



Top Tips to becoming a Fundraising Star!!



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ABOUT CAN TOO

Annie Crawford, Can Too Foundation Founder & Chair, shares an insight on Can Too:



"After living overseas for several years, I returned to Australia and decided that rather than re-entering the paid work force I wanted to do something that "would make a difference". I had a plan to combine my passion for running and fitness with raising money for a non-profit organisation. I had a plan to combine my passion for running and fitness with raising money for a non-profit organisation. My father died of cancer at 51 years old so I wanted to support a cancer foundation. I was impressed with the work of Cure Cancer Australia to fund breakthrough research by supporting young and brilliant Australian scientists. With the support of the Macquarie Group Foundation and Cure Cancer Australia I forged a formidable partnership and Can Too Run was born!"

Ten years on, \$14M raised, 9,500 participants trained to running, swimming and biking glory, Can Too has grown up. We have become the Can Too Foundation – a Not for Profit Foundation in our own right. Our goals are to create a healthier, fitter community and fund bright, innovative researchers through Cure Cancer and other partners.

The Can Too Foundation is a health promotion foundation that transforms lives through fun, fitness, friends and fundraising. Beginners and experienced people alike are given professional coaching as part of a team to run or swim and bike in events – including marathon, half marathon 10km and 7/14km relay runs; as well as ocean swims and triathlons. In return, participants raise valuable funds that go towards funding cancer research!

Can Too is for everybody. At Can Too we believe that everyone can achieve goals they only dreamed of. There is a stretch goal in all of us and with a desire we all *can too* do anything we set out to do. We just need to take that first step, join Can Too and anything is possible!!! We believe *We Can Too!*

PRINCIPAL SUPPORTER: MACQUARIE GROUP FOUNDATION

We have been lucky enough to have Macquarie Group Foundation as our Principal Supporter since the beginning of Can Too. Macquarie Group's support underwrites our program costs. We are thankful for Macquarie's ongoing contribution to Can Too's growth. For more information visit: www.macquarie.com/foundation

WHERE DOES YOUR FUNDRAISING GO?

Your fundraising goes to researchers working in all areas of cancer by funding them at the start of their careers.

Most of us know someone who has suffered cancer. You may have seen or experienced how life changes with the diagnosis: the fear, the pain, the uncertainty. The strength of the individuals who are affected and the support they get from friends, family and the wider community inspires and motivates all of us.

Every survivor's great hope is a cure, which can only come from research. Yet cancer researchers almost always describe their biggest obstacle as funding. There simply isn't enough, which is why Cure Cancer Australia appreciates the incredible support of the Can Too community.

Cure Cancer Australia aims to give these brilliant creative minds the opportunity to focus on what they do best - breakthrough cancer research!

Thanks to the generosity of everyone involved in Can Too, research projects funded to date have been working in the areas of breast, bowel, brain, colorectal, ovarian, pancreatic, prostate, skin cancers as well as children's cancers, Leukaemia, and understanding cancer cell behaviour, chemotherapy and radiotherapy. For more info head to the Can Too website!

Here's a word from one of our previous sponsored researchers – Dr. Megan Bywater:

Dear supporter of Cure Cancer,

You probably don't realise how much difference your donation makes. A lot.

Without you, I may not have been able to continue the research that has led to a potential new treatment for lymphoma and leukaemia that we are giving cancer patients as part of a clinical trial at the Peter MacCallum Cancer Centre.

Without you, these patients may never have had the chance to try it.

We know that the compound we have created to interrupt the protein growth drivers in cases of cancer seem to work especially well on blood cancers like leukaemia and lymphoma, so that's where the testing is starting.

Thanks to you, lives may be saved. That's a great honour, and I hope you feel proud of your contribution.

You have made a real difference to my research. Thank you!

Warm regards,

Dr. Megan Bywater

2012 Cure Cancer Grant Recipient
Peter MacCallum Cancer Centre
Melbourne Victoria 3000

FUNDRAISING SUPPORT

Many of us were raised with the notion that talking about money is bad and asking people for it is worse! Take a moment to examine your own beliefs about asking others to contribute money. Do you feel that by asking someone for sponsorship that you are asking them to make a real sacrifice? Do you feel that you are imposing on them, or putting them on the spot?

We all have notions and beliefs surrounding the subject of money. Given this new commitment that you have taken on, it is a good time to examine and revise some of these notions and beliefs.

Let's look at the idea of a contribution to cancer research. Firstly you are not asking for money for yourself. You are asking for money for a really wonderful cause, a cause that may actually help save the lives of the people you are asking for a contribution. Every one we know, either knows or loves someone who has cancer or has died of cancer. Research saves lives!

Is the contribution really a sacrifice? Does it really make people feel uncomfortable?

How would you feel if someone you knew asked you to contribute to something that they were involved with? Would you be happy to give them support? **People usually feel good supporting a great cause.** Often they wish they were doing what you were doing but are unable to do so. They may even welcome the chance to support you. Do not assume people do not want to help; they may even feel offended that you felt that you could not ask.

Can Too: A Fundraising Program

Can Too is a two-part journey and the rewards of the fundraising are as great as running and swimming or cycling in your goal event.

The primary goal is to **raise money for cancer research**. At the same time, we will do everything in our power to enable you to achieve your goal of training for and participating in a goal event. We have committed to giving you professional coaching and a structured training program, and you have committed to us that you will raise your funds. We want you to be successful in raising at least your minimum fundraising goal. However, **the sky is the limit, so reach for it!**



CAN TOO HALL OF FAME!

Can Too appreciates the support of all our whole team in achieving their fundraising goal.

Everyone becomes a Fundraising Star when they reach their minimum pledge of...

Can Too Run Programs

Run 45km: 24 week training program raise \$2,500
Run 42km: 20 week training program raise \$2,000
Run 21/23km: 14 week training program raise \$1,250
Run 14/7km: 12 week training program raise \$1,000
Run 9/10km: 10 week training program raise \$800

Can Too Swim Programs

Swim 2.5km or 2km or 1km (or all three!): 12 week training program raise \$1,250
Swim 2.5 or 5km: 14 week training program raise \$1,750
Swim 3.8km: 16 week training program raise \$1,900

Can Too Tri Program

Swim, Run and Cycle!! 12 week sprint triathlon training program raise \$2,250
Swim, Run and Cycle!! 14 week Olympic triathlon training program raise \$2,500

When you become a fundraising star you'll be recognised in Can Talk as well as receive a certificate and something special...

Reach your pledge amount and you are a **Fundraising Star! Go Can Too!!**

CAN TOO HALL OF FAME

You Can Too become a Fundraising Star, Hall of Famer, Champion, Legend, Hero, Sensation or Super Sensation!

Successfully raise your **pledge amount!**

Raise an incredible **\$5,000** or more

Raise an amazing **\$10,000** more

Raise an amazing **\$15,000** more

Raise an outstanding **\$20,000** or more

Raise an astonishing **\$50,000** or more

Raise an exceptional **\$100,000** or more

Fundraising Star

Hall of Fame Inductee

Hall of Fame Champion

Hall of Fame Champion

Hall of Fame Legend

Hall of Fame Hero

Hall of Fame Sensation

These recognition levels can be achieved across a number of programs...

GETTING STARTED – Where to begin?

Congratulations on registering for an event with Can Too Run, Swim or Triathlon!! Although a lot of people can be anxious about achieving their fundraising goal - with the tips and support we give you, **you will achieve it!** Remember you are doing this for a really good cause - you are not asking for yourself.

We have found **the backbone of most successful strategies is your Personal Fundraising Page!** Sharing it around and asking friends, family and colleagues to sponsor you for the amazing commitment you have made in training for your event. You will be surprised and affirmed by the support you receive.



When you register for a program, your fundraising page is automatically created. You would have received an email to advise that your fundraising page is now active! *Check your junk mail folder if this hasn't come through.*

Your fundraising page is the best way to encourage sponsorships from your friends, family and colleagues. Sponsors can see how you are travelling with your fundraising as well as who has already

sponsored you. It is important to include the link to your Personal Fundraising Page in all emails to your sponsors to make sure all funds are directed to your fundraising pledge.

1. As soon as you register, you receive an email with your username and password to set up your fundraising page – remember this or re-set it to something you will remember.
2. You will receive a second email welcoming you to the program with a link to your Personal Fundraising Page. Click on the link provided and log into the 'PARTICIPANT LOGIN' (top right) with your username and password.
3. Scroll down a little and click on Customise My Page, you can edit:
 - **Fundraising target** – this should be the same or greater than your fundraising pledge, many of our participants raise above their pledge – the sky is the limit!!
 - **Profile Pic** – take a photo of yourself in your Can Too singlet/swim cap, or upload an action shot from training - you can update this regularly.
 - **Start your Blog** – this is where you tell the story of what has motivated you to embark on your Can Too journey and raise money for cancer research. You can update this throughout the program and include photos to keep your supporters excited and wanting to follow your journey.

Write about taking up a challenge, setting yourself a goal, maybe to achieve something you thought impossible. You can tell them about your training regime over the program and your goal event, including Saturday mornings when you'll be pounding the pavement or diving into the ocean early in the morning while everyone else is recovering from a hangover or sleeping in! They may not be able to achieve what you are achieving, but they can share in your experience and support you!

- **Add pics to Your Gallery** – Take snaps of your pre-training breakfast, your sparkly new running shoes or your wet soggy hair after swim training, it's all FUN and it's all about sharing your experience with others to engage their support.
- **'Thank You' email to your sponsor** – you will receive an automatic email notification when you receive a donation! Congrats! You can then send your sponsor an individual email thanking them for their donation.

4. Don't forget to keep clicking SAVE on anything you are editing!

Having trouble? Email info@cantoo.org.au if you are having any problems with your page.

It's simple – if you don't tell your friends, family and colleagues about your new challenge, how will they know what an amazing thing you are doing? And how can they sponsor you?

STEP TWO: Tell everybody what you are doing!

Send an email to everyone you know - literally everyone... often it is the people you least expect who will support you in your fundraising! Tell them about the challenge you are embarking on and ask for their support. Generally, at least one out of every three people WILL donate to you!

It is **most important** to include the line: **Go to <insert personal link here> to sponsor me.**

This encourages your supporters to click through to your personal fundraising page and read about your experience - by keeping your page fresh and interesting you can keep your supporters engaged. They will be able to see who else has sponsored you and how much you have raised thus far. Get creative with your emails!

Add your Personal Fundraising Page link to your email signature – We have a jpeg signature image that we will send to you during the program or find it online in your Dashboard under Resources. Link the jpeg image to your Fundraising Page link, so people can just click through. If you want to add more detail, write a short explanation of your Can Too goals and WHY you are doing it - this gives them more of a reason to click through and support you!

Share the link to your fundraising page online! When you make updates to your Fundraising Page Blog or Gallery, or when you receive a donation – share it on social media!

STEP THREE: Share on Social Media!!!

Are you on Facebook? Instagram? Twitter!? Find us, like us tag us!

- Facebook: www.facebook.com/CanTooRunandSwim
- Instagram: **cantoo_** or hashtag **#thisiscantoo #cantoo**
- Twitter: twitter.com/CanTooRunSwim

Educate yourself about the work of Can Too, and the researchers that have received grants through Cure Cancer

- knowing where the money goes greatly enhances your confidence to talk about the program and this makes it easier for you to fundraise. There is information about the researchers we have sponsored on the Can Too website, under About Us, or ask your Team Captain.

Want some ideas? Check out some great blog examples from fellow Can Tooers.....

EXAMPLE of initial Fundraising Page Blog or email

A world without cancer – nothing less....episode iv (a new hope) My mum was diagnosed with Lung Cancer over 4 years ago - it was then that I decided to join her fight against cancer by challenging my own boundaries. She fought a fight like no other. She was 5ft nothing and packed a punch, and even though she lost her battle, it's with this fighting spirit that we continue to fund the brilliant scientists that invest every waking moment searching for a cure for cancer.

This is why I continue my Ocean swimming each year and help raise money for Can Too. This will be my fourth year in the Can Too Program in which we participate in 12 weeks of training, a couple of 1.5km warm up ocean swims and ultimately competing in an awesome 2.7km Ocean Race from Palm to Whale beach on the 31st of January.

As background – Can Too funds young scientists to pursue potential breakthrough cancer research. Our goal for Can Too this year is to fund at least four scientists in a research institute. And our ultimate vision is "A world without cancer, nothing less".

I would really appreciate your support to help fulfil this vision for Can Too. To sponsor me online – [click this link](#)
<insert personal fundraising link here>

After a sponsorship has been made online you will receive an automatic receipt and all donations above \$2 are tax deductible.

Thank you so much for your support.

Swim like Dory! OMG what have I done? I've signed up for a swim program – you know my history don't you? I dislocated my shoulder 14 years ago in the surf at Glamorama and that resulted in a further 8 dislocations. Surf is not my friend!

However, I recently overcame my fear of the ocean and learnt to swim Freestyle (a benefit/necessity if I compete in an ocean swim – otherwise I kick people in the hoo-haa by breast-stroking!). I am training for a 1km ocean swim in February with Can Too, a non-profit program that matches fitness incentives with a good cause. You're heard all about Can too with my running as they started coaching me in 2008 and I have finally completed my first marathon. This year is turning out to be a big one, a 42.2km marathon and an ocean swim!

With Can Too beginners and experienced athletes alike are given professional coaching as part of a team to run or swim in endurance events – including 10km, half marathon, and marathon runs; as well as ocean swims. In return, I will raise valuable funds that go towards funding cancer researchers through Cure Cancer Australia.

Some little quotes: * "There is water in every lane, so it is OK." Ian Thorpe (on being in Lane 5 for a final) *
* "If swimming were easy it would be called football" * * "I put the 'p' in pool" * * "Mess with the best and drown with the rest!" * * "There's enough water in the pool already. Quit crying, put your head down and SWIM."

Wish me luck!

YOU CAN TOO be creative on your fundraising page!

A Can Tooer in one of the run programs added up all the kilometres covered in her half marathon training program, which was 380km. She then Googled "380km from Sydney" and found that Port Macquarie, Tamworth & Forbes were all that distance from Sydney. This put some perspective on what she was undertaking for all her non-running supporters and she included it on her personal emails & fundraising page!

We encourage you to achieve your fitness and fundraising goals simultaneously. It is great to complete fundraising by event day and get it under your belt.

We realise sometimes donations come after race day, however all money needs to be in 31 days after the event.

STEP FOUR: Follow up!

EMAIL AGAIN! Don't forget we live in a busy world. People need reminders. Just because they didn't respond straight away does not mean that they do not want to support you. Maybe they just haven't got around to it, or maybe they even accidentally deleted your email.

Send the link to them again! **A few gentle reminders of your training progress and fundraising deadline will greatly assist in raising your funds.** You may have to send up to three or more updates of your great progress to your sponsors!

Remember to update your personal fundraising page with how you are going with the program, what you are enjoying, what you are challenged by – by keeping your page fresh and interesting you can keep your supporters engaged.

Check out the great example below!

Marathon runner

"I know, I know, **"SHUT UP WITH YOUR RUNNING AND YOUR FUNDRAISING!"** I hear you say. But I cannot. Please hear me out one more time.... Ploise?

- I am 6 weeks away from running a MARATHON. **42km**. I am TERRIFIED. As you all know, all of my running over the past 3 years has been to raise money for Can Too – an organisation that funds Cancer research projects in Australia.
Thanks to you all, I am $\frac{3}{4}$ of the way to raising **\$20,000** for cancer research. SO many of you have sponsored me over the past three years, and your generosity has contributed to us PERSONALLY funding **300 hours** of Cancer Research in Australia and to Can Too raising almost \$7.5 MILLION dollars in just a few short years. **Isn't that amazing???**
- But I'm not finished. I want to hit that \$20,000 mark. This week, I found out that a former colleague from another charity initiative I worked on, lost her son Scottie to cancer. He was 21. I met him when he was about 17, at which time he was a perfectly healthy lad. I didn't know him well but he was so sweet and quiet and...young. I am devastated to think that one day you can be young and healthy, and the next, fighting for your life. Scottie was a young man. He should have lived another 60 years at least. His mother, also a Cancer survivor, should not be burying him today.
- In his memory, and in honour of the **40,000** men and women that will also succumb to Cancer this year, and next, and the one after, I am inspired to keep running and KEEP fundraising.
- I won't bore you with how hard we train, or how long we run for, or how bad my blisters are – none of that "hardship" means anything compared to what a person in cancer treatment has to go through. Scottie was sick for the last 4 years of his life. How is that fair? He should have been out getting drunk with his mates! The research we fund not only works towards finding a cure, but also improved treatment options for sufferers so they can get better faster, and be more comfortable through the process. Without Cancer Research, we wouldn't have a cervical cancer vaccine. And a skin cancer vaccine in the making. Just think what could be next?
- I for one want to live to be 99 years old. And I would like all of my loved ones to live to 110.

If you feel the same, and you feel like sparing a few pennies in support of my Can Too marathon – you can sponsor me here <insert personal fundraising link> quickly and easily. You can donate from anywhere in the world and the process is quick and tax deductible if you live in AU! You will be emailed a receipt! Please do not feel that there is a minimum amount you need to spend – any amount is fantastic.

This is in no way meant to be a depressing guilt trip, I just feel inspired to keep fundraising.
Thanks again everyone!"

**STEP FIVE:
Say thank
you!**

After you have completed your event, update your fundraising page with how you went on the day and how you feel about your accomplishment!! Email your friends, family and colleagues again, thanking them and sharing the news of your success!! Be sure to include the link to your fundraising page. Those who have already sponsored you will be proud to know they helped you reach your goal, and those who are yet to sponsor will be reminded that they can still contribute to a fantastic cause! **Here are some example emails:**

I MADE IT!!! Despite a catastrophic weather forecast the morning turned out beautifully and was perfect running weather. I enjoyed the run (I can say that now that it's over) and achieved my target of completing the 21.1km in under 2 hours. My time was 119:47minutes gun time (ie from when the gun goes off to me crossing the finish line)/114:56min (1hr & 54mins & 56 secs) net time (ie time between when I crossed the starting line and when I crossed the finish line). My time a PB (as it was my first half marathon it had to be didn't it!!).

More importantly you all contributed to the money raised by this SMH Half Marathon Can Too program which has provided enough for two more researchers (\$150,000). You collectively contributed \$2409 which is fantastic – THANK YOU ALL SO MUCH! Thank you also to many of you who not only provided financially but also for the moral support and encouragement that helped me achieve my goal of completing the run yesterday.

Can Too is a fantastic program which I would recommend to anyone. It really is working towards providing a healthier (and happier) society both through research in to cancer prevention and cure whilst at the same time building personal fitness. Without sounding too much like an advertisement Cantoo provides training for 9km, half marathon and marathon runs as well 1km, 2km and 2.7km ocean swims and is getting close to raising millions since it started in 2005. See more on their website www.cantoo.org.au

Thank you all once again – you were all a big part of yesterday's achievement."

IT'S OVER Well, the Sydney ½ marathon has come and gone and collectively you have donated \$6051 towards finding a cure for cancer! On behalf of Can Too www.cantoo.org.au, I sincerely thank you.

The run itself was lovely for the most part, across the Sydney Harbour Bridge was special, as was finishing at the Opera House, albeit the second half of the run turned out to be pretty ordinary compared to the first. I spent a few too many petrol tickets by the half way mark and ended up getting home in 2:16:29. This was well outside what I have been training for and nearly 20 minutes slower than last year in Melbourne.

Never mind. I feel in the best shape that I have been for years and will look forward to the next one in a few weeks time. So much of this running caper is as much mental as it is physical.

A special thanks to Sophie, who got me started into running 2 years ago and, who came up from Vic to run with me today. Sophie has her own mountain to climb on October 11th in Melbourne when she runs her first full marathon (42.2kms). She is also running for Can Too and the Cure Cancer Foundation of Australia. Good luck Sophie!

I have really appreciated all of your support, the e-mails, texts, jibes ...and donations! Please keep Can Too at the forefront of your mind when you are thinking about what you can possibly do, for someone else, that truly makes a difference. We all have great causes that are dear to us but I urge you to consider including Can Too in your list of charities each and every year from now on. Perhaps you could also ask friends, colleagues and family to do the same...if you don't ask them the answer has to be no. Thanks a million!



Don't forget to close down your Fundraising Page once you have finalised your fundraising!! You aren't able to have multiple pages open, and may want to get started fundraising for your next program!

FUNDRAISING IDEAS & EVENTS

EVENTS CAN TOO BE EASY!! This is a great resource where you will find step by step guides to hosting all sorts of different fundraising events – including checklists, timeframes, the works!!

Your Team Captains have a copy of this resource. Please drop us an email to info@cantoo.org.au if you would like a more detailed “Events Can Too Be Easy” guide to any of the fundraising event ideas below:

Community BBQs: Some stores offer fundraising opportunities for weekend sausage sizzles to Community groups. Your local hardware or shopping centre may offer the same facilities. Try places like Officeworks, local hardware stores and Woolworths. All the money you make is yours to keep for your fundraising efforts. Book early!!

Movie Nights: Most cinemas hold special events such as advance screenings. If you contact the cinema to hold a fundraising event, they will donate part of the cost of the ticket to your fundraising. Invite everyone to come an hour before the screening and provide refreshments (again you can have this donated or cater yourself). Hold a raffle – get great prizes donated from local businesses or friends who could provide a service i.e. massage therapists or who work at companies that can provide you with products. To make this worth your while you need to ensure bums on seats!

Can Too, Can Cook: Put your obsession with food and cooking to good use and teach your family and friends how to cook and raise money for Can Too at the same time. You could do this in your own kitchen or through a local cooking school. A cooking school will charge various prices depending on the event – negotiate a good deal for your group guaranteeing the numbers telling them it's a fundraising event for Can Too. Then add on your margin for fundraising. At home, for an evening event try \$80 plus food cost of \$20, for day \$50 plus food cost. Bon appetite!

Garage Sales/Market Stalls/Frock Sales/ebay Auction: How much stuff do we accumulate over the years that sit at the back of the garage! Spread the word amongst your family and friends if they have anything to off load and are willing to donate to you. Sell it and raise money for a great cause!

Trivia Night: For it to work well, teams should be between 4-10 people. Charge an entry fee between \$10 and \$30 per person, depending on other costs you may incur (e.g. room hire or catering). You can raise a lot more if you also hold a raffle or auction on the night.

Trash and Treasure: The idea behind this is you must be single and you must bring a friend who is single and of the opposite sex. So in other words they are your (much loved) 'trash' and could be someone else's 'treasure'. Everybody pays a \$25 entry fee and you can even throw in a little match making party game. On entry to the party, you give five stickers, marked F for female or M for male. The aim is to find and match these stickers with five people of the opposite sex who have the same type of sticker e.g. if you are female you will end up with five "M" stickers of your type. You need to do this to enter the prize draw.

Rubik's Cube Night: As the name suggests, you attend the party wearing six items of clothing representing the colours of a Rubik's Cube. Everyone is charged an entry fee and given a colour at the start of the night. By the end of the party, you should have been able to swap your various items of clothing so you are left with just wearing your assigned colour. You then have to mingle and ask random strangers to get their gear off just so you can meet your objective. Any people who are not wearing one colour at the end of the night will be fined – more money for your fundraising target! It is a lot of fun and a great way to raise money at the same time.

Barefoot Bowls Afternoon: A fun way to raise money with your friends! A Sunday afternoon spent with friends, family or even your work colleagues competing over a few drinks. Contact your local bowling club and get rolling! Don't forget to organise a raffle or lucky door prize to boost your profits!

Selling Chocolates: Companies like Cadbury's support fundraising. Visit their website for more information: <http://www.fundraising.com.au>. You will need to make a minimum order and pay upfront. For those of you who work in big offices, it's an easy way to raise money and make your colleagues put on weight so that they will want to join Can Too for the next program!

Poker Nights: How about a fun night of Poker with friends, colleagues and or family? Here is an example: Players form tables of 10 people to compete against each other, with the 1st and 2nd winners from each table moving forward to the winners table. Each person pays \$60 as a buy-in (with only one buy-in permitted per player). For the evening to be successful 5 tables of 10 players allows you to raise \$2000 for CanToo. First prize \$400, Second prize \$200, Third \$100, Fourth \$60.

What are you good at?: Even if you are not Nigella Lawson in the kitchen you can still bake muffins or cupcakes and have a morning tea at the office!!

Get a 'matching grant' from your employer: A 'matching grant' or 'matched giving' is when a participant's employer offers to match the amount of money raised through an employee's fundraising. Not all workplaces do this, so it is best to contact your HR department to double check.

Matched giving is a fantastic way to increase fundraising, so if you have any questions about your options or how to proceed, please contact the Can Too office on info@cantoo.org.au or 02 8072 6188.



YOU CAN TOO!!

To process funds from an event please complete a *Proceeds from Fundraising Activities Form*. Entry fees, raffle tickets, auction items and sausage sizzles are not deemed tax deductible by the NSW Office of Liquor, Gaming and Racing. Please see the form in **Appendix B**

FUNDRAISING ADVICE

Everyone who is committed to their fundraising efforts meets their pledge! Below are some tips to make it easier for you and your supporters.

- **Start early:** Get the bulk of your fundraising underway before the serious training begins. When you are halfway through the program you will be expected to have raised 50% of your fundraising target. The earlier you begin fundraising, the easier it will be.
- **Have fun:** Think about ways to make your fundraising effective and enjoyable.
- **Use the assistance and support of your Mentor:** You will be nominated a mentor who will help you get across the line, they provide encouragement and advice in relation to your run or swim, but most importantly in relation to your fundraising. They have a minimum of two programs under their belt and are a fantastic source of information for ideas on fundraising.
- **Aim high:** Think big. Have a personal goal to exceed your fundraising minimum, perhaps even to double it. Remember the sky is the limit, and you will be recognised for the extra work you put in! On subsequent programs – aim to enter the Hall of Fame
- **Don't be afraid to Ask:** There is nothing to lose by asking your friends to provide you with a prize to raffle or auction at your fundraising event. Providing in-kind support is another way your family and friends can assist you in reaching your fundraising target.
- **Add your fundraising page link to your email signature & social networking site**
Including your Fundraising Page link, with a short explanation of your Can Too goals, lets more people know about your running or swimming and fundraising goals and gives them the opportunity to support you in achieving your fundraising goal.
- **Get the money up front if possible:** Tell your sponsors about your deadline. Encourage them to donate immediately. Make it easy for them. Send them the link to your Personal Fundraising Page to encourage online sponsorship. It is important to include this link in all emails to your sponsors to make sure all funds are directed to your Personal Fundraising Page. It is by far the easiest way for you and for them. All donations over \$2 are tax deductible (For more information on tax deductions, please see page 18 'When are my sponsors eligible for a tax deductible receipt?').
- **Thank donors again before the event:** Inform them of your progress. If they have not sent in their money, drop them a line and let them know how your training is progressing. Let them know how far you are running or swimming now! Thank all the donors after the event as well. Send them a note about how it all went. Remind them of the importance of their contribution. Personalise it as much as possible.
- **Take photos of your training and the event:** Update your Personal Fundraising page with photos and post online. They will be great memories for you and you can send them to your sponsors.

HOT TIP!! Share, share share! Get a conversation started online, thank people publicly and open up about what you are doing and why!!

PROCEEDS FROM FUNDRAISING EVENTS – WHAT HAPPENS NEXT?

Congratulations - you have held a successful fundraising event and raised funds. See below for an explanation of how to get the funds to Can Too.

Once you have held your event and collected the funds raised, complete a ***Proceeds from Fundraising Activities Form***. This form can be accessed through our website and is also included at the back of this fundraising booklet, see **Appendix B**. The funds can then be processed into your sponsorship account.

Fill in the form as below

Funds raised from Activity	\$ Amount
Entry fee	200
Money from raffle	100
Silent Auction	200
TOTAL	\$500

Three options for processing your funds and form:

1. Funds can be directly deposited into the Can Too Foundation bank account. If you wish to make a direct deposit please contact the Can Too office info@cantoo.org.au so we can attribute your funds to your fundraising page, specifying the funds are proceeds from an activity, and therefore not eligible for a tax deductible receipt.

Bank details are:

Bank: National Australia Bank account

Name of Account: Can Too Foundation

BSB: 082352

Acct Number: 840806445

NOTE: You must put your name as the reference

2. Deposit the funds on your Fundraising Page. Just remember to tick the box that the payment is not a charitable donation!
3. If all else fails, personally drop in funds and your completed *Proceeds From Fundraising Activities* form to the Can Too office (we would love to see you!)

Remind those who have supported your event by buying tickets, paying an entry fee, enjoying a sausage at your sausage sizzle or entering a raffle etc, they are **not** eligible for a tax deductible receipt.

CASH OR CHEQUE DONATIONS

When you receive a cash or cheque donation, complete a *Can Too Sponsorship Form*. This form enables us to track the funds and ensure the money gets added to your sponsorship! **The Can Too Sponsorship Form** can be downloaded from our website and is also included at the back of this fundraising booklet for you to copy, see **Appendix A**.

A word on cheques! Cheques need to be made out to The Can Too Foundation. Sponsorship cheques sent by mail will take up to 7 days to appear on your fundraising page. Send the cheque, together with a completed Can Too Sponsorship Form to:

Can Too Accounts
Level 6, 15-17 Young Street,
SYDNEY 2000

IMPORTANT: Please DO NOT send cash by mail.

HOW DO YOU GET THE CASH/CHEQUE DONATION TO US? There are a few options, but the very best way for you to ensure your funds are banked pronto would be to donate onto your own Personal Fundraising Page or direct debit into our bank account!

- 1. Donate on your Fundraising Page:** This is a simple process of donating to your own page, using the money you have been given/raised. To enable the sponsor to receive a receipt, you enter all of their personal details and even a message from them, if you want to! If you don't have their personal details, just make sure to enter an email address and their full name. Any questions, please contact info@cantoo.org.au
- 2. Direct Deposit:** If you wish to make a direct deposit please contact the Can Too office info@cantoo.org.au so we can attribute your funds to your fundraising page, specifying the funds are a donation, and therefore eligible for a tax deductible receipt.

Bank details are:

Bank: National Australia Bank account

Name of Account: Can Too Foundation

BSB: 082352

Acct Number: 840806445

NOTE: You must put your name as the reference

- 4.** If all else fails, personally drop in funds and your completed *Proceeds From Fundraising Activities* form to the Can Too office (we would love to see you!)

WHEN ARE MY SPONSORS ELIGIBLE FOR A TAX DEDUCTIBLE RECEIPT?

The Can Too Foundation is a registered charity with ATO Deductible Gift Recipient (DGR) numbers

CFN 23442
ABN 53 169 310 696
ACN 169 310 696

Eligible for a Tax Deductible Receipt

If your sponsor doesn't receive any products, services or an opportunity to receive a prize their donation is eligible for a tax deductible receipt. Receipts will be issued by the Can Too Foundation for all donations of \$2 or more.

Not Eligible for a Tax Deductible Receipt

If your sponsor receives any products, services or is provided an opportunity to receive a prize – e.g. entry tickets, raffle tickets, auction items, and sausage sizzles – then your sponsor isn't eligible for a tax deductible receipt.

PERSONALISED LETTERS OF AUTHORITY

When you approach businesses for donations or services, you will need a personalised 'Letter of Authority to Fundraise' which authorises you to raise funds and collect donations on behalf of the Can Too Foundation.

For a personalised letter of authority, please email the office at info@cantoo.org.au and we will prepare and email a personalised letter for you.

Appendix A: Can Too Run/Swim/Tri Sponsorship Form



Sponsorship Form

Sponsor Information (please print or type)

Full Name

Address

State & Postcode

Mobile

Email

Participant Information

I would like to sponsor _____ for: ☐ Run ☐ Swim ☐ Triathlon ☐ Can Too Beyond

and I agree to my name being displayed on his/her fundraising page ☐ Yes ☐ No

Please find enclosed: ☐ Cash ☐ Cheque for \$ _____ payable to Can Too Foundation Limited.

Or ☐ Debit / Credit card for \$ _____

Name on card

Credit card number

Expiry

CVV

I understand that my credit card details will be submitted via a secure payment gateway.

Acknowledgement Information

Signature

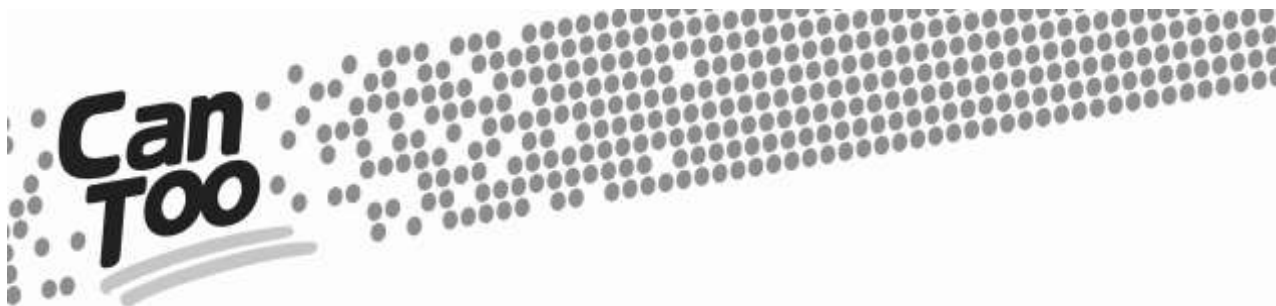
Date

Please return this form to your Can Too Team Captain or scan and email to info@cantoo.org.au or post to Can Too. Donations to Can Too Foundation Limited over \$2 are tax deductible.

Can Too Foundation Limited
Level 6, 15 – 17 Young street
Sydney
NSW 2000
ABN: 53 169 310 696

Can Too respects your privacy. Can Too will store your personal information securely and in the strictest compliance with the Privacy Act 1988 (Cth) and other applicable privacy laws. Can Too collects your details for the purpose of processing donations, issuing tax receipts or sending you updates about our work. For these purposes, your information may be shared with trusted third parties, volunteers and other service providers in Australia, New Zealand, UK, USA and China. If you have any questions or complaints about your personal information or would like to access, correct or delete your personal information, please contact our Personal Information Officer via email at info@cantoo.org.au or call on (02) 8072 6188. Further details of our Privacy Policy are accessible at cantoo.org.au/privacy-policy/. If you do not want to receive further communications from Can Too, please email us at info@cantoo.org.au, call us on (02) 8072 6188 or tick here ☐

Appendix B: Proceeds from Fundraising Activities Form



Proceeds from Fundraising Activities Form

Fundraising Event: _____

Can Too Program: _____

Receipt to be issued to: _____

Address _____

Mobile: _____

Email _____

List of items purchased: i.e. raffles, auction prizes, cake stalls, movie tickets, entry fees etc	\$ Amount:
TOTAL	\$

Total sum (in words) _____

Can Too Participant(s) being sponsored: _____

Signature

Date

Please return this form to your Can Too Team Captain or scan and email to info@cantoo.org.au or post to Can Too. An official receipt (non tax-deductible) will be issued to you by the Can Too Foundation and the funds will be added to the nominated participants account(s).

Can Too Foundation Limited
Level 6, 15 – 17 Young street
Sydney
NSW 2000
ABN: 53 169 310 696

Can Too respects your privacy. Can Too will store your personal information securely and in the strictest compliance with the Privacy Act 1988 (Cth) and other applicable privacy laws. Can Too collects your details for the purpose of processing donations, issuing tax receipts or sending you updates about our work. For these purposes, your information may be shared with trusted third parties, volunteers and other service providers in Australia, New Zealand, UK, USA and China. If you have any questions or complaints about your personal information or would like to access, correct or delete your personal information, please contact our Personal Information Officer via email at info@cantoo.org.au or call on (02) 8072 6188. Further details of our Privacy Policy are accessible at cantoo.org.au/privacy-policy/. If you do not want to receive further communications from Can Too, please email us at info@cantoo.org.au, call us on (02) 8072 6188 or tick here ☐

