

Melanoma Institute Australia Fundraising Guidelines

The following guidelines will help you in planning your fundraising activities on behalf of MIA. Please read the guidelines and if you have any questions please feel free to contact the team via events@melanoma.org.au

Thank you again for your generous support of Melanoma Institute Australia!

Fundraising for MIA

- MIA is always on hand to help you as much as we can to plan a successful fundraiser, however, due to limited resources MIA are not able to take an active role in coordinating your event.
- The event/activity, including all financial aspects is to be run in the name of the person listed on the online registration form, and this person will be solely responsible for the activity. MIA holds no responsibility for the conduct or management of the activity organised by the Fundraiser.
- The Fundraiser is required to advise MIA as soon as possible if there are any changes to the activity listed at the time of registration as a new sanction may need to be issued.
- The Fundraiser must ensure that employees, agents, volunteers, partners or contractors of the fundraising activity do not hold themselves as having the authority to act as a representative of MIA.
- The Fundraiser is asked to clarify as much as possible the purpose of the event/activity to those who are donating to the event/activity.

Financial aspects of the event

- As a fundraiser you are responsible for all financial aspects of the event/activity including record keeping, management of funds, issuing temporary receipts and depositing funds. Please make all efforts to comply with the Charitable Fundraising Act. For more information visit www.fairtrading.nsw.gov.au or your state's equivalent.
- The Fundraiser must take all reasonable steps to ensure the expenses do not exceed 30% of the gross proceeds obtained from the event/activity.
- If a third-party fundraiser accepts donations on behalf of MIA and the donors require a tax deductible receipt (for donations over \$2), please collect the following details from your donors and provide them to us when you are depositing your funds at the conclusion of your event: name, address, email address, contact number, donation amount.
- All donations of \$2.00 or more are tax deductible when the donor receives nothing of value. However, should you purchase a raffle ticket, an entry ticket to a fundraising event, or merchandise, this is not tax deductible. For more information about donations, please visit the [Australian Tax Office](http://www.ato.gov.au).
- Monies raised from the event that haven't been donated directly to your online page, must be submitted to MIA **within 7 days** of the event taking place. This can be done through your page via the 'Deposit collected funds' function or you can request MIA's bank details via events@melanoma.org.au

Use of MIA name and logo

- If the Fundraiser wishes to refer to MIA, the organisation must be referred to as "Melanoma Institute Australia". Suggested wording when referring to the relationship between the fundraising activity/event and Melanoma Institute Australia is:
 - "Proudly supporting Melanoma Institute Australia"
 - "Funds raised are used to support Melanoma Institute Australia's mission of zero deaths from melanoma this decade."
 - "All net proceeds will go to Melanoma Institute Australia to support melanoma research, facilitate treatment, and drive education"
- Melanoma Institute Australia supporter logo is available upon request. Any placement of the logo must be approved by MIA and all promotional material featuring the Institute logo must be sent to the Communications and Fundraising team for approval prior to printing or digital use. Please allow 7 days for approval.
- Please note this authority does not permit you to manufacture, sell, or license the sale of merchandise bearing the MIA logo.

Media and promotion of the event

- MIA is happy to discuss any media or promotional ideas you may have to help generate interest and support in your event/activity, however, please note that fundraisers are responsible for generating their own publicity.
- MIA can provide a media release template as well as information on MIA, melanoma, and access to patient stories.
- All media releases must be forwarded to the Communications and Fundraising team for approval prior to circulation. Please allow 7 days for approval.
- Please note that the fundraiser is not authorised to speak on behalf of MIA, only about the fundraising event/activity.
- MIA may be able to provide you with a speaker or ambassador for your event. Please speak to the Communications and Fundraising team if required. Please note whilst we will make every effort to accommodate your needs, we cannot always guarantee representation.

Permits/licensing requirements

- Some fundraising activities require permits e.g. raffles where the total prize pool is over a certain amount.
- Permits are also required by councils and other organisations for outdoor events.
- MIA cannot issue or authorise permits however if you have any queries please contact the Communications and Fundraising team or visit NSW Office of Liquor & Gaming www.liquorandgaming.nsw.gov.au (or the equivalent body in your state or territory).

Sponsorships and product donation

- Sponsorship is a great way to promote your fundraising event/activity and boost your fundraising efforts.
- MIA will secure partnerships on a national level to help fund our mission of zero deaths from melanoma this decade. Once these national partnerships have been established, it is important that they are not in conflict with any local partners. For example, MIA securing Ego SunSense, community fundraisers must not engage with Banana Boat. When sourcing local partners, please check in with the Communications and Fundraising team prior to approaching any local partners.
- We ask that you do not accept money or product donations from companies that make, sell, or promote:
 - Cigarettes and/or smoking
 - Alcohol or alcohol related products
 - Sunbeds and/or indoor tanning salons
 - Smoking and heavy drinking are associated with an increased risk of developing any cancer. Sunbed use is strongly linked to an increase in melanoma. It is therefore very important that an event that raises money for melanoma research and awareness of the disease is not seen to be encouraging the use of tobacco, alcohol, or sunbeds.
- You may wish to approach local businesses for: a dollar donation, product, raffle prizes, or in-kind services.

Liability

- All aspects of financial and public liability are the responsibility of the event organiser. As MIA is not the event organiser, MIA is unable to cover liability on your behalf, and suggest you obtain public liability insurance for your event.