



**The Australian Pancreatic  
Cancer Foundation**

# FUNDRAISING TOOLKIT



# THANK YOU

Thank you for choosing to support and fundraise for PanKind, The Australian Pancreatic Cancer Foundation and the only charity in Australia exclusively dedicated to the disease.

Each and every fundraising effort across our nation helps us achieve our mission of dramatically increasing survival rates and quality of life for pancreatic cancer patients.

In Australia cancers such as breast, skin and prostate have 5-year survival rates of above **90%**, and fortunately for those dealing with these diseases, investment in research has meant the survival rates have improved over the years.

Pancreatic cancer has a survival rate of just **10.7%** – this has barely changed in 40 years.

It's time now to make a difference and change these numbers.

Thank you for joining us in the fight to improve these shocking statistics. The money you raise will be invested into cutting-edge medical research and patient support to help increase survival rates and quality of life for pancreatic cancer patients and their families.



# FUNDRAISING IDEAS

**It's simple – fundraising fuels medical research which is the key to increasing pancreatic cancer survival rates.**

There are so many ways you can easily raise funds for pancreatic cancer research. The opportunities are endless, but we have some ideas:

- **Healthy lifestyle challenge** – Join a run, swim or cycle challenge, or make a positive lifestyle change for 30 days
- **Host a morning tea** on World Pancreatic Cancer Day
- **Hold a “Bake-a-thon”** at work and ask colleagues if they can contribute
- Organise a **#PlayinPurple** golf day at your local club
- Host a **pancreatic cancer BBQ** fundraiser for friends or family
- **Corporate team building** – Educate your workmates on the pancreatic cancer crisis while doing something fun
- Hold a **Book or Garage Sale** – Clear out your unwanted items and donate the proceeds to pancreatic cancer research. Everyone wins!

Create a fundraiser



# INSPIRING STORY

**The people who support the Foundation by volunteering and fundraising are critical to achieving our mission – we simply could not do it without you!**

Charlene Yates Bishop has lost both parents to pancreatic cancer and is a volunteer for the organisation in Perth.

“Fundraising is such a rewarding challenge. It’s not easy to get people to part with their hard-earned dollars, so you have to be compelling enough and able to demonstrate just what difference a donation can make to the cause.

“Knowing that research is key to understanding the disease, which will ultimately lead to early detection methods, more effective treatments and overall better outcomes for patients. This is what motivates me to fundraise.

“It’s hugely satisfying being able to make a difference to the future of pancreatic cancer.”



## Charlene’s top 5 fundraising tips:

1. Know where donations go. Be clear about where money raised is going so people feel comfortable that it is being put to good use.
2. Personalise your campaign, tell people exactly why YOU are supporting this cause and why YOU believe it’s important.
3. Set a realistic fundraising goal but don’t set the bar too low – give people something to aim for. And don’t be afraid to amend your fundraising goal if it looks like you are getting close to that target.
4. Approach your loyal supporters (your partner, parents or best friend!) first and get some easy runs on the board before you reach out to your wider network. Seeing that others have made a donation lends legitimacy to your campaign and often spurs people on to make a donation themselves.
5. It often takes several ‘asks’ before people actually make the effort to donate. Don’t assume that sending one email or posting one social media update will be enough to compel people to get online or reach into their pockets.

# MAKING AN IMPACT IS EASY

## Follow these simple steps to start fundraising:

- 1 Get creative – We've given you a few ideas but you can find inspiring and creative fundraising possibilities anywhere!
- 2 Make sure your activity complies with relevant laws and legislation, and apply for a Community Fundraising Agreement through PanKind.
- 3 Create your fundraiser – Set up your [Raisely](#) page with your personal story, photos and why you are fundraising.
- 4 Share – Put the word out there to your networks through email, social media channels and in conversation, asking them to support you in your efforts.

## Tips to boost your fundraising



**Create a Raisely fundraising page** and promote through social media.



Add an **email signature** to the bottom of your emails with a link to your fundraising page.



**Share your story**– why is fundraising for PanKind & pancreatic cancer important?



**Make the first donation** – people will often follow your lead.



**Set a target!** It's motivating for you and your supporters to see progress towards a goal.



**Check with businesses** you know – they often donate prizes to important causes.



**Say “thank you”.** Gratitude counts! Say thanks no matter the size of the donation.

[Create a fundraiser](#)



# RESOURCES

We have a range of resources that can help you share the message and help with your fundraising efforts. Fact sheets, flyers and PanKind merchandise are great things to hand out or sell at fundraisers. Please email us at [info@pankind.org.au](mailto:info@pankind.org.au) to find out how we can help.

## Use of the PanKind name, logo and key messages:

Fundraising organisers must seek permission to use the PanKind logo & name. We can provide branded items for some events with prior notice.

We don't allow our name in your fundraising activities' event name but you are able to say "the funds raised from this event will be donated to PanKind, The Australian Pancreatic Cancer Foundation". Some examples include:

- *"Proudly supporting PanKind, The Australian Pancreatic Cancer Foundation"*
- *"All proceeds from this event will go to PanKind, The Australian Pancreatic Cancer Foundation to advance critical medical research into pancreatic cancer"*
- *"Dinner/morning tea with net proceeds to PanKind, The Australian Pancreatic Cancer Foundation"*

## Key messages

A lot of people don't know about the health crisis that is pancreatic cancer, or how we are working to change this story for Australians.

- *Pancreatic cancer is predicted by experts to be Australia's second biggest cancer killer in the coming years.*
- *Pancreatic cancer claims virtually the same amount of lives as breast cancer*
- *8 people die from this lethal disease every day, yet it receives little or no government funding.*
- *PanKind is Australia's only charity exclusively dedicated to pancreatic cancer.*
- *PanKind channels funds into cutting-edge medical research with a mission to triple survival rates by 2030.*

## Create your own fundraising page

Our fundraising partner is **Raisely**: <https://pankind-fundraising.raisely.com/>

Raisely gives you the freedom to tell your own story and share your images – it's perfect for fundraisers and easy to use. Raisely provides you with a unique link that you can share with family and friends to kickstart your donations! Those who support you can leave a message of encouragement for you, and they will be issued with a tax-deductible receipt automatically.



# FUNDRAISING – IMPORTANT INFORMATION

**Individuals, organisations and community groups who would like to get involved in fundraising for PanKind in Australia should complete our *Application for Community Fundraising Agreement form*.**

This form advises us on your proposed activity, and if the activity complies with our guidelines we will provide you with an **'Authority to Fundraise'** letter together with the relevant information you need to assist with your event. The letter of authority is a requirement of the Charitable Fundraising Act, so this needs to be issued before fundraising can commence.

Please download and complete this application then email to [info@pankind.org.au](mailto:info@pankind.org.au)

## **Approval guidelines**

Fundraising activities approved by PanKind must comply with all relevant federal and state laws (refer to your state authority in the first instance).

## **Insurance**

Your activity will not be covered by PanKind, so depending on the nature of the event, you may need to take out insurance cover for you and your participants. We suggest you seek advice from your local council regarding public liability insurance requirements.

## **Donation details**

We encourage all of our donation to be made on our secure website securely here:

<https://www.pankind.org.au/donate/>

Funds raised through a fundraising page, such as Raisely, will be deposited automatically and donors will receive a tax receipt. To donate your fundraising proceeds to **PanKind, The Australian Pancreatic Cancer Foundation**, you can:

- donate by EFTPOS
- make a direct deposit to the PanKind.

## **Our bank details are:**

BSB: 062000

Account no: 13924823

Account name: PanKind Australian Pancreatic Cancer Foundation Limited

## **Donate by cheque**

Please make all cheques payable to PanKind and post them to:

Attn: Fundraising Manager PO Box 1216 Manly NSW 1655

If you would like a receipt issued for your donation, send us an email at [info@pankind.org.au](mailto:info@pankind.org.au)

# FUNDRAISING – IMPORTANT INFORMATION

## Terms and Conditions for fundraising: The Fundraiser agrees;

The Fundraising Activity, including the financial aspects, fundraising, record keepings and management of the activity shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.

Fundraisers must make it clear when dealing with the public, sponsors and supporters that they are not representing PanKind; they are acting on its behalf to raise funds that will be forwarded to the Foundation.

The Fundraising Activity needs to be promoted and conducted by the Fundraiser in compliance with all relevant laws and regulations and the Fundraiser must apply for any permits and authorities that may be required.

The Foundation's insurance policy does not cover activities conducted by outside organisations and groups and all insurance cover required is the responsibility of the Fundraiser.

To comply with any applicable conditions placed on the Foundation and associated fundraising activities by the relevant government authorities and/or charitable fundraising laws, and to ensure that anyone working with or for the Fundraiser does the same;

Not to bring the Foundation's name into disrepute and to ensure that anyone working with or for the fundraiser complies with the same;

To reimburse the Foundation for any loss or damage that the Foundation may suffer because of what the Fundraiser does or fails to do; and to comply with any other reasonable directions of the Foundation in relation to but not limited to, the use of the Foundation's name and logo.

## PERSONAL DETAILS

Full name: (organiser/main contact)

Mobile phone:

Company name: (if a company/team is involved)

Full address:

Email:

## FUNDRAISING/EVENT DETAILS

Name of event/fundraiser:

Date of activity:

Description of fundraiser: (how will you be raising funds)

Location of event/fundraising activity:

Who & how many people will be attending?

Date:

Signature:



# THANK YOU FOR YOUR SUPPORT

Connect with us on social media:



Contact us:

[info@pankind.org.au](mailto:info@pankind.org.au)

[www.pankind.org.au](http://www.pankind.org.au)



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