



# Community Fundraising Toolkit

Everything you need to start fundraising for us.



# Welcome to the Team!

Thank you for choosing to support Grampians Health Ballarat. You are joining a community of fundraisers who support our local health service, right here in Ballarat.

Your time, dedication and support mean the world to us.

This kit contains everything you need to start your fundraising experience.

## **Included in this kit:**

- Fundraising ideas
- Tips to help you fundraise
- Ways Grampians Health Ballarat can help you fundraise
- Fundraising application form.

**We look forward to helping you with your fundraising efforts.**

**Don't hesitate to contact us with any questions on  
03 5320 4093 or [fundraising@bhs.org.au](mailto:fundraising@bhs.org.au).**



# Who are we?



**Grampians Health Ballarat** is the main public referral health service to the Grampians region of Victoria. We provide care for our community across their lives, from pre-natal and maternity, through to aged care. Each year, we admit over 45,000 people to hospital and treat over 59,000 emergency department presentations. We are the largest public aged care provider in Victoria.



**Ballarat Health Services Foundation** is the community fundraising arm of Grampians Health Ballarat. We work with the local community to raise money to purchase equipment, build facilities and provide programs for and with Grampians Health Ballarat. Fundraising allows us to provide innovative equipment and services, as quickly as possible, to our patients and staff.

## A message from Dale Fraser, CEO Grampians Health

Financial support from community members is vital to us as the main public referral health service to the Grampians region. Whether it be a large-scale fundraising event or an activity on a smaller scale, each and every donation is appreciated and is so important in maintaining and building on the work we do.

Last year alone at Grampians Health Ballarat, we welcomed 1,299 babies, performed 9,323 surgeries, treated over 59,000 patients through our Emergency Department and had 110,228 outpatient appointments. Our team also carried out 70,136 dental treatments and saw 12,326 breast screen patients.

Thank you for choosing to raise funds for us, every contribution, no matter how large or small, is appreciated.

**Dale Fraser**  
CEO, Grampians Health



# Fundraising ideas

**Fancy Dress Day**

**Jumbo Garage Sale**

**Dry July**

**Cake Sale**

**Fashion Parade**

**Golf Day**

**Clothes Swap**

**Morning Tea**

**High Tea**

**Trivia Night**

**Dinner Party**

**Fun Run**

**Car Wash**

**Team Sport Event**

## **Workplace giving**

Workplace giving is a wonderful way to help build strong teams and to demonstrate your organisation's values and culture. It helps improve staff engagement, retention and social impact.

You can:

- host an event at work
- ask your employer to match the amount raised.

## **Community fundraising online**

If you'd like to collect donations or just share your efforts online, visit our [online Community Fundraising page](#).

You will be able to:

- easily build your own fundraising page
- create a team with individual profile pages for your members
- share your progress with your family, friends and supporters
- collect donations easily.



# Getting started

Step

1

## Decide on your event

Check our list of fundraising ideas for inspiration!

Step

2

## Proposal to fundraise

Complete our Fundraising Application Form.

Step

3

## Authority to fundraise

Once we approve your proposal to fundraise, we will send you other resources you will need to start fundraising.

Step

4

## Spread the word!

Chat to your family, friends and work-mates about your fundraising activities, and share on your social media.

Step

5

## Start Fundraising!

Remember the Fundraising Team are here to help you!



# Celebrating Wellness: Dry July Ambassador Kelli Aggett



Kelli is a mum to three beautiful children. She was first diagnosed with breast cancer in 2012 when her youngest child was 4 months old. She was diagnosed with unrelated ovarian cancer in 2016. For the last 10 years, Kelli has undergone chemotherapy, radiation and surgery. She has received all of her treatment at Ballarat Regional Integrated Cancer Centre.

Kelli has participated in Dry July for the last six years – helping raise funds for our Wellness Centre. Since her cancer diagnosis, Kelli and her family have used the Wellness Centre for courses and support.

Given Kelli's history with the Wellness Centre, in 2021 she agreed to be our Dry July Ambassador. This is a special role promoting our Wellness Centre as the main beneficiary of the Dry July Appeal.

In 2022, Kelli wanted to mark 10 years since her own cancer diagnosis. She took her fundraising to the next level, by hosting a Dry July Ambassador 'Wellness Ball'. With well over 100 people in attendance, Kelli's event included raffles, auctions and lucky door prizes. It was a wonderful night – and helped Kelli raise over \$14,600 for our Wellness Centre. She was the 7th highest Dry July fundraiser in Australia!

# Tips to boost fundraising



## Set a timeframe

Plan well ahead to ensure your event is a success.



## Encourage family, friends and work colleagues to donate

Don't forget to thank them!



## Set a target

Having a goal gives you and your team something to work towards. It's a great way to keep your supporters engaged.



## Spread the word

Share your event through all your networks, create a Facebook event, use posters, flyers or club newsletters.



## Create a team

Call on family, friends and work colleagues to join in. Make sure you make a donation yourself to show your commitment.



## Ask businesses to donate

You will be surprised at how generous local businesses are to support causes they care about. Consider asking for donations of venues, prizes and services. Please check with the Fundraising Team before making a request.



## Ask for help

The Fundraising Team are here to help make your event a success.  
[fundraising@bhs.org.au](mailto:fundraising@bhs.org.au)



## Social media tips

Join our online **Community Fundraising page** to create a team or individual fundraising profile to share across your socials!

### Facebook:

- Create a Facebook event
- Please tag @bhsfoundation, once your event has been approved
- You can fundraise on Facebook using Ballarat Health Services Foundation as your chosen charity.

Upload photos and updates to keep your supporters engaged. Share why you've chosen to support Grampians Health Ballarat.

Consider the timing of posts. The best times to put up new posts are late afternoon or evening, and the busiest days are Friday, Saturday and Sunday.

You may also wish to use the hashtags #ballarat, #ballarathealth #GHBfundraising

Add an email signature with a link to your fundraising page.

# We're here to help...

## **What we can do**

Depending upon the nature and timing of your event, we can help with:

### **Promotion**

We may be able to help with promotion through the Grampians Health Ballarat website, BHS Foundation social media pages, and our staff newsletter.

### **Logos and printed materials**

We can provide you with our current logo for your promotional material. We just need to see an example of how you would be using it.

### **Collection tins**

We can supply donation collection tins.

## **Donation forms**

We can provide you with tax deductible donation forms for donations of \$2 or more.

If you join our [online Community Fundraising page](#) your supporters can donate online, where they will receive an immediate receipt.

*Please note tax receipts cannot be issued when anything is given in return i.e., raffle tickets, admission tickets, gifts in kind and purchase of merchandise.*

## **Thank you certificates**

We can provide a Grampians Health Ballarat thank you certificate to people or businesses who support your event.



**To allow us to thank you publicly, please feel free to send us photographs of your event.**

**We will do everything we can to ensure your fundraiser is a success, however we do have some limitations.**



# The Serious Stuff

## **We are unable to help with:**

- staff to assist at an event, unless specifically arranged
- provision of prizes, auction or raffle items
- access to databases of supporters, patients, donors, or staff
- insurance/licences or permits you require
- financial contribution to your event.

## **Permits & Insurances:**

It is your responsibility as the fundraiser to ensure you have applied and received the appropriate permits and insurances for your fundraising activities.

## **Contacting the media:**

Promoting your event in the media, such as the local paper, is a wonderful way to gather support and attendance. Media attention can create a real buzz around your event and add to its success. The best way to let your local media know about your event is to send a media release.

Please let the Fundraising Team know if you are contacting the media.

Please remember to speak to the media only about the fundraising activity that you are coordinating. If there are questions asked that you are not able to answer, refer them to the Fundraising Team.



# Grampians Health Ballarat Fundraising Application Form

## Contact Details

First name: .....

Surname: .....

Organisation (if applicable): .....

Address: .....

Phone number: .....

Email: .....

## Event Details

Name of event: .....

Proposed date of event: .....

Proposed start & end times of event: .....

Address of event (if applicable): .....

Description of event/activity: .....

How do you intend to raise funds: .....

.....

Would you like to specify a specific area of the health service in Ballarat for funds to be allocated to?

If not, we will allocate to projects with the highest need.

.....

## Event promotion

BHS Foundation Facebook

GHB staff newsletter

GHB website

## Please indicate if you require logos or promotional material.

BHS Foundation logo

GHB logos (per department)

Wellness Centre brochure

Donation forms

Other (please specify)

## Please note:

- No fundraising activities can be carried out on behalf of Grampians Health Ballarat (GHB) or BHS Foundation (BHSF) until written consent from the Grampians Health Ballarat Fundraising Team is provided.
- You have a responsibility to communicate to your audience that your fundraising activity is to raise funds support Grampians Health Ballarat or the Foundation, but is not an activity being conducted on behalf of Grampians Health Ballarat or Ballarat Health Services Foundation.

## Getting started:

To commence fundraising, please fill in this form and return it to Grampians Health Ballarat Fundraising Team for approval at [fundraising@bhs.org.au](mailto:fundraising@bhs.org.au)

We will review, approve, and provide you with an authority to fundraise letter. We'll get back to you within a week of your submission.

*\*Please ensure that you allow sufficient time for approval of your fundraising activities.*

**Please turn over...**

# Declaration

## By registering your fundraising event/activity with Grampians Health Ballarat you hereby declare to:

1. Comply with Grampians Health Ballarat/Ballarat Health Services Foundation's Terms & Conditions of fundraising
2. Use your best endeavours to raise money for Grampians Health Ballarat/Ballarat Health Services Foundation in an appropriate manner to uphold the reputation of the organisation
3. Obtain and pay all monies raised within 30 days of your fundraising event/activity
4. Adhere to relevant fundraising legislation regarding your event/activity including insurances, permits, food handling, licences, working with children checks, transport, logistics and other relevant permits and licences
5. Not undertake any door knocking, street collections or telemarketing activities
6. Only accept donations in the form of cash, cheques, or gifts to use to help raise funds. All credit card transactions can be directed to Grampians Health Ballarat
7. Not to approach businesses for sponsorship without prior approval from Grampians Health Ballarat.
8. Seek prior approval for media/marketing material relating to your event/activity
9. Not to use the Grampians Health Ballarat/Ballarat Health Services Foundation name and/or logo without prior consent
10. Comply with all relevant insurances/permits and approvals required for the fundraising event/activity
11. Understand that Grampians Health Ballarat/Ballarat Health Services Foundation do not take responsibility for expenses incurred by community groups, individuals or organisations raising money to benefit Grampians Health Ballarat, unless specifically authorised in writing

# Disclaimer

Fundraisers undertake fundraising activities at their own risk. All fundraising activities are the responsibility of the individual or group named in this document ("the organiser"). All responsibility for fundraising activities rests with the individual or group named in this document. It is up to the organiser to ensure that it is appropriately insured for the activity it is conducting. Grampians Health Ballarat accepts no liability whatsoever in relation to fundraising activities. This includes that Grampians Health Ballarat will not be liable for any expenses incurred in the promotion or running of an event.

Grampians Health Ballarat reserves the right to assess each Fundraiser's Application Form and accept or decline the applications. Grampians Health Ballarat also reserves the right to withdraw its approval for your activity at any time, including where it appears that there is a likelihood that the fundraiser would fail to adhere to any of the set guidelines that may affect the reputation of Grampians Health Ballarat. Approval of this form does not constitute any assumption of responsibility for the event on behalf of Grampians Health Ballarat. Grampians Health Ballarat assesses this form in accordance with its internal guidelines and procedures. Responsibility for risk management remains with the individual or group named in this document.

**Name:** .....

**Signature:** ..... **Date:** .....

Thank you for registering your activity. We will get back to you within 5 business days.

**Please return this form by hard copy or via email to:**

Fundraising & Engagement  
Grampians Health Ballarat  
PO BOX 577  
Ballarat, VIC, 3353  
fundraising@bhs.org.au

### OFFICE USE ONLY

**RECEIVED ON:**

**AUTHORISED BY:**

**DATE:**

### GRAMPIANS HEALTH BALLARAT USE ONLY

**APPROVED:**

**NOT APPROVED:**

**POSITION HELD:**

**DATE:**

# How to donate your funds

1

## Online at [bhs.org.au/donate/](https://bhs.org.au/donate/)

Here you can select your donation amount and choose where you would like your donation directed.



2

## Direct deposit

**Account name:** Grampians Health

**BSB:** 013516

**Account:** 837220814

Please add reference DGHB and your name (and Department name if you wish to direct your donation to a specific department). For example, DGHB Dunlop Cardiology.

3

## Cheque/money order

Please make payable to Grampians Health Ballarat

### Please send your cheque to:

Fundraising Office  
Grampians Health Ballarat  
Reply Paid 577  
Ballarat, VIC, 3350

4

## Online through our Community Fundraising page:

[ghb-community-fundraising.raisely.com](https://ghb-community-fundraising.raisely.com)

Easily build a fundraising page for yourself or your team to collect donations online.





# Thank you

**Your time, dedication and contribution mean the world to us.**

**Grampians Health Ballarat**

Fundraising & Engagement | PO BOX 577, Ballarat, VIC, 3353 | [fundraising@bhs.org.au](mailto:fundraising@bhs.org.au) | 03 5320 4093

