Fundraising for Macquarie University
COMMUNITY FUNDRAISING GUIDELINES
Thank you for deciding to raise funds for Macquarie University. Your support is greatly appreciated and is a special way of contributing to vital research programs, important projects and the lives of our students.

These guidelines outline the roles and responsibilities for individuals or groups planning to fundraise for a Macquarie program or projects, as well as the ways in which we can support your events.
Making a difference

FIRIES CLIMB FOR MND
Motor Neurone Disease (MND) research is a cause close to NSW firefighter Matt Pridham’s heart. His best friend, Adam Regal, was diagnosed with MND and given a very short life expectancy. Adam says, “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 went downhill straight away. It was just over 12 months before he passed away. And then not even 12 months later, I was hit with the same trap.”

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 in 2015, saw 165 firefighters from throughout New South Wales ascend all 98 floors of the Sydney Tower Eye wearing full firefighting kit. Each firefighter was sponsored by family, friends and the community.

Since its inception, the Firefighters Climb for MND has raised more than $1.3 million for MND research at Macquarie University and become an annual event held in October.

firiesclimbformnd.org.au
facebook.com/firiesclimbformnd

COFFEE FOR A CAUSE
What do you get when a café with a charitable philosophy meets with a university that embraces partnerships and altruism? You get Coffee for a Cause, an initiative that has been running for three years.

Piccolo Me, the resident café in the Australian Hearing Hub at Macquarie 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 Coffee for a Cause initiative, the café and the centre have developed a beneficial partnership that supports research into the emotional health of children and young people. “We’ve come to learn about the help the centre provides to numerous children and adolescents who suffer from anxiety and depression, and we think the difference their research makes to our community is great. We’re happy to be able to support the centre,” says Roy.

Professor Ron Rapee AM, Director of the Centre for Emotional Health adds, “It’s admirable that a small business, such as Piccolo Me, is willing to use 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.”

In the first year of the initiative, $750 was raised. Last year’s event and café raised nearly $200 which was put towards continued research into anxiety, depression and other related mental health issues. The centre thanks Piccolo Me for their generosity and staff and students who supported this event in previous years and looks forward to this year’s event.

CSJ LEMONAID
At the age of 13, Juliette Jones co-founded CSJ leMoNaiD – the lemonade company she established to raise money for MND research.

At the time, Juliette was 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 nonno (grandfather) to MND, Juliette felt driven to create an enduring and ongoing legacy. CSJ leMoNaiD – named after her mother (Claudia), nonno (Sam) and Juliette – aims to fund a cure for MND and help inspire Australian kids to stand up and have a voice for what they believe in.

Bypassing a street stall, Juliette started selling her homemade lemonade at the Saturday Ramsgate Organic Foodies Market in Sydney. Thanks to Juliette’s passion and commitment to growing her brand into a fully-fledged enterprise, CSJ leMoNaiD has secured a bottling contract and donated $33,000 to the University’s Centre for Motor Neurone Disease Research.

RUN2CURE MND
The RUN2CURE MND event, organised by Tara Fox, saw 16 individuals unite as a team to clock up 155 kilometres on the treadmills at Crunch Fitness Chatswood. The team raised more than $3500 for MND research at Macquarie.
Getting started

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

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

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

Ask for help
It feels good to help someone else, and you’re giving people the opportunity to become involved in your cause by making a donation. So don’t be afraid to ask – you’ll be surprised at how often people say ‘yes’.

Plan it out
Before you start planning, read through these guidelines and fill out the application form. We’ll then be able to support you and your event.

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Host a bake sale or fair
An easy yet effective way to fundraise for a cause you’re passionate about is to sell baked treats or handmade gifts at your local markets or for special occasions like Christmas, Valentine’s Day or Easter. Or organise a pop-up stall on campus.

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Ten ideas to get you thinking

1. 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 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
   As you friends and family verbally or by email/social media if they would consider donating to your cause. You’ll be surprised at how many people say ‘yes’. Consider using the everydayhero website to accept online donations easily.

3. Sausage sizzle
   Contact your local Bunnings to book in a weekend sausage sizzle.

4. Bake off
   Sell baked treats or handmade gifts at your local markets or for special occasions like Christmas, Valentine’s Day or Easter. Or organise a pop-up stall on campus.

5. Trivia night
   Round up your friends and host a trivia night fundraiser, with a gold coin entry fee and for every question teams get wrong.

6. 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.

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

8. Pre-loved clothing sale
   Get together with friends and donate your unwanted clothing. Hold a fashion parade and auction off the clothing to the highest bidder.

9. Fundraise at events
   Use other platforms and events to fundraise, such as school fairs, sports days, mufti days, youth group events, open days and craft fairs.

10. Ongoing activities
    Don’t forget about popular ongoing fundraisers: collection boxes, bottle and can collections, ask your family and friends to donate their silver or gold coin.

All for a great cause

Macquarie is home to many groundbreaking research projects and life-changing programs and projects. You may already know which cause you would like to support, but if you would like help in deciding what to fundraise for, call us on (02) 9850 1357.

Preferred Macquarie causes include:
- motor neurone disease research & patient care
- Macquarie University Cancer Program
- scholarships
- mental health

Whatever cause you’re passionate about, 100 per cent of the money your event has raised will be used to support that cause – we don’t deduct a portion for administrative purposes.

Steps to starting a fundraiser

1. Call us on (02) 9850 1357 to discuss your fundraising idea or receive guidance.
2. Read the important information on page 10.
3. Fill out and return the application form on page 12.
4. We will then send you a fundraising pack that contains:
   a. a letter from Macquarie authorising your fundraising event
   b. a receipt log
   c. promotional material for your event, such as a poster and certificate template
   d. instructions on how to bank the money generated from your fundraising event.
Need to know

COMMUNITY FUNDRAISING GUIDELINES FOR ALL FUNDRAISING ACTIVITIES

1 In accordance with the Fundraising Institute Australia and the Charitable Fundraising Act 1991 (NSW), 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 undertaken in accordance with these guidelines;
   • the fundraising activity is not high risk;
   • the fundraising activity is undertaken in accordance with the requirements of relevant laws and regulations.
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 comply with relevant laws and regulations.
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 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 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 per cent 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 will need 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 per cent or $5000 unless otherwise negotiated (whichever is lower) from the monies raised at the event for administration 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.
18 The fundraiser is responsible for keeping donor credit card information safe and secure. Credit card information must never be sent in the body of an email or as an attachment to an email. Our preferred methods of receiving credit card donations are via post, phone or our secure online donation form.

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 an individual receives something in return (even if it just the chance to win something), it is not considered a tax-deductible donation. This means that if you support a cause by buying a raffle ticket to be in the draw to win a prize or buying tickets to attend a fundraising dinner, it is not eligible for a tax-deductible receipt.

If you’ve any questions regarding non-monetary gifts as donations, email community@mq.edu.au.
Application to raise funds

EVENT DETAILS

a) Name and address of fundraiser:

b) Name of event:

c) Description of event:

d) Date of event:

e) How long will you be conducting fundraising activities for?
   On an ongoing basis/Until (date):

f) Venue:

g) How will funds be raised (e.g., raffle, silent auction, sponsorship):

h) How will the funds be allocated (e.g., 100% to Macquarie University, proceeds less expenses):

i) Which research project, program or area are you raising funds for (Motor Neurone Disease Research Centre or Clinic, MND Clinical Trials, student scholarships, Centre for Emotional Health, cancer research etc.)? 100% of the funds Macquarie University receives from your fundraising activity will be directed to this area.

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. HELPING TO CHANGE LIVES.

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

CONTACT US

Community Fundraising
Office of Advancement
Macquarie University
Level 2, BD Building
4 Research Park Drive
North Ryde NSW 2113
T: (02) 9850 1357
E: community@mq.edu.au

KEEP US IN THE LOOP

Let us know if you’re thinking about hosting a fundraising event. We want to help you every step of the way to make your fundraiser a success. Give us a call on (02) 9850 1357 to discuss your ideas.

THANK YOU SO MUCH FOR YOUR DECISION TO FUNDRAISE FOR MACQUARIE UNIVERSITY. YOU’RE HELPING TO CHANGE LIVES.

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.