Thank you

Event fundraisers
Use existing events like birthdays, weddings, (etc) to raise money, and awareness, for your cause.
Thank you for your decision to raise funds for Macquarie University. Your support is greatly appreciated, and will have a significant impact on vital research programs, important community projects and the lives of our students.

This document outlines Macquarie University’s Community Fundraising guidelines, which cover the roles and responsibilities for individuals or groups planning to fundraise for a Macquarie University program or project, as well as the ways in which Macquarie University can help to support your plans.
Make a difference

PUTTING OUT FIRES

MND research is a cause that is very close to the heart of NSW firefighter Matt Pridham, as best friend Adam Regal was diagnosed with Motor Neurone Disease and given a very short life expectancy.

“Ten years ago we lost an uncle to MND. He was the first to be diagnosed in our family. He passed away just 18 months later. My father in 2001 was going through the process of seeing the doctors. From then, he was downhill straight away. It was just over 12 months before he passed away. And then not even twelve months later, I was hit with the same trap.” Adam Regal

Adam, a loving husband and father of two, has pledged to raise as much money and awareness for this disease as possible. From this pledge came Matt’s idea to create the Firefighters Climb for MND event. The inaugural event, held on Sunday 4 October 2015, saw 165 fire fighters from throughout NSW ascend all 98 floors of the Sydney Tower Eye wearing full firefighting kit. Each firefighter was sponsored by family, friends and the community.

In 2016, the Firefighters Climb for MND raised a further $510,990 for MND research from 446 firefighters throughout Australia.

The Firefighters Climb for MND will return on Saturday 14 October 2017 with an even bigger goal – to raise $1,000,000 for MND research.

Event page: firiesclimbformnd.org.au
Facebook page: facebook.com/firiesclimbformnd

COFFEE FOR A CAUSE

What do you get when a cafe with a charitable philosophy meets with a university centre looking for novel ways to raise funds for continued research into anxiety and depression? You get a “Coffee for a Cause” event, which has been running for the last three years.

Piccolo Me, the resident café in the Australian Hearing Hub at Macquarie University, run by brothers Roy and Charlie El Hachem partnered with the Centre for Emotional Health on 21 October, pledging $1 for every coffee and sandwich sold.

Through the catering service the café provides the Centre for its various events, the two organisations have built a strong working partnership over the past two years. “We’ve come to learn about the help the Centre provides to numerous children and adolescents that have anxiety and depression, and we think the difference their research makes to our community is great” said Roy. “We’re happy to be able to support the Centre.”

Professor Ron Rapee, Director for the Centre for Emotional Health added, “It’s admirable that a small business, such as Piccolo Me, is willing to utilise their area of expertise and resources to aid future research. Their willingness to get involved proves you don’t need to be a corporate entity with substantial capital to make a difference.”

The day managed to raise $700 and there’s talk of turning it into an annual event. The Centre for Emotional Health would like to thank all staff who supported the event.

Last year’s event and raffle managed to raise almost $1,000 which was put towards continued research into anxiety, depression and other related mental health issues. The CEH is grateful for the support Macquarie University staff and students have shown towards this event in previous years and look forward to seeing the community get behind the cause again this year.
CSJ LEMONAID

Juliette Jones is the 13-year old co-founder of CSJ leMoNaïD – the lemonade company she established to raise money for Motor Neurone Disease Research (MQ MND).

She is also the youngest member of the renowned Entrepreneur Development Program run by The Entourage and BRW Young Rich List member, Jack Delosa.

Profoundly affected by the suffering and loss of her grandfather Nonno to MND, Juliette felt driven to create an enduring and ongoing legacy – CSJ leMoNaïD. Named after her mother (Claudia), Nonno (Sam) and herself, CSJ leMoNaïD aims to “fund a cure for Motor Neurone Disease and help inspire Australian kids to stand up and have a voice for what they believe in”.

By-passing the street-side stall, Juliette created her own lemonade recipe, named leMoNaïD and started selling it every Saturday at the Ramsgate Organic Foodies Market in Sydney. She plans to grow the business by bottling the leMoNaïD and selling it into schools; in the hopes the proceeds will fund a full-time researcher at the MND Research Facility at Macquarie University.

RUN2CURE MND

RUN2CURE MND, organised by Tara Fox, saw 16 individuals unite as a team to run 105kms at Crunch Fitness Chatswood on Sunday 7 May 2017. As a team, they raised $3,528.20 for Macquarie University Motor Neurone Disease Research Centre.
Getting started

Fundraising might seem intimidating if you don’t know where to start, but it is actually much easier than you think!

Here are 3 important things to keep in mind when getting started.

- **Make it fun**
  People will respond to your energy and enthusiasm.

- **Ask for help**
  It feels good to give to help someone else, and you are giving people the opportunity to become involved in your cause by making a donation, so don’t be afraid to ask - you will be surprised at how often people say yes.
Plan it out

Before you start planning, read through this document and fill out the attached form. We'll be able to support you along the way from there.

Host a bake sale or fair

Lock in a day to hold a Christmas, Valentine's or Easter fair, and bake some cakes or hand make some gifts to sell.
10 ideas to get you thinking

1. Enter a charity challenge
   Enter a fun run, walk, or bike ride event, or undertake a personal challenge such as weight loss or shaving your head and have family and friends sponsor you. Macquarie University has an everydayhero account, so simply visit everydayhero.com.au and search for ‘Macquarie University’ to start building a fundraising page. Be sure to specify on your page what you want the funds to be used for so any money you raise can be attributed accordingly.

2. Just ask!
   Ask your friends or family verbally or by email/social media if they would consider donating to your cause. You will be surprised at how many people say yes. Consider using the everydayhero site to accept online donations easily.

3. Host a Bunnings BBQ
   Contact your local Bunnings to book in for a weekend BBQ.

4. Host a bake sale or fair
   Lock in a day to hold a Christmas, Valentine’s or Easter fair, and bake some cakes or hand make some gifts to sell.

5. Have a movie night
   Invite your friends and family for a movie marathon or a games night in. Ask everyone to bring a dish, and donate what money would usually be spent on going to the cinema or having a night out.

6. Car wash/odd jobs
   Offer your services to friends, family and neighbours and get them to make a donation in lieu of what they would normally be charged.

7. Second hand clothing fashion parade and sale
   Get together with friends and donate clothing that isn’t wanted anymore, price the items, hold a fashion parade and sell them to the highest bidder.

8. Fundraising at events
   Such as birthday, wedding, lecture, gala, school/community group/sport event or mutli days.
For a good cause

Macquarie University is home to many groundbreaking research projects, as well as life-changing programs and projects. You may already know what cause you would like to support, or if you would like help deciding what to fundraise for, please call us on 02 9850 1389.

Some common causes include:

- Motor Neurone Disease research and patient care
- The Macquarie University Cancer Program
- Scholarships
- Mental Health

Whatever cause you are passionate about, 100% of your fundraising income will be used to support that cause – we do not deduct any funds for administration purposes.

Trivia night
Round up some friends to host a trivia night with a donation as the entry fee.

Ongoing Activities
Including collections box, portion of sale of goods, workplace giving.
COMMUNITY FUNDRAISING GUIDELINES
FOR ALL FUNDRAISING ACTIVITIES

1 In accordance with the Fundraising Institute of Australia and the NSW Charitable Fundraising Act 1991, Macquarie University is required to authorise all community fundraising events/activities.

Authorisation can only be issued when:
- The fundraising activity supports the mission and goals of Macquarie University.
- The fundraising activity is not high risk
- The fundraising activity is undertaken in accordance with these guidelines.

2 Once your activity has been approved, Macquarie University will send you a Letter of Authority to Fundraise confirming that you can hold your fundraising activity.

3 The fundraising event/activity shall be conducted in the authorised fundraiser’s name and is the sole responsibility of the fundraiser.

4 The event must meet the requirements of relevant laws and regulations and compliance with relevant laws and regulations is the responsibility of the fundraiser.

5 If the fundraiser wishes to include the Macquarie University name and/or logo on any materials or products, prior written permission must be obtained from Macquarie University. All printed material, including media releases, must be forwarded to Macquarie University for approval prior to being printed or circulated.

6 If the fundraiser wishes to refer to or promote Macquarie University, they must refer to the organisation as “Macquarie University.”

7 Please remember that your fundraising activity will not be Macquarie University’s fundraising event. It will be a fundraiser to raise funds for donation to Macquarie University. A suggested format to promote your activity is “Funds raised will support Macquarie University...”

8 The finances, fundraising, record keeping and management of the activity are entirely the responsibility of the fundraiser. The general obligations of the fundraiser are to:
- Keep accurate financial records;
- Return funds raised and details of your actual income and expenditure to Macquarie University within 14 days of the fundraising activity.

9 Macquarie University cannot pay expenses incurred by you, but you can deduct your reasonable and necessary expenses from the proceeds of your activity, provided they are properly documented.

10 Macquarie University will issue official receipts for approved activities. Tax-deductible receipts can only be issued to people donating amounts of $2 or more. The fundraiser must keep a register of all donors eligible for tax-deductible receipts and provide it to Macquarie University. Receipts will be issued within two weeks of receiving the completed register.

11 Macquarie University will ensure that 100% of the funds received from your fundraising activity are directed to the purpose specified.

12 Each party will have the right, in any field related to the fundraising activity or otherwise, to:
- conduct other fundraising activities independently
- continue existing commitments, or make new ones.

13 As part of this application, you may be asked to provide Macquarie with a copy of your event budget including expected income and expenditure.

14 If approval is given, Macquarie University will issue the fundraiser with an Authority to Fundraise. Permission to fundraise will be granted for either one year (if the fundraising is to be ongoing), or up until a nominated end date. Macquarie University reserves the right to withdraw its approval of any activity for any fundraising event/activity at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of these terms and conditions.

15 The fundraiser must keep accurate records outlining how much was spent on an event and how much money was raised. The fundraiser must also keep receipts, bank deposit information and donor pledge sheets.

16 All expenses associated with the fundraising event are the responsibility of the fundraiser. However, the fundraiser can deduct 10% unless otherwise negotiated from the monies raised at the event for admin provided the expenses are properly documented, considered fair and reasonable, and are in compliance with any relevant state legislation.

17 The fundraiser is responsible for their own insurance.

WHAT IS CONSIDERED A DONATION?

A donation is a monetary gift made voluntarily by an individual, group or organisation in which no material benefit is received. Donations to Macquarie University over $2 are tax-deductible.

In situations where the individual receives something in return (even if it just the chance to win something), this cannot be considered a donation and is therefore not tax-deductible. This includes items such as the purchase of raffle tickets, buying tickets to a dinner or event or buying an auction prize.

If you have any questions regarding non-monetary gifts as donations, please email megan.pope@mq.edu.au.
Thank you so much for your decision to fundraise for Macquarie University. You are helping to change lives.

CONTACT US
If you have any question, please do not hesitate to contact us:
Community Fundraising Manager
Office of Advancement
Level 2, BD Building
4 Research Park Drive
Macquarie University NSW 2109
Phone: 02 9850 1389
Email: megan.pope@mq.edu.au

KEEP US IN THE LOOP
If you are thinking about hosting a fundraising event let us know. We want to help you every step of the way to make your fundraiser a success, so give us a call on 02 9850 1389 to discuss your ideas.

Second hand clothing fashion parade and sale
Get together with friends and donate clothing that isn’t wanted anymore, price the items, hold a fashion parade and sell them to the highest bidder.
# Application to raise funds

## EVENT DETAILS

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<tr>
<th>a) Name and Address of Fundraiser:</th>
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<td>b) Name of event:</td>
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<td>c) Description of event:</td>
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<td>d) Date of event:</td>
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<td>e) How long will you be conducting fundraising activities for?</td>
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<td>On an ongoing basis / Until (date):</td>
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<td>f) Venue:</td>
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<td>g) How will funds be raised (raffle/silent auction/sponsorship etc.):</td>
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<td>h) How will the funds be allocated (e.g. 100% to Macquarie University, proceeds less expenses, etc.):</td>
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<td>i) What research project, program, or area are you raising funds for (e.g. Motor Neurone Disease research, student scholarships, sports clubs, etc.). 100% of the funds Macquarie University receives from your fundraising activity will be directed to this area:</td>
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I, [name] have read, understood and agreed to abide by Macquarie University’s Community Fundraising Guidelines, and I understand my obligations with regards to holding my event in accordance with the terms and conditions of these Guidelines.

Signature: 

Full name: 

Organisation name (if applicable): 

Date: 

**THANK YOU SO MUCH FOR YOUR DECISION TO FUNDRAISE FOR MACQUARIE UNIVERSITY. YOU ARE HELPING TO CHANGE LIVES.**

Please complete this form and return it along with your event budget to the Community Fundraising Manager (megan.pope@mq.edu.au) to receive your Letter of Authority to fundraise.