great to start with a bold idea of the difference you and SANE will make together. Looking at the dollar amounts below will give you a sense of the wonderful things we can do. But you will also need to assess what is realistic and revise your goals along the way, by asking yourself the next set of questions below.

Who can I ask to give? How will I ask to give? Am I comfortable to ask for a specific amount?

By asking these questions, you can get some idea of how much you are likely to be able to raise and identify the best ways of going about it.

Do you have a few friends or family members that you think would give you a large donation of, for example, \$1,000 or even more? Are you planning to seek donations from your workmates? Or a wider group, such as your social media network? In each case, ask yourself how much you think each group of people would be willing and able to give.

When it comes to asking for donations, the general rule is that the more personal, direct and specific you are, the more you are likely to raise.

Would you be comfortable asking people for a suggested amount with an email, or better still, a phone call or face-to-face catch up? Perhaps you could send a bulk email with some suggested donation amounts, or include them in a social media post.

People will be most inspired to give when they understand the impact. The dollar amounts below can help people understand how their donation will help.

\$25 will ensure high quality guides on sane.org

\$50 will cover a Live Chat support session

\$75 will enable a SANE Helpline call

\$100 will allow overnight moderation of the SANE Forums online community

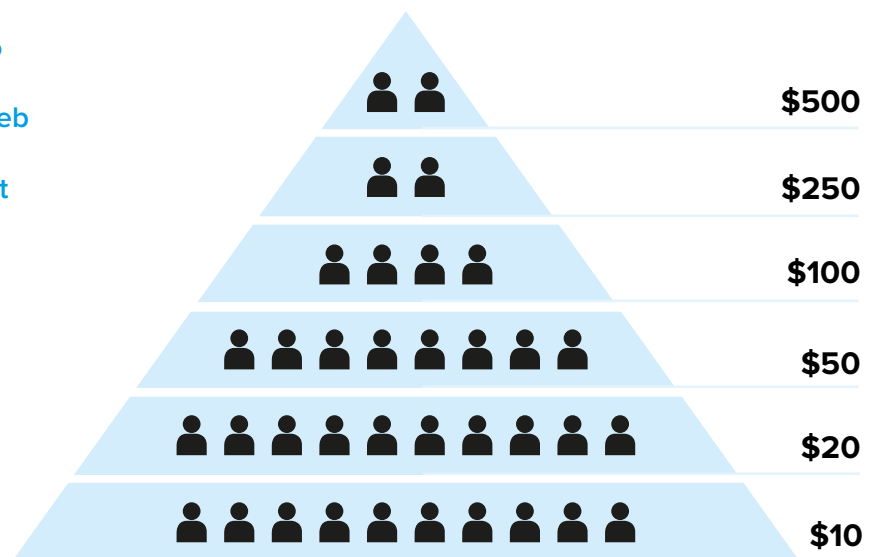
The best way to meet a fundraising goal is to make a gift table. Start to list the people who could make donations at each level. Here's an examples.

If you were hoping to raise \$3,000 with a target of 40 people to achieve that amount:

GIFT AMOUNT	NUMBER OF DONORS NEEDED	SUB TOTAL	POTENTIAL DONORS
\$500	2	\$1,000	My boss Jane, Uncle John
\$250	2	\$500	Mum, Dad
\$100	4	\$400	Alex, Bill, Brenda, Sarah
\$75	6	\$450	Colleagues
\$50	6	\$300	The neighbours
\$25	10	\$250	
\$10	10	\$100	
TOTALS	40	\$3,000	

You can also think of a gift table as a pyramid because you will need fewer large gift donors and more small gift donors to reach your target.

The best way to succeed when you're planning your fundraising like this is to ask for your big donations first. Then you can share your success on your web page and in your emails. People feel encouraged to give if they can see that you are well on your way to your goal!



Pricing goods or services

If you decide to raise money by selling goods or services (such as baked goods or second-hand clothes), or selling tickets to an event or raffle, you can set a specific price and use this to set a total fundraising goal. If you set a price that is higher than the good or service is actually worth, then the person making the purchase could claim the extra cost as a tax-deductible donation (as long as you record this precisely).

MAKING SURE IT'S ALL WITHIN THE LAW

Did you know that fundraising is a regulated activity in Australia? There are a number of laws that apply to anyone who asks for donations, whether they are a big organisation, or a single individual.

If you ask for donations for a charitable purpose such as supporting SANE Australia, but you keep any of the funds for yourself you are definitely breaking the law.

And if you are running a large event that serves food or alcohol, or you are conducting a raffle, a lottery or some other sort of gaming or gambling, then we strongly recommend you check the laws that might apply to you in your state or territory.

In any case, the best way to be ensure you abide by fundraising laws is to first seek an Authority to Fundraise from SANE Australia, by filling out the Fundraising Proposal at the end of this guide. Once we've authorised your activity, we can also let you know if it looks like there are special legal considerations relevant to your activity.

As SANE Australia will not be running your activity for you, our Authority to Fundraise does not mean that we assume liability. However, it demonstrates to the regulators that you have done your best to seek support and guidance from an organisation that is already registered to fundraise.

TAX DEDUCTIONS AND PREPARING RECEIPTS

All donations over \$2 made to SANE Australia, via your activity, are eligible for a tax deduction.

It's important to note, however, that if a person receives a material benefit for the money that they give you, such as a prize or merchandise, then they cannot claim a tax deduction. For instance, the following are not considered as donations:

- Event entry fees or membership fees*
- Purchase of an item**
- Purchase of a raffle ticket

*You can always add an amount on top of the ticket or membership price, which counts as the tax-deductible donation.

**If the sale or auction price paid is significantly more than the market value of the goods then you can calculate the amount paid that is over and above the value of the item and provide a tax receipt for this.

Wherever the money given qualifies as a donation, and the donor wishes to claim a tax deduction, a receipt must be issued.

The easiest way to manage receipting is to set up a page for collecting your donations on everydayhero or mycause. These platforms will send a receipt to each donor automatically.

However, if you are collecting cash donations then for each supporter who requests a receipt you will need to ensure you record their:

- name
- postal address and
- the amount of their donation.

Once your fundraising request is approved, we will give you a Donation Records sheet so that you can submit this to SANE Australia. Once you deposit the funds with us, we will then issue the individual tax receipts.

This form also asks your donors to provide their mobile phone or work phone number and their email address, and elect whether they would be happy to be included in SANE's regular email news and fundraising appeals. All information collected will be treated in accordance with SANE Australia's privacy policy which can be viewed at sane.org.

An organisation who donates goods or services to your fundraising effort may also be eligible for a tax deduction. Please ask them for a letter stating the value of the donated goods or services and we will supply them a letter of acknowledgement.

If no-one requests a tax-deductible receipt, you may donate the cash funds as a total donation. In this case we will issue a letter of acknowledgement to you, or the organisation you represent. In this case - where donations have come from many donors - please note that you may not lawfully claim a personal or business tax deduction.

RAFFLE TICKETS

If you are conducting a large raffle, then please refer to the gaming laws in your state. In general, however, raffle tickets should include:

- permit number (if applicable)
- ticket price
- description and value of prizes
- ticket number
- name and contact number of permit holder
- name of organisation
- closing date of ticket sales and drawing date
- name and date of issue of the publication in which results will be announced.

REGULATORY CONTACTS

FUNDRAISING

GAMING AND LIQUOR

ACT

ACT Office of Regulatory Services
ors.act.gov.au

Access Canberra - Liquor
www.accesscanberra.act.gov.au

Gambling and Racing Commission
www.gamblingandracing.act.gov.au

NSW

NSW Fair Trading
fairtrading.nsw.gov.au

Department of Industry, liquor and gaming
www.liquorandgaming.nsw.gov.au/

NT

NT does not have legislation that governs fundraising.

Temporary liquor licences are currently administered by the federal government:

Australian Business Licence and Information Service
ablis.business.gov.au/service/nt/special-liquor-licence/3490

Gaming - Licensing NT
nt.gov.au/industry/licences

QLD

Office of Fair Trading
fairtrading.qld.gov.au

Liquor and gaming - Business Queensland
www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming

SA

Office of Consumer and Business Services
cbs.sa.gov.au

Office of Consumer and Business Services
www.cbs.sa.gov.au/liquor-and-gambling-licenses

TAS

Consumer Affairs and Fair Trading
consumer.tas.gov.au

Department of Treasury and Finance - liquor and gaming branch
www.treasury.tas.gov.au/liquor-and-gaming

VIC

Consumer Affairs Victoria
consumer.vic.gov.au

Victorian Commission for Gambling and Liquor Regulation
www.vcglr.vic.gov.au

WA

Department of Commerce
commerce.wa.gov.au

Racing, Gaming and Liquor WA
www.rgl.wa.gov.au

REPRESENTING SANE AUSTRALIA RESPECTFULLY

When you are fundraising to benefit SANE Australia, we ask that you consider the following:

- All fundraising activities are aligned with SANE's values. This means that you will not align yourselves with organisations found to be operating in practices of high risk to the health and wellbeing of consumers, or to have a poor reputation on matters such as workplace wellbeing, bullying, or discriminatory employment practices. This automatically excludes prohibited industries such as adult-oriented products/services, tobacco/cigarettes, and weapons, ammunitions and defence.
- You will speak with us about any intention you have to seek the support of one or more businesses, especially large corporations. We may have existing relationships with them.
- You will not conduct activities that could be interpreted as offensive to people living with complex mental illness, or as detrimental to mental health. You can find information about reducing stigma on our website: www.sane.org/changing-attitudes/1942-stigmawatch.
- Once you receive an Authority to Fundraise, we will provide an A3 printable poster which you can use to promote your event. You may contact marketing@sane.org for guidelines on using our logo in your fundraising materials.
- You will ensure that you do not name your activity in such a way that it sounds as if SANE is hosting the activity. For example, you may use a title such as 'Ladies' Tennis Club BBQ – supporting SANE Australia' but please do not use a title such as 'The SANE Australia Ladies' Tennis Club BBQ'.
- You will share with us any press releases or other materials you are planning to publish to promote your activity, or report on it afterwards, before these materials are published.
- You will ensure that when you are communicating with people participating in or donating to your activity that you clearly state the purpose for which they are donating (i.e. to support SANE Australia and the activities we carry out – as explained to you in this guide).
- You will ensure that when you are communicating with your supporters after the activity, you honestly report the amount of money raised and any expenses you incurred which may be deducted from the total raised. You should try to keep your expenses to less than 30% of the total raised.
- To allow you to be honest and transparent with your supporters you should take care to maintain accurate records of expenses and all funds raised. It is also vital that you think about how to keep cash, cheques and credit card details secure until they can be transferred to SANE.
- You will ensure that you have the appropriate public liability insurance to cover your activity. Unfortunately SANE cannot act as your insurer and we ask you to please indemnify us for all liability or costs that may arise in respect of any damage, loss or injury occurring to any person associated with the fundraising activity. If you are conducting your activity in a community centre, a business premises, or other public place, you might find that the owner of the premises has insurance that will cover you.
- You will, to the best of your ability, provide SANE Australia with photos, reports and feedback about the fundraising activity after it has occurred so that we can celebrate your efforts. In providing this content we ask you to please consent to its publication, with or without editing, online and in SANE Australia's other publications

*SANE Australia reserves the right to withhold an Authority to Fundraise or retract this authority once issued if it is deemed that your activities may bring SANE into disrepute. All information collected will be treated in accordance with SANE Australia's privacy policy which can be viewed at sane.org/privacy.

FUNDRAISING PROPOSAL FORM

Thank you for your interest to fundraise for SANE. Please complete the details below to the best of your ability and return this via email to teamsane@sane.org.

Name of person organising the event/activity

Name of organisation (if applicable)

Street address

Suburb

State

Postcard

Postal address (if different to above)

Street address

Phone (mobile)

(work)

(home)

Proposed date of event/activity

Number of proposed participants/
attendees

Who are you targeting to attend the
event/participate?

Please describe in detail how the event will work (you may like to submit extra information on a separate cover letter or email):

By what means will you be raising money? For example, cash collection tin donations, donation forms ticket sales, auction, corporate sponsorship

What is your total fundraising target for the event?

Will you be raising money for any other organisations at the same time (Y/N)?

If yes, please advise names:

If yes, please indicate how funds raised will be allocated:

What is your estimated expenditure for this event/activity?

Have you set up a webpage (such as using everydayhero) or a Facebook group/page/event?
If yes, please supply the web addresses

Would you be interested in having a SANE Peer Ambassador or SANE executive attend your event (Y/N)?
Please note that SANE cannot guarantee the availability of speakers. Arranging a speaker for your event is entirely at SANE's discretion.

How do you plan to promote your activity and/or recruit participants? Please outline any plans you have for marketing your activity. Please note that SANE will not typically promote your activity through our own channels. Any promotion of this type is entirely at SANE's discretion.

Have you engaged, or do you plan to engage, any media or news outlets, radio stations or television programs?
If yes, please provide details.

If you feel comfortable to tell us, why have you chosen SANE as your charity to support?
How did you first learn about us?

Declaration (please tick to confirm your agreement)

- I hereby declare that all the information provided to SANE Australia in this proposal is true and accurate. I have read SANE Australia's Community Fundraising Toolkit and agree to abide by the guidelines therein. I also agree to indemnify SANE Australia against any claims for injuries or damages arising out of the event or activity I undertake. I understand that SANE Australia will not reimburse costs and that the extent of support provide to me in delivering this fundraising activity is at the discretion of SANE Australia. I understand that it is my responsibility to abide by fundraising, liquor and gaming and food service laws that may be applicable in my state.

Name

Professional position

Organisation/employer

Date

OUR PROGRAMS AND SERVICES

SANE HELP CENTRE

1800 187 263 helpline@sane.org

1800 helpline, email or webchat service is staffed by trained health professionals (10am– 10pm AEST weekdays).

SANE WEBSITE

sane.org

Authoritative, high-quality information and resources including factsheets, articles, real-life stories and research.

SANE ONLINE FORUMS

saneforums.org

A fully moderated online peer support service that brings together the lived experience of individuals, families, friends and carers in a safe, anonymous and supportive environment, 24 hours a day, seven days a week.

SANE PEER AMBASSADORS PROGRAM

Providing opportunities for businesses, government, media and the broader community to connect with individuals, carers and families to learn about their personal experiences with complex mental illness.

SANE MEDIA CENTRE AND STIGMAWATCH PROGRAM

sane.org/stigmawatch

Working with media professionals and the wider community to combat stigma around mental illness and encourage the accurate and responsible reporting of mental illness and suicide in the media.

SUICIDE PREVENTION

Improving how people are supported in suicide prevention and bereavement through training workshops for mental health and community professionals across the country.

POLICY AND ADVOCACY

Advocating for improved mental health and support services.

RESEARCH

Partnering with people with lived experience to generate new understandings of the non-clinical social impacts of complex mental illness that can lead to policy and social change.

HOCKING FELLOWSHIP

Promoting better mental health by advancing the public understanding of mental illness with a focus on lived experience.

THE DAX CENTRE

A not-for-profit learning centre promoting mental health through art located at the Kenneth Myer Building, University of Melbourne. The Cunningham Dax Collection comprised of more than 16,000 works created by people with lived experience of mental illness or psychological trauma.