

# Community Fundraising Registration Kit

You can  
make a  
difference!









# Thank you for considering fundraising for Guide Dogs Tasmania

You can make a difference to the lives of people living with low vision, disability or illness in Tasmania by creating your own fundraising event and getting your community involved.

This Community Fundraising Kit will help you register your own fundraising event or initiative. It contains everything you need to know to get started including guidelines, activity suggestions and information about your responsibilities as a fundraiser.

If you have any further questions please contact our Community Fundraising Coordinator, Kristy on **(03) 6232 1222** or **[kristy.wright@guidedogstas.com.au](mailto:kristy.wright@guidedogstas.com.au)**

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# About Guide Dogs Tasmania

As the only organisation raising and training Guide and Assistance Dogs in Tasmania, we work to bring independence, safety, and inclusion to people in our own community. Our remarkable dogs make a life changing difference for Tasmanians living with low vision, disability and illness.

The beautiful dogs in our program do so much more than help people who are vision impaired to navigate the world around them. They do more than settle and calm a child living with autism, or someone struggling with trauma or illness.

They give the gift of independence and confidence to their handlers. They bring joy and companionship, hope and opportunity, not only to the people whose lives they are changing, but also to their families.

It takes over two years and costs more than \$50,000 to train a Guide or Assistance Dog. Guide Dogs Tasmania relies on the support of the community to provide these life-changing services to Tasmanians in need.

There are many ways that your group can rally together and play your part in fundraising for a Tasmanian Guide or Assistance Dog. Many groups raise funds to help support the training program by simply holding a casual dress day or a morning tea - it can't get much easier than that!



# Services Overview



## Guide Dogs

Guide Dogs offer the safety and independence Tasmanians living with blindness or low vision need to move safely and confidently around their communities, and fulfill their potential. They provide safety, independence and companionship.



## Autism Assistance Dogs

An Autism Assistance Dog improves the quality of life for both the child with autism, and their family, through safety, independence and inclusion.



## Therapy Dogs

Therapy Dogs are primarily used in organisations such as schools, hospitals or in therapy settings and help deliver creative ways for children to achieve their therapy goals.

# How to fundraise for Guide Dogs Tasmania

1. Decide **what type** of fundraising activity you would like to organise and determine **what is required** to host the activity.
2. **Complete** the Fundraising Registration Form included in this kit and post or email it back to us, **or register** your online fundraising page at [guidedogstas.grassrootz.com/our-fundraisers](https://guidedogstas.grassrootz.com/our-fundraisers).
3. **We will send you a letter** of authority to confirm we have received your details and have approved your activity.
4. **Get ready to fundraise!** Use your fundraising kit to track your progress and collect donations.
5. **Send the money you have raised** along with the Fundraiser Results Summary included in this kit, back to Guide Dogs Tasmania, within 14 days of finishing your event.
6. If any donors require a receipt, record their details and send this back to us with the funds raised. We will post receipts to each individual.
7. **We will acknowledge your fundraising** efforts with a thank you letter and certificate of appreciation.

# Spread the word!

You can use posters, flyers, email, websites, blogs, social networking, telephone, the media, publications and good old fashioned word of mouth to promote your event.

If your friends, family, colleagues and other networks are internet and email users, consider creating your own online fundraising page through a website like FundRazr.

Online fundraising is fun, easy and effective. Within minutes you can build your own personal fundraising page and send it out to all your friends and family, asking them to support you, because it is important to you and your cause.

A fundraising page will allow you to accept donations online, so you don't have to worry about collecting money, handling cash or writing receipts. All proceeds come directly to Guide Dogs Tasmania.

You can also upload photos, write blog entries, and keep track of your total on your fundraising page.



# How we can help

Once we have approved your fundraising, we can provide advice and assistance for your event, such as:

- Guide Dogs Tasmania marketing material and resources.
- Ongoing fundraising support.
- Approval to use the Guide Dogs Tasmania Community Supporter logo on authorised materials.
- Tax receipts to donors.
- A Letter of Authority to show that your event has our approval and is genuine.
- A thank you certificate once your fundraising has finished
- A Guide Dogs Tasmania representative and an Ambassador Dog may be able to attend your event, depending on availability. At least 4 weeks notice is required.

# Fundraising tips

1

## Own your fundraising event

Explain to your supporters why you are trying to raise money for Guide Dogs Tasmania, the specific uses the money can be put to and why you are personally moved to support the cause. If you have a story - tell it!

2

## Don't be afraid to ask more than once

People mean to donate, but sometimes it gets pushed to the bottom of the pile and they forget. It usually takes more than one round of asking to nudge everyone into action, so don't feel embarrassed about asking people again.

3

## Don't set your target too low!

You may be surprised by how deep your supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can for the cause by trying to set an ambitious but achievable target.

4

## Make sure you contact all potential supporters

In addition to close friends and family, don't forget to contact others you have connections with; former colleagues, old school friends, friends who have moved or are overseas, members of sporting clubs or committees you are part of.

5

## Don't stop fundraising when the event finishes

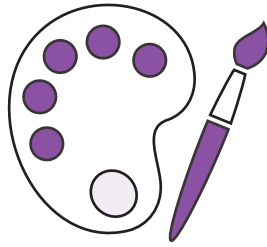
A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over.



# Fundraising ideas



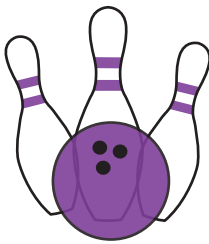
Fun Run  
or Walkathon



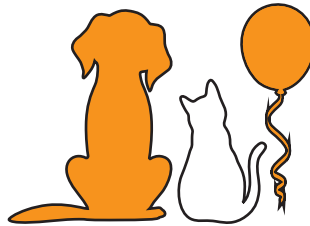
Paint Paw-ty



Raffle



Bowling



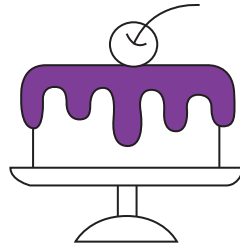
Host a Paw Party  
for friends and pets



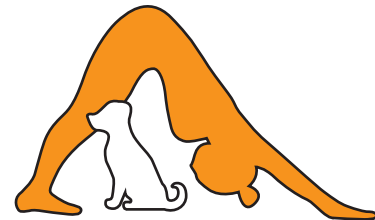
BBQ Lunch or Dinner Party



Karaoke or Quiz Night



Cake Stall



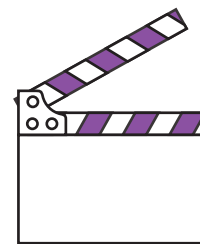
Take part a the Doga Challenge



Casual Dress Day



Crazy Hair Day



Cinema or Movie Night



Car or Dog Wash



Book Sale



Morning Tea at School  
or Work

# Im-paw-tant information

## **We are not able to provide:**

- Funds or reimbursement for any expenses incurred.
- Assistance in organising and marketing your event.
- Staff to help coordinate or run the event.
- Contact list for you to use in promoting your event (due to privacy legislation).
- Applications for permits, licences or insurances required (these are the responsibility of the organiser).
- Prizes, auction or raffle items.

## **Money Matters**

Any expenditure involved with conducting your fundraiser and any disposition of funds and profits resulting from a fundraising appeal must be properly authorised by Guide Dogs Tasmania beforehand.

You must take all reasonable steps to ensure that your expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. The Charitable Fundraising Act states this as an expense not exceeding 40% of gross proceeds.

Please send the proceeds of the event, the official sanction letter, and a statement of income and expenditure together with copies of receipts for all expenditure, to us within 14 days of the conclusion of the event.

## **Donor Receipts**

We can issue individual receipts for tax deduction for supporters of the event if that supporter makes a donation of \$2 or more. If supporters would like receipts, please collect and record their information. If the total of individual receipts exceeds 30 please provide an electronic version of your register.

If you are using an online fundraising platform such as Funraisin to fundraise online, receipts will automatically be provided to your supporters. When the supporter has received goods or services in return for money given (for example purchased a raffle ticket or prizes at an auction), a tax deduction receipt cannot be issued.

## **Donated Goods and Services**

For donated goods and service we require correspondence from the company or individual stating the donated value of the goods or services to the event. An accurate record of the donor's details assist us with financial reporting and thank you letters.

## Use of the Guide Dogs Tasmania Name and Logo

The Guide Dogs Tasmania name and logo cannot be used in any way without express permission. If you would like to use any branded items in your fundraising activity, please discuss this with us first to ensure they are within our branding guidelines. Please do not use variations of our name such as 'Guide Dogs Association' or 'Guide Dogs for the Blind'.

When naming your event, please note that our name should not be used as part of the event name as this would indicate that the event is being hosted by Guide Dogs Tasmania. However, we encourage the use of our name to indicate that funds raised will support Guide Dogs Tasmania.

### Acceptable:

This event proudly supports Guide Dogs Tasmania.  
Funds raised will go towards training Guide and Assistance Dogs in Tasmania.

### Not Acceptable:

Guide Dogs Tasmania Fun Run.  
Association for the Blind Tasmania Market Day.  
Guide Dogs for the Blind Morning Tea.



Your communications must also clearly state the amount or percentage of funds raised that will go to Guide Dogs Tasmania. Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name Guide Dogs Tasmania, otherwise known as unofficial merchandise.

## Media and Publicity

We can provide you with more information on our organisation, what we do, and guidelines for liaising with the media. We can also provide feedback on any media releases you wish to send out. Unfortunately we can't liaise with the media on behalf of fundraisers.



# Your responsibilities as a fundraiser

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event.

Here are some guidelines to help you:

- The fundraising activity should only proceed once the Fundraising Activity Registration Form is submitted to and approved by Guide Dogs Tasmania and the organiser has received a Letter of Authority.
- The event will be conducted in the organisers name, who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- The organiser must ensure that the activity is run in accordance with relevant Tasmanian charities legislation and must obtain any permits, authorities or licences needed. For example permits are required by council and shopping centres for events in their area / on their premises and State Government permits are also required for the conduct of raffles or prize draws.
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- The organiser must request approval for the use of our name on any communications and cannot under any circumstances use our photos or logo without permission.
- The organiser holds all funds raised from the public on behalf of Guide Dogs Tasmania until the fundraiser is completed and needs to make sure that the funds are kept in a secure place, full records of income and expenses are made and that they are sent to us within 14 days of the event taking place.
- The organiser must ensure that costs incurred in organising the fundraiser are fair and reasonable.
- No door-to-door, street or telephone approaches are made to the general public for donations in connection with the event.
- Children under the age of 16 years must be accompanied by an adult when collecting donations.
- The organiser needs to inform us of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support Guide Dogs Tasmania, they will be taken into account in agreeing to your suitability as an organiser.
- The organiser agrees to release Guide Dogs Tasmania to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify Guide Dogs Tasmania for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event cause by your breach of the responsibilities or your negligence.

# Other ways to lend a paw

Fundraising is just one way you can help make a difference to the lives of Tasmanians who are living with low vision, disability or illness.

There are many ways you can show additional support for Guide Dogs Tasmania including;

- Making a donation
- Become a Puppy Love Regular Giver
- Become a Guide Dog Partner
- Host a Guide Dogs Tasmania Collection Dog
- Remembering us in your Will
- Donating goods or services
- Making regular donations through workplace giving
- Follow us on social media and share our stories



*"As you grow older, you will discover that you have two hands — one for helping yourself, the other for helping others."*

*-Audrey Hepburn*

# Fundraising Registration Form

## CONTACT DETAILS

Name of Volunteer Fundraiser/Event Coordinator: .....

Name of Community/Company/Group (if applicable): .....

Position Held by Event Coordinator (if applicable): .....

Postal Address: .....

Suburb: ..... State: ..... Postcode: .....

Phone Number: .....

Email: .....

## EVENT / ACTIVITY DETAILS

Name of Fundraiser Event/Activity: .....

Description of Fundraising Activity: .....

.....

.....

.....

Date of Event/Time Frame of Activity: .....

Fundraiser Venue: .....

Venue Address: .....

If available, would you like a Guide Dogs Tasmania representative to attend your event?

☐ Yes, I'd like a representative ☐ Yes, I'd like a representative and an Ambassador Dog ☐ No, thanks

Have you held this event before? If so, please supply us with any relevant background material (i.e. annual event, previous attendance etc)

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.....



## FUNDS

How will funds be raised?: .....

.....

.....

.....

Estimated Donation: \$.....

(This does not mean you are guaranteeing to raise this amount. It is simply an estimated figure)

## TARGET MARKET

How many people do you expect to attend the event: .....

Describe your target market: .....

.....

.....

## PROMOTION

How do you intend to promote this event? .....

.....

.....

.....

.....

.....

ESTIMATED BUDGET

Income	\$ Amount	Expenditure	\$ Amount
Sponsorship		Venue Hire	
Registration Fees		Food and beverages	
Ticket Sales		Printing	
Donations		Security	
Raffles		Insurance	
Auctions		Advertising	
Other		Promotional Material	
		Prizes	
		Transport	
Total		Total	
		TOTAL PROFIT	

THANK YOU FOR CHOOSING US

Why did you choose Guide Dogs Tasmania as the beneficiary of your fundraiser? .....

.....

.....

.....

How did you hear about Guide Dogs Tasmania? .....

.....

.....

.....

## FUNDRAISING AGREEMENT

I, .....(Fundraiser's name) offer to hold  
my Fundraising Event.....(Event name) in  
accordance with the terms and conditions of the Guide Dogs Tasmania Guidelines attached.

I understand my obligations with regards to sending the proceeds raised to Guide Dogs Tasmania within 14 days.

I agree to conduct my event in a manner which upholds Guide Dogs Tasmania's integrity, professionalism and values. I agree to inform Guide Dogs Tasmania if the details of my Event deviate from those stated on this Offer Form.

Signature: ..... Date:        /        /

If you are under 18 years of age, please have your parent / guardian / teacher sign this form on your behalf.

Name of nominated adult supervisor: .....

Phone: .....

Email: .....

Guide Dogs Tasmania reserves the 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 terms and conditions.

## PLEASE COMPLETE, SIGN AND RETURN THIS FORM TO

✉ **Post**  
PO Box 82 North Hobart  
TAS 7002

📍 **In person**  
164 Elizabeth Street Hobart  
TAS 7000

@ **Email to**  
kristy.wright@guidedogstas.com.au

*Thank you for your support!*



# Thank you



**Guide  
Dogs**  
TAS

[guidedogstas.com.au](http://guidedogstas.com.au)

ABN: 11 157 291 960