



**Cancer
Society**

Te Kāhui Matepukupuku
o Aotearoa

Fundraising Events Guidelines of the Cancer Society of NZ Auckland Division Inc.

Fundraising Guidelines
Responsible Service of Alcohol
Responsible Catering Policy
SunSmart Guidelines for Outdoor Events
Fundraising Application Form
Fundraising Event Time-line
Fundraising Event Budget

CONTENTS

- FUNDRAISING GUIDELINES 2
- RESPONSIBLE SERVICE OF ALCOHOL POLICY..... 4
- RESPONSIBLE CATERING POLICY 5
- SUNSMART GUIDELINES FOR OUTDOOR EVENTS 7
- FUNDRAISING PROPOSAL APPLICATION FORM 9
- FUNDRAISING EVENT TIMELINE 11
- FUNDRAISING EVENT BUDGET 13

Fundraising Guidelines

WHY WE NEED TO FUNDRAISE

The Cancer Society of New Zealand Auckland Division Incorporated is an independent, non-government organisation whose mission is to improve community wellbeing by reducing the incidence and impact of cancer.

The Society is reliant on the generosity of New Zealanders so that its services are provided free of charge and include:

- A wide range of support services (e.g. Liaison Nursing Service, 0800 Cancer Helpline, Counselling, Patient Welfare, Volunteer Driving Service, Patient Meals Service and Fully Subsidized Accommodation at Domain Lodge for Patients).
- Health Promotion initiatives aimed at reducing the incidence of some cancers (e.g. SunSmart, Smokefree and LiveSmart programmes).
- Cancer research into the development of more effective treatments for cancer.

SUMMARY

The Cancer Society has established responsible fundraising guidelines to ensure the nature and basis for all fundraising events and/or projects organised to raise funds for donation to the Cancer Society Auckland protects the integrity of the Society and the community it serves.

Ultimately the purpose of these fundraising guidelines is to avoid fundraising events and/or projects that might be considered inappropriate.

FUNDRAISING GUIDELINES:

1. For a fundraising event or project to be approved by the Cancer Society, a Fundraising Proposal Application form, Event Timeline and Event Budget need to be completed and submitted.
 - a. The following criteria is taken into consideration before a fundraising event/project is approved by the Society;
 - i. That the fundraising project fits with the aims and values of the Society and the spirit of philanthropy.
 - ii. That the fundraising project is not considered high risk.
 - iii. The Society will not be associated with a fundraising project or event that promotes smoking and/or tobacco, involves high risk activities or does not comply with the Society's Alcohol Policy.
 - iv. The Society will not be associated with a fundraising event/project which promotes high fat, processed, energy dense foods. (Please refer to the Society's guidelines in relation to healthy food options for catered functions and events).
 - v. The Society will not be associated with a fundraising project or event which does not comply with the Society's SunSmart guidelines which have been developed to ensure all participants, including volunteers and staff are not unnecessarily exposed to dangerous ultraviolet radiation (UVR).
 - vi. The fundraising event/project will produce a reasonable (net) return after expenses have been deducted.
 - b. The community fundraiser will be notified by phone or mail, within five working days of submitting the fundraising proposal to the Society. If the fundraising proposal is successful a letter of approval will be sent to the community fundraiser.
2. The Cancer Society Auckland is not liable for external fundraising events/projects. If approved the fundraising event/project must be clearly identified as being an external event organised by a community fundraiser. The fundraising event/project will be the sole responsibility of the community fundraiser.
3. If the fundraising event/project is approved, the Cancer Society Auckland expects a reasonable level of liaison, information and progress reports from the community fundraiser.
4. All publicity material (including posters and tickets) relating to an external fundraising event/project must clearly identify the community fundraiser as the organiser.
5. Due to limited resources, generally the Cancer Society Auckland is unable to undertake any independent media promotion for external fundraising events/projects (unless this is considered appropriate and it is negotiated).

6. Publicity releases which refer to the Cancer Society must have prior approval of the Society before being sent to the media.
7. The Cancer Society Auckland may provide assistance by facilitating ticket sales to a nominated fundraising event/project. However, overall responsibility for ticket sales rests with the community fundraiser.
8. The Cancer Society Auckland cannot provide volunteers to help support a fundraising event or project unless it is deemed appropriate. Requests for volunteers must be submitted in writing and forms part of the Fundraising Proposal Application.
9. The fundraising event/project must meet all relevant laws and regulations.
10. The Cancer Society Auckland does not provide public liability insurance cover to community fundraisers.
11. The Cancer Society Auckland will not be responsible for fundraising event/project related expenses.
12. The Cancer Society Auckland does not endorse products.
13. Proposed sponsors must be approved by the Cancer Society Auckland. The Society has a number of corporate supporters who make substantial contributions to the Society's work. These organisations (listed below in alphabetical order) must not be approached by an external community fundraiser:

Candida Stationery	Mitre 10 NZ	Guardian Trust
NZ House & Garden	Radioworks	Robert Harris
Schofield's of Newmarket	The Lion Foundation	The National Bank
14. The Cancer Society Auckland will not pay expenses incurred by a community fundraiser. Necessary expenses can be deducted from the proceeds of a fundraising event/project, however the expenses deducted must be documented and not exceed 30% of the total proceeds.
15. The community fundraiser will write one cheque to Cancer Society of New Zealand Auckland Division Inc for the net proceeds raised from a fundraising project.
16. For the Cancer Society Auckland's accounting purposes, funds collected on the Society's behalf by the community fundraiser must be paid to the Society within 30 days following a fundraising project. A list of names and contact details must be supplied by the community fundraiser for receipting purposes if receipts are required.
17. Sponsorship cheques, ticket costs, auction or raffle prizes/purchases do not qualify for taxation receipts.
18. The Cancer Society Auckland will provide written acknowledgement of the net proceeds raised (together with a receipt for the net proceeds). "Thank you" letters to individual participants and supporters are the responsibility of the community fundraiser.

USE OF LOGO

1. All printed material using the Cancer Society logo must have the prior permission of the Society. This material, including media releases, must be forwarded to the Society for approval prior to being printed or circulated.
2. Permission to use the logo, other than on printed material, will be negotiated between the Society and the community fundraiser. If the logo is being used for marketing activities, a minimum donation amount must be guaranteed.

REFUSING GIFTS (DONATIONS) ASSOCIATED WITH FUNDRAISING

The Cancer Society Auckland reserves the right to refuse any gift that:

1. Breaks the law or discriminates on the grounds of race, colour, sex, creed, ethnic or national identity, handicap, sexual preference, or age.
2. Does not further the Cancer Society Auckland's mission to improve community wellbeing by reducing the incidence and impact of cancer.
3. Inhibits the procurement of other gifts by the Cancer Society Auckland.
4. Is not financially beneficial to the interests of the Cancer Society Auckland. The Society will not be involved in transactions that disproportionately benefit the community fundraiser, compared with benefits that might accrue to the Society.



Responsible Service of Alcohol Policy

Alcohol is a known risk factor for some cancers, particularly cancers of the mouth, pharynx, larynx, oesophagus, liver and breast. Oral cancers are six times more common in alcohol drinkers than in non-drinkers.

It is not just heavy drinking that increases cancer risk. Even drinking small amounts of alcohol increases the risk of these cancers, and risk increases with increased consumption of alcohol.

It is recommended that, to reduce the risk of cancers, alcohol consumption should be limited to no more than two (2) standard drinks a day for men and one (1) standard drink a day for women. One or two alcohol free days per week are also recommended.

The Cancer Society of New Zealand Auckland Division Inc works to reduce the incidence of cancers related to tobacco smoking, over exposure to ultraviolet light (sunburn and sunbed use), diet and physical activity. As alcohol is also a significant risk factor for cancer it is important the Society reflect its key messages in a Responsible Service of Alcohol policy.

A fundraising project can be an opportunity to demonstrate that it is easy to make healthy choices, not only with food, but also with alcohol.

While the Society does not prohibit alcohol at fundraising events, the Society recommends limiting or avoiding alcohol consumption and asks that community fundraisers follow simple guidelines.

GUIDELINES FOR THE RESPONSIBLE SERVICE OF ALCOHOL

- It is the responsibility of the community fundraiser to ensure that there is a responsible service of alcohol at a fundraising event.
- Suitable non-alcoholic beverages should be served at any function being organised to raise funds for the Society. Whenever alcoholic beverages are present, non-alcoholic beverages should be equally accessible and featured as or more prominently than alcoholic beverages. For example, water, soda, fruit juices (low sugar), non-alcoholic punch, tea, coffee.
- Always make sure water is available
- Alternate offering alcoholic drinks with non-alcoholic drinks
- Offer diluted alcoholic drinks
- Don't fill wine glasses to the top
- Only refill wine glasses when they are empty
- Ensure adequate food is served simultaneously to slow down alcohol consumption
- Reasonable precautions must be taken so that no alcohol will be made available to or consumed by any individuals under the age of 18 or to people who appear to be intoxicated
- Ideally alcohol should not be included in the price of a ticket
- A fundraising project should not profit from the sale of alcohol
- Ideally alcohol companies should not be accorded naming right status of fundraising events
- Where possible, a statement referring to the Society's Responsible Service of Alcohol should be included in an event programme, menu or ticket

ALCOHOL AS GIFTS OR PRIZES

Alcohol as a gift, prize or reward is not recommended. Suitable alternatives include books, CDs, gift vouchers, bottles of olive oil.

Responsible Catering Policy

INTRODUCTION

Nutritional factors, including obesity are estimated to account for about one third of all cancers in New Zealand. These cancers are potentially preventable. Maintaining a healthy body weight throughout life may be an important way to protect against some cancers. While no particular foods or eating patterns are guaranteed to prevent cancer, some foods and eating patterns can reduce the risk of getting some cancers. Keeping this in mind, creating an event that is aligned with responsible catering guidelines may help reduce the burden of preventable cancers.

RESPONSIBLE CATERING GUIDELINES

Recommendation	Instead of...	Try...
<p>Provide a large proportion of dishes that include non-starchy vegetables and fruit <i>(Plant based foods are high in nutrients, dietary fibre, and low in energy density and high consumption probably protects some cancers and against weight gain)</i></p>		Salads, vege fillings in sandwiches
<p>Limit the availability of 'energy dense foods' <i>(Energy dense foods are high in fat and/or sugar and are not nutritious)</i></p>	Sugary drinks, fruit juice, sweet biscuits, cakes, slices, sausage rolls, pies, savouries, ice cream, deep fried snacks such as chicken nuggets	Water, bite sized savouries, mini muffins (fruit and bran), bagels, filo pastry
<p>Limit processed meats <i>(These are meats that are preserved by smoking, curing, salting or adding chemical preservatives)</i></p>	Ham, bacon, pastrami, salami, sausages, frankfurters, hot dogs	For example, provide chicken, fish, eggs, chick peas, falafels, kidney beans, tofu based recipes
<p>Avoid charred food <i>(Charred food is burnt or overly browned, typically meat but most often linked with barbeques. The combination of charred and processed meats at barbeques requires thinking outside the square in planning catering for events)</i></p>	Barbequed sausages, and burnt meats	Choose low-fat cooking methods such as boiling, grilling and microwaving.
<p>Limit foods with high salt content <i>(Salt and salt preserved foods are probably a cause of some cancers, particularly stomach. It is often hidden in processed and manufactured foods which usually have added salt (labelled sodium))</i></p>	Bread, butter, cheese, biscuits, processed meats, some breakfast cereals, many sauces, canned and processed food	Look for low salt options
<p>Limit deep fried food <i>(Foods cooked in oil in a deep fryer)</i></p>	Fish and chips, wontons, chicken nuggets	(Check out the National Heart Foundation guidelines for deep fat frying)
<p>Limit refined starchy food</p>	White bread, cakes etc.	Replace with wholemeal and wholegrain breads and cereals.

COST EFFECTIVENESS

The increased cost of some healthier options on a menu could be offset by reducing the quantity of the cheaper less healthy foods

PORTION SIZES

Try reducing portion sizes, particularly of fatty and sugary foods as these can contribute to over-consumption.

FOR FURTHER INFORMATION

Visit the Livesmart website for more information on how to ‘stack the odds in your favour’.

Visit the NZ National Heart Foundation website for more information including recipes www.nhf.org.nz

Visit the Ministry of Health food and beverage classification guidelines for more ideas about healthy food options
<http://www.moh.govt.nz/moh.nsf/indexmh/heha-foodclassification>

References

World Cancer Research Fund/American Institute for Cancer Research. Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. Washington, DC: AICR, 2007

SunSmart Guidelines for Outdoor Events



NZ skin cancer rates are among the highest in the world and nearly 70,000 New Zealanders are diagnosed with skin cancer every year. NZ also has one of the highest incidence and mortality rates for melanoma (which is a very serious type of skin cancer). Being sunburnt, especially in childhood or adolescence is a risk factor for melanoma. The good news about skin cancer is that it is largely preventable.

The purpose of the Cancer Society's SunSmart guidelines is to assist all event organisers to plan and organise outdoor fundraising event/s so that all participants, including volunteers and staff are not unnecessarily exposed to dangerous ultraviolet radiation (UVR).

When you are planning your fundraising event for the Cancer Society, creating an event that is aligned with the SunSmart guidelines may help reduce the burden of preventable cancers.

RESPONSIBLE SUNSMART GUIDELINES

The critical aspect for a SunSmart event is planning! Whether you're organising a small event, a picnic for 300 or an event extravaganza for 10,000, you can hold your outdoor events throughout the summer and protect people attending from getting sunburnt. Important aspects for planning a SunSmart event are outlined below.

Safe timetabling of your event:

The easiest and most effective way of preventing burning or reducing exposure at your event is to reschedule your event to outside of summer. If this is not possible, consider rescheduling your event out of the most dangerous times of the day (before 11am and after 4pm).

Preparation before the event:

- Write SunSmart guidelines for your event so that all staff know what is expected of them, and of you, as the event organiser
- Include existing shade in your site plan and identify what other shade you will need to provide enough protection on the day
- In your pre-event publicity (e.g. flyers, radio advertising, event registrations and event enquiries), remind participants and other people attending your event to bring their own broad-brimmed hats, clothes, shade umbrellas, sunnies and SPF 30+ sunscreen
- Plan what you will supply to the volunteers and staff working for you at your event to keep them safe from the sun and to role model to people attending the event e.g. broad-brimmed hats, clothing, ezi-up tents and SPF 30+ sunscreen

On the day:

- Give volunteers and event staff a run-down of what is expected of them with regards to SunSmart. This may include, encouraging them to wear supplied sun protective gear so they can role model good behaviour. Also, explaining how they can remind people attending the event to practice SunSmart behaviours. Advise them on if there is anywhere the public can purchase hats and sunscreen
- PA announcements and staff working at the event can be utilised to remind people on the day to wear their hats and shirts. They can also remind them to seek shade and reapply sunscreen.

After the event:

- Consider whether there was enough shade provided for your participants
- Identify if there were any reports of people getting sunburnt
- Develop improved policies for your next event
- Consider fundraising to purchase your own moveable shade structures to use for future events

SunSmart advice and support:

If you need help with:

- Creating pre-event publicity that includes reminders about sun protection or content for PA announcements
- More information about appropriate shade structures, clothing, and hats
- Ensuring your event is SunSmart

Please contact the Cancer Society on 09 308 0165.

Sunscreen:

- Sunscreen should not be used as a means of staying out in the sun longer, but as a way to reduce the risk of sun damage to the skin when exposure to the summer sun is unavoidable.
- The Cancer Society has a full range of sunscreen products which can be purchased in bulk and/or for individual orders at competitive rates (includes delivery).
- The Society's sunscreen price list & order form is available online at: www.cancersocietyauckland.org.nz
- In some cases the Society can provide additional support to nominated events by providing for use (free of charge), metal sunscreen dispensary holders that hold 1 litre sunscreen containers for easy use by participants.

For further enquiries, please contact the Inventory Coordinator of the Cancer Society on 09 308 0160 ext 509.

Fundraising Proposal Application Form

Date: / /

Name of individual / group / club / company planning the fundraising project:

Address:

Phone: (work) (home) (mobile) (fax)

Email:

Type/Name of fundraising project:

Proposed date of your project: (please see Fundraising Event Timeline)

Location:

Description of fundraising project:

Will you be seeking sponsorship?
(if yes, please supply a list of proposed sponsors as an attachment to this application)

Do you plan to involve children in your fundraising?

Do you intend to use the Cancer Society name and/or logo on any promotional material?
(if yes, please describe how it will be used)

Will you require a Cancer Society Auckland representative to attend?
(if yes, in what capacity)

Do you require any information material from the Cancer Society Auckland?

(if yes, please specify, including quantities and a delivery address)

Will another organisation benefit from the fundraising?

(if yes, please state which organisation)

Estimated revenue from fundraising project

\$

Estimated donation to the Cancer Society Auckland

\$

(please see Fundraising Event Budget)

I agree to the terms and conditions set out in the Cancer Society's Fundraising Guidelines, including the Societies policies contained there in.

Fundraiser's name: (must have authority to represent the fundraising project)

Signature:

The Cancer Society Auckland is a registered charity under the Incorporated Societies Act 1908
Charities Commission registration No. CC 22556

Fundraising Event Timeline

MARKETING related	RESPONSIBILITY	COMPLETED BY
Confirm Budget		
Confirm Major Sponsor/s		
Confirm members of the organising committee - includes volunteers		
Confirm venue/s		
Includes - Accommodation/meetings etc		
Produce sponsorship proposal/s		
Follow up meetings with Sponsors/Supporters/Council		
Establish the event programme		
Design and Production of Artwork -		
Poster		
Programme		
Tickets		
Radio		
Newspapers		
Billboards/Signage		
T/shirts and other event related branding		
Develop Media Plan for the event - in advance		
Prepare Media Packs and distribute accordingly		
Confirm Photographer for event		
Confirm Video coverage of event and proceedings		
Confirm TV Coverage of event		
Organise Gifts/Presentations to VIPs/Sponsors and for prizes etc		
Thank you letters to VIPs and Sponsors post event		
Legal issues as relevant to the event		

CATERING		
Confirm catering (menu and drinks/refreshments) and appropriate venues for catering station		
Pre and post event functions to organise (if needed)		

EVENT PROTOCOL		
Develop the official programme/event timeline for duration of the function		
Confirm event plan for venue - stage, seating, VIP, ticketing, security etc		
Develop a health & well-being policy which includes sun-safety and healthy foods		
Volunteers to train and brief		
Entertainment & Music (include provision for promotion of SunSmart messages)		
Ensure staffing to assist with the set up and pack-down		
Transport to/from venues including parking		
Security		
First aid as appropriate		
Prepare Script for M/C of the event - Speeches & Announcements etc		

Presentation of Donations etc		
Speech by a representative of the Cancer Society (if appropriate)		

EQUIPMENT		
Hire of Sound / Technical - Sound - PA System, Mics, speakers, leads, stands, layout, platforms etc		
Shade equipment - ezi-up tents, marquees, umbrella's		
Decorations		
Lighting		
Tables for food, table cloths, guest seating (hire chairs & table cloths) lecturn etc		
Purchase of sun hats, sun screen etc for event marshals, volunteers etc		

SUNDRY - Other		
----------------	--	--

IMPORTANT NOTE:

It is recommended that every task listed above is assigned to a member of the organising committee and a completion date specified, so that progress reports are available when required and the project planning proceeds accordingly.

Please note: The use of all logos and artwork provided by the Cancer Society must be approved by the Society prior to print production.

Fundraising Event Budget

	BUDGET		APPROVED
	CASH	CONTRA	REVISIONS
INCOME			
Sponsorship - Cash support (Naming Rights, Cause Related etc) Non Cash support (Product, radio, newspaper, discounted venue hire, discounted products/services etc)			
Auction items / Gifts			
Donations			
Door Prize Draw			
Grants (received from Charitable organisation/s)			
Pledges			
Raffles / Lottery			
Event ticket income - Main area Hospitality component Post event function			
Council support - - includes discount on venue hire etc - media support			
Merchandising - T/shirts/pins/caps etc			
TOTAL CASH & NON-CASH			
TOTAL CASH ONLY			

EXPENDITURE			
Administration related Photocopying Postage Stationary Sundry			
Advertising & Promotional Poster (design and production) Programme Tickets Radio Newspapers Signage and event related branding			
Accommodation			
Catering			
Hire equipment & related Marquees Tables/Chairs/Table cloth Sundry etc			
Legal			
Media Photography Video production TV Coverage Newspapers etc			
Parking			
Security At door entry/exit For door sales			

Transport - including parking			
Technical/sound hire requirements Sound system Screens Set up/technical support/backup			
Venue related costs Venue hire (include bond and permits etc) Lighting PA/Sound system Set up - includes signage, stage, backstage etc Seating etc			
VIPs			
Volunteers Provision of training, catering, official uniform etc			
Sunscreen, sun-hats, clothing for volunteers			
Total costs required upfront by organiser			
TOTAL COSTS			
ESTIMATED OUTCOME (PROFIT/LOSS)			



**Cancer Society of New Zealand
Auckland Division Inc.**

1 Boyle Crescent, Grafton
PO Box 1724, Auckland 1140
p. 09 308 0172 f. 09 308 0175
www.cancersocietyauckland.org.nz