



Barwon Health
Foundation

Community Fundraising Kit

2008



Geelong Hospital Appeal

Supporting the Services of Barwon Health
give the gift of good health

Thankyou for your support

The Barwon Health Foundation is grateful to have been chosen as the beneficiary of your community fundraiser. The Barwon Health Foundation has been established to assist community and corporate groups to generate funds for its vital health services.

The Geelong Hospital Appeal

The Geelong Hospital Annual Appeal, launched in 2008, supports the region's health services by raising money for different areas and priorities within Barwon Health.

These include services within the Geelong Hospital, the Andrew Love Cancer Centre and Cancer Services, the McKellar Centre, Community and Mental Health units around the Geelong region plus many more.

The Barwon Health Foundation hosts a variety of events throughout the year to raise money for the Appeal. Some of these events are used to raise funds for a specific area within Barwon Health such as women and children's services of cancer services.

Each year, the Geelong Hospital Annual Appeal culminates in one weekend of giving that takes place on the Queen's Birthday weekend. This weekend involves a telethon, tin shakes and other activities where the Geelong community can show their support by digging deep and making a donation.

About Barwon Health

Barwon Health provides a diverse range of vital health and medical services to over 450,000 people that live across the Geelong/Barwon region. Our service region extends from Geelong, across the Southern Coast of Victoria to the South Australian border.

Barwon Health's Mission is:

To provide an integrated service delivery approach that ensures high quality, safe, people focussed care and are responsive to the needs of our community.

Barwon Health encompasses:

- *Geelong Hospital (incorporating the Andrew Love Cancer Centre)*
- *Grace McKellar Centre (medical, rehabilitation and aged care)*
- *Swanston Centre (Mental Health Services)*
- *Geelong Central Community & Mental Health Service*
- *Belmont Community & Mental Health Service*
- *Corio Community & Mental Health Service*
- *Torquay Community & Mental Health Service*
- *Newcomb Community & Mental Health Service*
- *Anglesea Community & Mental Health Service*
- *Rotary House (Renal Services)*
- *59 Sydney Parade (Community & Mental Health)*
- *South Geelong (Dialysis Services)*
- *Belmont Community Rehabilitation Centre*
- *John Robb House (Aged Care)*
- *Peter Street (Aged Care)*
- *Geelong West (Mental Health)*
- *Geelong West (Drug Treatment Services)*
- *Norlane (Day Activity Centre – Aged)*
- *Colac (Mental Health)*



In all clinical service areas, Barwon Health is confronting both immediate and longer-term challenges to provide timely care for all residents in Geelong and surrounding areas. The focus of Barwon Health is to ensure all people in the region have easy access to premiere health services without the need to travel to Melbourne.

Barwon Health and the Foundation have a number of aspirations that guide our business and the way that we interact with the community. These are to:

- Provide equitable services to all people
- Foster community ownership
- Develop sustainable and mutually beneficial partnerships
- Nurture and protect population health
- Maintain high standards of quality and safety at all times

Barwon Health is regarded as a centre for excellence in rural and regional health and as a result has to its credit such services as:

- **The Andrew Love Cancer Centre**
- **McKellar Centre and its rehabilitation, aged care and palliative care services**
- **The Geelong Hospital: Stroke Unit and Cardiac Services**
- **Largest range of community based services in the state eg. Hospital in Home, Paediatric Home Care services**

About Community Fundraising

Organising community fundraising activities can be a fun and rewarding way of generating funds for important services. There are many ways in which you can generate funds for the Barwon Health Foundation and its various services. Ideas include:

- Host regular casual dress day or theme day.
- Host a raffle, guessing competition or auction.
- Give a donation to Barwon Health Foundation instead of Kris Kringles at a Christmas Party or birthday gifts.
- Host a ball, dance/disco, dinner or other special function and raise money through ticket sales, auctions and raffles on the night.
- Novelty days – shave heads, theme days, hot dog days etc.
- Dedicate a home game to the cause at your local sporting club.
- Donate a percentage of proceeds from an event.
- Come up with your own ideas to involve staff, colleagues, group members or friends to raise funds for Barwon Health Foundation.

Organising community fundraising events requires good planning and support. There is strict legislation that governs how organisations and community groups conduct fundraising activities. So it is important that you read the guidelines and information provided by the Department of Consumer Affairs around this legislation. This information along with registration forms is available at www.consumer.vic.gov.au

Steps to conducting a fundraising activity for Barwon Health Foundation

Step 1: Read the Fundraising Guidelines provided by Barwon Health Foundation

Step 2: Complete and return the Barwon Health Foundation Fundraising registration and agreement forms



- Step 3: Contact the Dept of Consumer Affairs and determine whether or not you need to register with them.
- Step 4: Make sure you receive feedback from the Barwon Health Foundation and your sanction letter.

Barwon Health Foundation Fundraising Guidelines

The following Fundraising Guidelines have been developed to assist individuals, groups and organisations (external to the Barwon Health Foundation) in developing the fundraising elements of their event/program designed to raise funds for the Barwon Health Foundation.

This agreement provides the basis for a fundraiser/event to be organised by the Fundraiser in conjunction with the Barwon Health Foundation ("Barwon Health Foundation"). If accepted, by signing and returning the attached fundraising registration forms, these terms and conditions will form the basis of any dealings between Barwon Health Foundation and the Fundraiser in relation to the fundraiser/event.

Glossary of terms

- "Fundraiser":** Refers to the individual or organisation holding the fundraiser/event in conjunction with Barwon Health Foundation.
- "Barwon Health Foundation":** Refers to the Foundation for which you are raising money for. This can also include the services of Barwon Health to where you would like your funds to contribute.

Upon Barwon Health Foundation entering into this agreement with the Fundraiser, they will send the Fundraiser an authorisation (sanction) letter confirming Barwon Health Foundation's approval of their activities. The Fundraiser is not authorised to use Barwon Health Foundation as its beneficiary charity until it has received the sanction letter.

The fundraiser/event shall be conducted in the Fundraiser's name and is the sole responsibility of the Fundraiser. Barwon Health Foundation is not able to take a coordination role in all these activities and its officers cannot assist in soliciting prizes, organising publicity, or providing goods or services to assist the Fundraiser in the running of the fundraiser/event.

Acknowledging Barwon Health Foundation

If the Fundraiser wishes to refer to or promote Barwon Health Foundation, it must refer to Barwon Health Foundation as **"Barwon Health Foundation"**. Any printed materials used by the Fundraiser in relation to the fundraiser/event must carry a specific notation determined by Barwon Health Foundation. The Fundraiser has no right to the names "Barwon Health Foundation" or "Barwon Health" nor is the Fundraiser given the right to raise funds in those names.

Recommended wording for fundraising events include:

"This event proudly supports the Geelong Hospital Appeal"; or

"This event proudly supports the Barwon Health Foundation"; or

"Proceeds from this event will support Barwon Health's Geelong Hospital"; or

"Funds raised will be donated to Barwon Health's McKellar Centre"; or

"To support Barwon Health's Andrew Love Cancer Centre"; or



“All proceeds to support Surgical Services at Barwon Health’s Geelong Hospital”

Using the Barwon Health Foundation Logo

If the Fundraiser wishes to utilise the Barwon Health Foundation name and/or logo on any materials or products, the Fundraiser must obtain prior permission from Barwon Health Foundation in writing.

Any material or products requesting logo representation must be submitted to Barwon Health Foundation for approval prior to going to print.

Instead of using the logo, Barwon Health Foundation can sanction the use of a line of copy stating the relationship between the Fundraiser and the Foundation for all fundraiser promotional material.

The Fundraiser's arrangements for the fundraiser activity should be planned with the approval of Barwon Health Foundation. Barwon Health Foundation expects a reasonable level of liaison and information about the fundraiser activity and all material with which the Barwon Health Foundation name and logo is to be associated must first be approved by Barwon Health Foundation.

WHERE WOULD YOU LIKE YOUR FUNDS TO GO...

The Geelong Hospital Appeal launched in 2008 will annually raise funds for the services of Barwon Health and will direct those funds to the areas of need.

However if you would like your funds to contribute to a particular service please just let us know. For example you are able to inform us that you would like your funds to be used for:

- A particular site i.e. The Geelong Hospital, Mc Kellar Centre Rehabilitation and Aged Care or a community health centre
- A particular service i.e. Cancer services, maternity services, Stroke services
- A particular ward. i.e. Ward 3 Geelong Hospital, Ward 7 Grace McKellar

Celebrities

Due to the number of demands placed on celebrities to support Barwon Health Foundation, any approach made to these public personalities should be discussed with the Barwon Health Foundation prior to any contact being made.

Staff

If you would like a representative from Barwon Health Foundation to attend your activity, or play a part in the proceedings, please advise Barwon Health Foundation to allow enough time for Barwon Health Foundation to source the most appropriate representative for your function/event.

Media and Public Relations

Barwon Health Foundation would be more than happy to discuss any ideas you may have for media materials or releases.

All printed material, including media releases, must be approved by Barwon Health Foundation. Printed material must be forwarded to Barwon Health Foundation for approval prior to being printed or circulated.

Financial Aspects of Your Event

It is a requirement of the Charitable Fundraising Act that accurate records of income and expenditure be maintained and that monies received in the course of a fundraising appeal be immediately paid into a separate bank account. The financial aspects, fundraising, raffles, record keeping and management of the fundraiser/event are entirely the responsibility of the Fundraiser and the Fundraiser must comply with



any obligations imposed on it by the Charitable Fundraising Act and associated regulations. You can visit www.consumer.vic.gov.au to clarify your roles and responsibilities.

Barwon Health Foundation will only issue individual receipts for tax deductions for attendees/supporters of the fundraiser/event if a donation of \$2.00 or more is made to Barwon Health Foundation by that attendee/supporter. When the attendee/supporter has given money in return for goods or services i.e. a dinner or game of golf, a tax-deductible receipt cannot be issued. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt.

If the total of individual receipts exceeds 30 please provide Barwon Health Foundation an electronic version of your register.

Disclaimer

Barwon Health Foundation reserves its right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the above terms and conditions.

Barwon Health Foundation Contact Details:

Barwon Health Foundation
PO Box 281
Geelong Vic 3220

Ph: 5260 3355
Fax: 5260 3822



Registration Form

Name of fundraising activity: _____

What is the event/ fundraiser: _____

Please provide details of event/fundraiser: _____

Date of activity: _____ Time of activity: _____

Fundraiser venue: _____

Fundraiser venue Address: _____

Cost of Tickets: _____

How will you be promoting your fundraiser: _____

Name of coordinator: _____

Estimated donation: \$ _____

Contact address: _____

_____ Postcode: _____

Contact phone no.: _____ Mobile: _____

Email address: _____

We would like our funds to contribute to:

Geelong Hospital Appeal

Specific service: please specify _____



Fundraising Activity Agreement

Written Agreement

I _____ - on behalf of those and myself involved in conducting the above-mentioned fundraiser have read and fully understand the guidelines we need to adhere to when implementing our fundraising activities. We understand that in addition to informing the Barwon Health Foundation of our intentions we may need to register with Consumer Affairs. We have been informed that it is our responsibility to clarify this direct with consumer affairs by phone or by visiting www.consumer.vic.gov.au

We understand that Barwon Health Foundation has the right to reject our application to raise funds on behalf of the Foundation and Barwon Health.

We acknowledge that we need written approval on all printed and electronic materials used to promote our fundraiser.

We are clear that we need to communicate that the Barwon Health Foundation or the nominated beneficiary ie Geelong Hospital is the beneficiary of our efforts not the organiser.

We acknowledge that Barwon Health Foundation and Barwon Health staff will not be held responsible for anything related to our fundraising efforts.

We understand that our funds raised will contribute to the programs we nominate and that Barwon Health manages these programs in line with its business plan and relevant legislation and regulations around conducting business in the health sector.

Person representing Fundraising Group

Date

Executive Director Barwon Health Foundation

Date

