



PalliativeCare
QUEENSLAND
PALLIATIVECAREQLD.ORG.AU

Palliative Care Queensland Fundraising Handbook

palliativecareqld.org.au



Ambulance Wish
Queensland



LAST AID



GOOD LIFE
EXPO 2024
the national embracing of life

We are inclusive.

We celebrate multiple approaches and points of view.

We believe diversity drives innovation and connects us closer to our members, clients and our communities.

We're building a culture where difference is valued.

We take a holistic approach. We foster both a top-down and grassroots approach. When we say Palliative Care is Everybody's Business, we mean everybody.

Acknowledgements

Our organisation acknowledges the Traditional Custodians of the lands and seas on which we live and work, and pays respect to Elders - past, present and emerging.

PCQ wish to thank all our staff who have supported the development of this document and our stakeholders who have given their valuable time and expertise to help guide the development of this handbook.

We greatly appreciate the contributions everyone has made in sharing experience, knowledge and time with us.

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www.palliativecareqld.org.au

hello@palliativecareqld.org.au

To reference this document:
Palliative Care Queensland Fundraising Handbook
Published on website: www.palliativecareqld.org.au



Palliative Care Queensland is a Registered Charity (registered with ACNC - CH1825) and is endorsed as a Deductible Gift Recipient (DGR), ABN: 49047803923

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About Palliative Care Queensland

Palliative Care Queensland (PCQ) is an independent not-for-profit peak body with charitable status with a mission to influence, foster and promote quality palliative care for all Queenslanders.

Our Belief

The way we care for our dying is a significant indicator of the values of our society

Our Mission

To influence, foster and promote quality palliative care for all Queenslanders

Our Vision

To hear Queensland community members say:

“

“I live in a community where everybody recognises that we all have a role to play in supporting each other in times of loss, ageing, dying and grief. We are ready, willing and confident to have conversations about living, ageing, dying and grieving well, and to support each other in emotional and practical ways.”

PCQ is a leading charity and independent peak body representing palliative care providers, people experiencing a serious illness, dying, death and grief, as well as those with an interest in palliative care in Queensland.

PCQ represents its members as the peak body and leading voice for the palliative care community in Queensland. We work for our members in promoting and supporting quality palliative care for everyone, everywhere.

Established in 1988, we are an incorporated association and registered charity that is supported by local and state government, membership, funding stakeholders, donations and other community groups and associations. As part of the Palliative Care Australia federation, we work with other states and territories to influence national policy and initiatives, representing our members to the highest levels of government to achieve our principal roles.

Our Organisational Priorities

We advocate, educate and support a Queensland where people:

- Are able to live every day until their last
- Are able to have a dignified death, regardless of illness, age, culture or location
- Have access to a supportive social network at the end stage of life, and the choice of holistic, quality and culturally appropriate palliative care

Palliative
Care is

about the
whole
person



for the entire
dying journey



for every
age and
every stage



about the
community
of care



about
choice, autonomy
& dignity



about
living



not
'one-size
fits all'



Everyone's
business



care for
the carer



a Human
right



Palliative
Care *It's more
than you think.*



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Why fundraise for Palliative Care Queensland?



PCQ achieves a lot with little.

- Help us to educate and advocate
- Help us to fulfil last wishes and create memories forever
- Help us to build our Volunteer Village

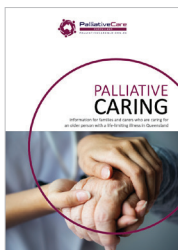
PCQ has high impact programs such as:

- PalliLearn public education program
 - o including Last Aid
- PalliWellbeing engagement and policy program
- PCQ Volunteer Village program
- Ambulance Wish Queensland program

And so much more...

Help us to support all Queenslanders to live, die and grieve well

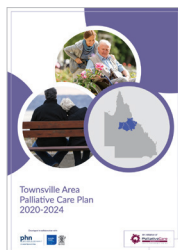
“
Palliative Care Queensland is Queensland’s leading charity and voice for palliative care across the state



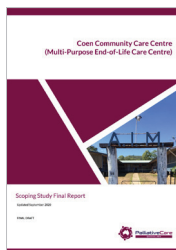
Palliative Caring



Palliative Care: Queensland's Policy Guiding Principles



Townsville Area Palliative Care Plan 2020-2024



Coen Community Care Centre: Scoping Study Final Report



True Choice: Palliative Care investment requirements in Queensland



Palliative Care in Queensland 2021: Bereavement Care



Palliative Care in Queensland 2021: Spiritual Care



**Fundraising
– how to get
started**

Event ideas and inspirations

Activities don't need to be large:



Sausage sizzle



Gift wrapping



Shave for PCQ



Wear casuals
to work day



Team building day



Cupcakes



Lemonade stand



Trivia/Quiz night



Movie marathon

Other ideas and inspirations

Suggestion: If you are hosting or participating in an event, why not consider turning it into a fundraiser?



Birthday party



AGM



Conference/Forum



Funeral



Memorial



Wedding

Not everyone who likes to fundraise likes to host events. Therefore, we can also assist/support you to set up an online fundraiser and provide you with marketing resources to share with your networks and community.

Consider in lieu of gifts or flowers to encourage people to donate to your fundraiser.

Tips for a successful fundraiser

- Share personal stories – why you're doing it
- Tell people how their money will help
- Tell everyone – in person, social media
- Utilise your networks, friends, families, colleagues, community

8 STEPS of your fundraising journey

01



DECIDE

Decide what type of fundraising activity you want to hold. We have provided some suggested ideas and inspirations to help you decide on page 8.

02



REGISTER

Before you can start any fundraising activities, you'll need to register your fundraising activity with PCQ. Fill out and complete the *PCQ Community Fundraiser Registration Form* at <https://forms.office.com/r/U9RrR2G9pz>

03



APPROVAL AND FUNDRAISING FOR PCQ INFORMATION KIT

If your fundraising activity is approved you will receive a *Fundraising for PCQ Information Kit*. Please ensure you wait until you receive your approval with the *Letter of Authority* from PCQ before you start your fundraising event or promotions. *Please note, without the *Letter of Authority*, you will not be legally able to collect any funds raised from fundraising.

04



START PLANNING

Start organising and planning your activity or event. Some useful tips for a successful fundraiser are on page 8. Our Marketing team is also available to discuss ideas.

05



KEEP US UP TO DATE

Keep us informed of your event or activity and any developments. We will support you where we can.

06



HOLD YOUR FUNDRAISING ACTIVITY

This is the fun part – start your activity, share it widely with your networks, friends, families, colleagues.

07



WRAP UP YOUR FUNDRAISING ACTIVITY

After your event, send funds raised to PCQ along with the required records as mentioned in your *Fundraising for PCQ Information Kit* within 14 days of completion of your fundraising activity.

08



CELEBRATE THE OUTCOME

PCQ provides all fundraisers with a gratitude certificate and if you raise more than \$500 you have the opportunity to come into the PCQ office so that you can have your photo taken with a big cheque. We will share this online and you can re-share it to your community.

THANK YOU!



Legal Bits

Terms and conditions of fundraising for Palliative Care Queensland

In order to fundraise for PCQ you must complete the Fundraising Registration Form:

<https://forms.office.com/r/U9RrR2G9pz>

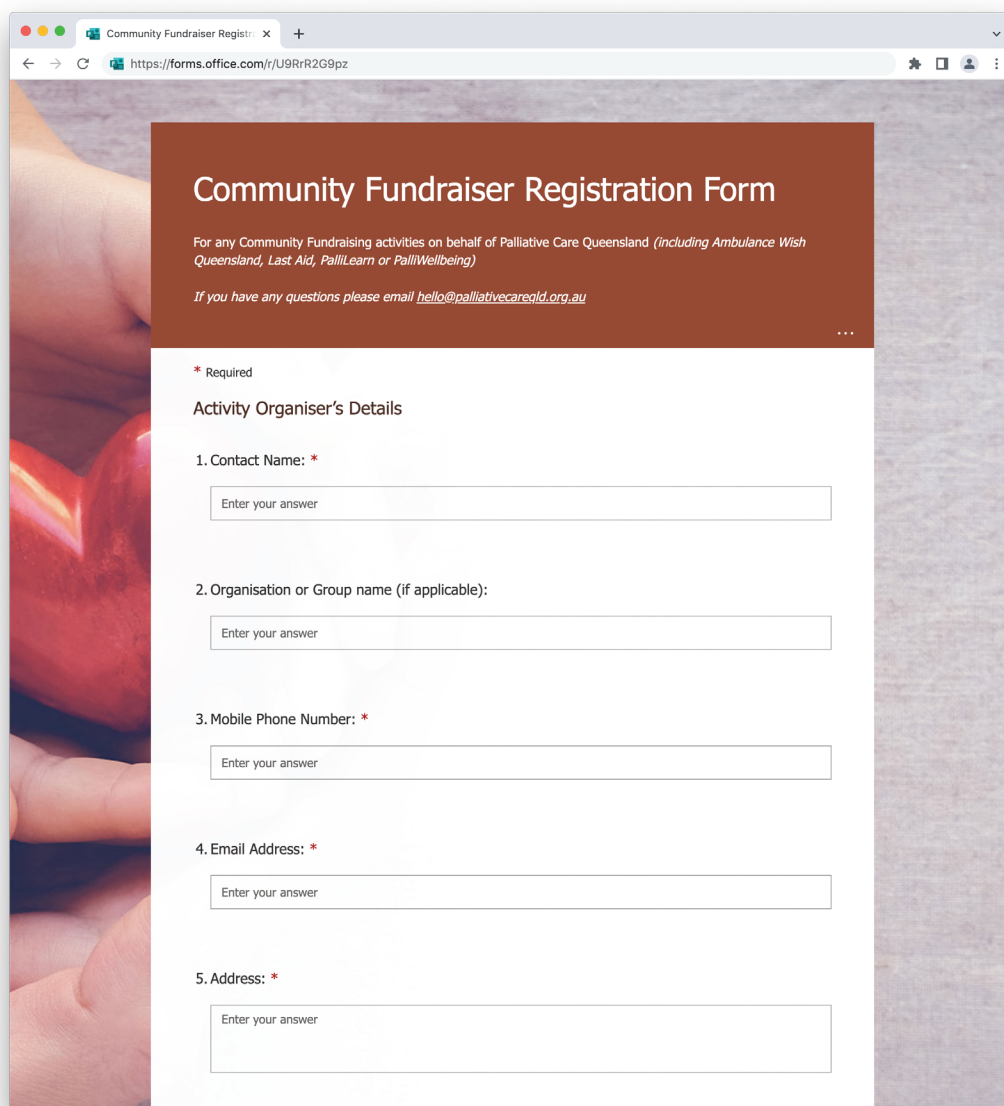
Your registration form will be assessed. If successful, you will receive an Authority to Fundraise letter from PCQ.

You must not start any fundraising activities without the Authority to Fundraise letter. Your letter will be provided to you once your Community Fundraiser Registration Form has been received, assessed, and approved.

Please allow 5 business days from when you submit the form to receive confirmation.

PCQ has the right to withdraw approval at any stage of the Fundraiser if it is in conflict of interest with PCQ or is high risk.

If this occurs, fundraising/promotions must be ceased, and any monies raised must be sent to PCQ within 14 days along with the required paperwork.



The image shows a screenshot of a web browser displaying the 'Community Fundraiser Registration Form'. The browser's address bar shows the URL <https://forms.office.com/r/U9RrR2G9pz>. The form has a dark red header with the title 'Community Fundraiser Registration Form' and a subtitle: 'For any Community Fundraising activities on behalf of Palliative Care Queensland (including Ambulance Wish Queensland, Last Aid, PalliLearn or PalliWellbeing)'. Below the subtitle, it says 'If you have any questions please email hello@palliativecareqld.org.au'. The form is divided into sections, with the first section titled 'Activity Organiser's Details'. It contains five numbered fields, each with a red asterisk indicating it is required: 1. Contact Name: *, 2. Organisation or Group name (if applicable):, 3. Mobile Phone Number: *, 4. Email Address: *, and 5. Address: *. Each field has a text input box with the placeholder text 'Enter your answer'.

Palliative Care Queensland Community Fundraiser Agreement

Thank you for choosing to fundraise in support of Palliative Care Queensland. Before commencing your activity please read and agree to the Community Fundraiser Agreement below (the Community Fundraiser Agreement/this Agreement).

This Agreement constitutes a legally binding agreement made between you (as the fundraiser) and Palliative Care Queensland, and contains important terms and conditions.

The reason for this paperwork

Each Australian State and Territory has developed legislation and regulations governing the conduct of fundraising (the Fundraising Acts). Under the Fundraising Acts, anyone wishing to raise money for charitable purposes on behalf of another organisation must hold an authority to fundraise issued by that organisation. So, before you get started in your fundraising, Palliative Care Queensland will need to approve and authorise your fundraising activity.

All individuals, groups or organisations who wish to fundraise in support of Palliative Care Queensland must accept certain conditions and register with us, whatever the size of the event or the donation (cash or in kind). This Community Fundraiser Agreement is designed to assist you in planning your event in support of Palliative Care Queensland.

Thanks again for your support! We're sure that you'll enjoy fundraising for Palliative Care Queensland and know that you will share in the reward of supporting all Queenslanders to live, die and grieve well.

Becoming a fundraiser for Palliative Care Queensland (PCQ)

All volunteer fundraising activities conducted in support of PCQ must first be approved and authorised by Palliative Care Queensland. If your event is approved, you will be provided with a letter, confirming your legal authority to fundraise so that you can begin organising your fundraiser. An Authority to Fundraise will only be issued following receipt and approval of your Community Fundraiser Registration Form.

Each letter will be valid until 30 days after the event date(s), as set out in this Community Fundraiser Agreement, and the relevant event(s) must be conducted within 12 months of receiving the letter.

You are not authorised to use PCQ as your beneficiary charity until you have received a letter.

Once you have received your Authority to Fundraise letter, you must plan the event with the approval of PCQ and you must continue to liaise with us and keep us informed about the event. Any changes made from the original details provided on this Agreement must be reported to us. Your letter and your status as an agent of PCQ may be withdrawn at any time and you may be required to submit a new Community Fundraiser Registration Form if significant changes are made to the original details provided.

You must use your best endeavours, at all times, to answer honestly any question directed to you in relation to the purpose of the event or the details of the event, or to arrange to find answers to questions that you are unable to answer. In particular, if requested, information is to be given as to how the gross income obtained from the event will be donated. You must not make any false or misleading representations in conducting the event.

You must comply with all applicable Fundraising Acts, other laws, regulations and by-laws (including all applicable privacy laws) as well as any other conditions which we may notify to you.

Will PCQ approve my fundraising activity?

PCQ may decide whether or not your event is suitable in its sole discretion. In conducting the activity, you agree to refrain from doing anything which may reasonably be expected to damage the goodwill, reputation or integrity of PCQ.

Approval of an application may be granted by PCQ if:

1. We have received a written and signed Community Fundraiser Registration Form
2. We are satisfied that the fundraising activity will produce a reasonable return after expenses have been deducted
3. We are satisfied that the fundraising activity fits in with PCQ's mission and values
4. We are satisfied the fundraising activity is not high risk

PCQ requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with any fundraising activities. PCQ will not endorse events that may adversely affect public health (e.g. smoking) or which involve the use of firearms, missiles, explosives or fireworks. PCQ reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky (regardless of whether or not the event is, or will be, covered by insurance). This may include activities involving, but not limited to:

- Animals or animal rides
- Motor vehicle and motor bike racing
- Dangerous machinery
- Clock or time trials, racing or similar competitive events

Money Matters

As the fundraiser, the event shall be conducted in your name and is your sole responsibility, including all financial aspects, fundraising activities, raffles, record keeping and management, issuing receipts and depositing funds into PCQ's bank account. Please note, taxable receipts are not eligible if goods or services are received in return for donation.

Where possible, support and advice may be offered by PCQ. However, due to limited resources, PCQ is not able to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes, organising celebrities, collecting funds on your behalf or ensuring your compliance with the Fundraising Acts. Under this Community Fundraiser Agreement we appoint you as our non-exclusive agent to solicit and receive donations on our behalf in connection with the event, and you accept that appointment on the terms of this Agreement.

You must comply with the Fundraising Acts and regulations in your state in respect of collecting and distributing funds. The general obligations are:

- Keep accurate financial records including a budget of your activity and provide this to PCQ
- All receipt books used and unused must be returned to PCQ
- PCQ cannot pay expenses incurred by you, but you can deduct fair and reasonable expenses from the proceeds of your event, provided they are properly documented
- You agree that you will not retain any part of the gross profits raised during the event as a commission, wage or other fee
- All profit (minus fair and reasonable expenses) must be sent to PCQ
- You must take reasonable steps to ensure that the expenses do not exceed 50% of total proceeds obtained from the event

- If expenses exceed this amount, you may be required to disclose additional information to prospective donors
- Expenses must be deducted from the gross proceeds of a fundraising activity/event before they are banked
- All funds raised (minus fair and reasonable expenses as noted above) must be deposited into PCQ's bank account within 14 days of the fundraising activity/event concluding.
 - o Please send cheques to **PO Box 418, The Gap QLD 4061** and include your contact details, also email hello@palliativecareqld.org.au

Receipts

Receipts can be issued for all money received, except where the money is received in a collection box or in return for goods or services. Individual receipts for donations of \$2.00 or more can be provided. PCQ will supply receipt books on request.

When the donating individual has received goods or services in return for money given (e.g. purchased raffle tickets and won, or purchased prizes at auction), you will be responsible for advising the donor of the value of the prize (or other goods or services received), so that the donor can work out how much of their contribution they can claim as a tax deduction.

We recommend that you carefully consider the risks associated with collecting cash and, where possible, enable people to donate directly to us online by, for example, having a laptop set up at your fundraising event or asking people to write you a cheque instead. Where you do receive cash, we recommend that you convert these funds to a bank cheque or money order as soon as possible. Please do not bank funds into your own personal or general Organisation bank account, as this is prohibited by fundraising laws in a number of jurisdictions.

Logo/Name usage and Marketing Materials

In your correspondence and promotion of the event, please ensure you make clear that the fundraising activity is not conducted by PCQ but instead is an activity to raise funds for donation to PCQ. Suggested phrases to use include: "proudly supporting Palliative Care Queensland (or relevant program)" or "funds raised will go to support the work of Palliative Care Queensland."

If you wish to use the Palliative Care Queensland <or a relevant program> logo on any materials or products, you must obtain permission from PCQ prior to print and circulation. PCQ may, in its absolute discretion, grant you a limited, revocable licence to use such intellectual property for the sole purpose of conducting your fundraising event. Despite any licence or permission granted to you, you acknowledge and agree that PCQ retains all rights to its intellectual property, and you indemnify PCQ against any claims which may arise as a result of your use of its intellectual property. Any advertising for the event must clearly disclose that the event is being conducted in support of PCQ.

Unless advised otherwise, when stating where the funds raised will go, please use the following phrase "funds raised will help Queenslanders to live, die and grieve well."

You agree that you have no right to the names 'Palliative Care Queensland' 'Ambulance Wish Queensland' 'PalliLearn' 'PalliWellbeing' 'Last Aid' or 'PCQ' and that you do not have the right to raise funds in those names.

This means you cannot call your event a Palliative Care Queensland event i.e. A Palliative Care Queensland Trivia Night, however, you can call it a "Trivia night in support of Palliative Care Queensland."

Any printed materials or advertisements to be used in relation to the event must be submitted to Palliative Care Queensland for approval. Please allow 10 business days for approval of your material.

- o Email any promotional designs or advertisements to hello@palliativecareqld.org.au for PCQ to approve before usage.

Media and Public Relations

Generating publicity before your fundraiser starts is a great way to help raise awareness of your fundraiser. You are responsible for generating your publicity. However, if the media require information about palliative care and/or Palliative Care Queensland you should direct them to contact our media team at media@palliativecareqld.org.au

You and your Organisation are not authorised to speak to the media on behalf of PCQ. Please also remember to make clear you are raising money in aid of PCQ but that you do not represent PCQ.

PCQ Representatives

A PCQ representative can be arranged to attend your event depending on availability. At least 3 weeks' prior notice is required. Please note: not all requests will be able to be met due to limited staff numbers and some event locations.

Liability

All aspects of financial and public liability and public safety are the responsibility of the event organiser and you agree to indemnify Palliative Care Queensland against any claims which may arise as a result of your event. You will need to consider insurance to cover your fundraising activity to protect property, participants and the public. Arranging the appropriate type and level of insurance for your activity is strongly recommended.

PCQ may be able to assist with Public Liability Insurance for fundraising events organised by a third-party on a case by case basis. Please speak with us if this is required.

Legal Implications

All fundraising activities must be legal and comply with all Australian Federal and State laws. Each State has a Fundraising Act or equivalent that PCQ and people fundraising on behalf of PCQ must adhere to.

There are different applicable laws, including specific laws about fundraising, depending on which state or territory you will be fundraising in. Other regulations which may require permits in your state relate to gaming, liquor licensing and preparation of food.

It is your responsibility to make sure you are aware of and comply with all laws and regulations applicable in your state.

Termination

PCQ may revoke the approval or any licences granted to you and terminate this Agreement at any time if you engage in any act or omission which may adversely affect the reputation of PCQ, or if you engage in any conduct which, in PCQ's reasonable opinion, is prejudicial to the affairs of PCQ, contrary to its objectives or which brings PCQ's name into disrepute.

If we revoke the authorisation or licence granted to you, you must immediately stop promoting the event and cease using any of PCQ's intellectual property.

Governing Law

This Agreement is governed by the law of the state or territory in which the fundraising event takes place.

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