



Fundraising Guidelines for Schools



Introduction

If your school is already raising money for Telethon – thank you!

If you are thinking of raising money, or being involved in different ways, this guide will help you make the process educational, easy, and fun.

Getting kids involved in raising money for Telethon is a great way to develop real-world understandings about community action, promotion, the importance of charities and scientific research.

Fundraising can be a springboard for helping kids become active, global citizens, while directly and meaningfully contributing to their communities.

This document contains helpful curriculum links, fundraising ideas, tips and guidelines to help you get the most out of your Telethon fundraising initiatives.



Fundraising and the Classroom

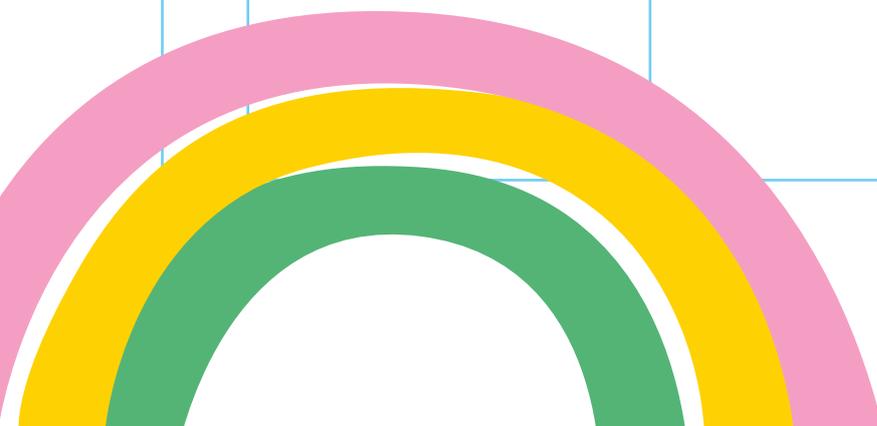
Fundraising for Telethon can be explored in the context of three different curriculum areas:

- HASS (through the exploration of community participation, needs and wants, innovation and enterprise);
- Science (through examination of the importance of scientific research);
- English (through exploration of different persuasive techniques and communiques).

Getting involved in fundraising initiatives also offers opportunities to develop general capabilities, most notably: personal and social capability, literacy, critical and creative thinking and ethical understanding.

This table provides examples of how the topic of fundraising for Telethon can be linked to the curriculum and incorporated into learning at different year levels.

	HASS	Science	English
PP			Contribute to discussions about fundraising.
1			
2			
3	How can we help those in need?		Create spoken, written and audio-visual texts promoting fundraising activities, targeting different audiences and publishing or sharing texts in diverse formats.
4	Who should pay for community health and health research?		Record and report on fundraising activities.
5	What are the aims, functions and achievements of groups such as Telethon?	What are some problems that Telethon research is trying to find answers for?	Conduct debates on issues relating to charities and fundraising, eg. "Giving to charity is a moral obligation".
6	Why can't governments pay for everything?		
7	What do Telethon volunteers do, and why do they volunteer?	What are some things we've learned thanks to Telethon research?	
8	Are charities like Telethon 'businesses'?		Develop and present persuasive texts on what makes some causes more worthy than others.
9	How much do charities contribute to the economy?	How can fundraising and other community action influence scientific research?	
10	How can fundraising contribute to justice and equity?		Explore the visual images used with the branding of charities, and how this might impact of audiences (and potential donors). Consider 'newsworthiness' of issues relating to fundraising.



Fundraising Ideas

There are infinite ways you can fundraise within your school or in the wider school community. Your idea can be as creative as you want it to be, the options are endless! It's about working out what the students and staff in your school would get behind and be passionate about.

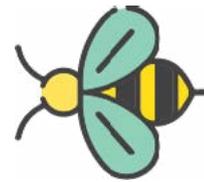
Here's just a few ideas to get you started:



Host a school disco, silent disco or talent show



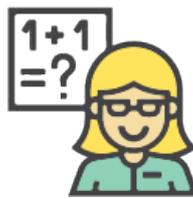
Create a bake off or cupcake decorating challenge



Organise spelling bee or maths quiz tournament



Organise a sports tournament, lap-a-thon or swim-a-thon



Arrange a Teach the Teacher Day



Host a Teddy Bear's picnic with a gold coin entry fee

Other ideas

- Foreign Food Day
- Free Dress Day
- Portrait Exhibition
- Christmas Card Design
- School Oval Movie Night
- Car wash
- Easter egg hunt
- Minuit to win it
- Pyjama Day
- Bingo
- Read-a-thon
- Pancake Breakfast
- School Cookbook
- Second Hand Book Sale
- Foreign Food Day
- Crazy Hair Day
- Principal Challenge
- School Sleepover
- Sack Race Tournament
- Mini Olympics
- World record Attempt
- Colour Run
- Foam party
- Slam Dunk Competition
- School Fete
- School Concert
- Poster Design Contest
- Jellybean Guessing
- Teachers vs Parents
- Healthy Food Day
- Great Debate
- Story Competition
- Science Fair

The ideas are endless! See what creative ideas your students can come up with!



Fundraising Guidelines

These guidelines provide the basis for all fundraising activities or events to be organised on behalf of Telethon. Any fundraising activity using Telethon brand must be endorsed by Telethon and comply with the obligations and regulations imposed by the Charitable Collections Act 1946.

Application

Applications to fundraise for Telethon in your school can be made online at <https://telethon7.grassrootz.com/fundraise-at-school-for-telethon>

Authority to Fundraise

Telethon is obliged to approve and authorise all fundraising activities held on its behalf. Please make sure you only begin your fundraising once you have received an authorisation letter from Telethon. The authorisation letter will only be sent to after you have read and agreed to the terms and conditions and complete the online registration.



Financial Records

Telethon must have funds totalled and returned within 14 days of the event to comply with the Charitable Collections Act, so please ensure you can reconcile your income and expenses within this time frame. We've provided a [sample budgeting tool](#) to assist with your planning and record keeping.

Tax Deductible Receipts

Any donation over \$2 can be claimed as a tax deduction. Mentioning that any donation over \$2 is a tax deduction might be an incentive for prospective donors. The following are not donations and cannot be claimed as a tax deduction: raffle tickets, event entry tickets, auction items.

Donations made to your online fundraising page will be emailed a tax deductible receipt.

If you think you will be collecting cash donations (that is when the donor has not received a material benefit in return for payment) it might be worthwhile to request an official Telethon receipt book.

Lotteries/Raffles/Permits

If you are running a raffle or selling alcohol you will need to get the correct license from the Department for Racing, Gaming and Liquor – please check out their website before planning your event <http://www.rgl.wa.gov.au/>. If you hold a raffle, make sure you keep all your ticket stubs and take down all the details of the prize winner as Department for Racing, Gaming and Liquor may request these for an audit.

Fundraising Guidelines

Online Fundraising page

Depending on your fundraiser, making donations online can be more convenient for you and your donors, reducing the need to handle cash, cheques and generating receipts automatically. You can set up an event page through <https://telethon7.grassrootz.com/fundraise-at-school-for-telethon>. Then you will be able to forward your unique webpage link to your school community

Public Liability Insurance

Make sure you consider and take out any necessary insurance for your fundraising activity as you will not be covered under any Channel 7 Telethon Trust policy. It is important to have public liability cover if you are holding an event where members of the public will be attending. You can organise this through an insurance broker. If your event requires a large infrastructure set-up make sure your suppliers are trustworthy and that they have their own insurance coverage.

Approvals

If you are holding an event in public or on property that you do not own, you will need permission from the property owner or council. If you are preparing and selling food you will also need a license from your local council.

Event Safety and Comfort

If you are holding a large event, you need to make every effort to make sure your guests are safe. Mark out emergency exits with clear signage, if you are having a lot of people attending you may also need to hire some crowd controllers and consider First Aid support. Make sure staff/volunteers know where these are located and map out contingency plans in case of bad weather for outdoor events. Consider whether your venue has enough parking for the number of people attending. If not, you may want to advise your guests about public transport options.



Maximising your Fundraising Potential

Now that your fundraiser is ready to go, here's a few more ideas for you to consider to really make the most of your fundraising activity:

Using the Telethon Logo



Telethon is well known brand in WA so once you have been authorised to fundraise for Telethon you will receive the Telethon Community Fundraiser logo which can be included in your marketing materials. When you use the Telethon logo you will need to have it approved by the Telethon office before you print or publish your flyers, posters, tickets, website etc.

Sponsorships



Try asking local businesses if they would be willing to sponsor your event. If they can see their company will gain good exposure they may be willing to come on board with a cash or in-kind sponsorship.

Donation Buckets



Telethon is happy to supply official Telethon branded donation buckets to have at your event or to place at busy areas of your school. These are numbered and registered specifically to your fundraiser. Please note that Telethon can't approve or endorse door-to-door or public street collections.

Promoting your Event

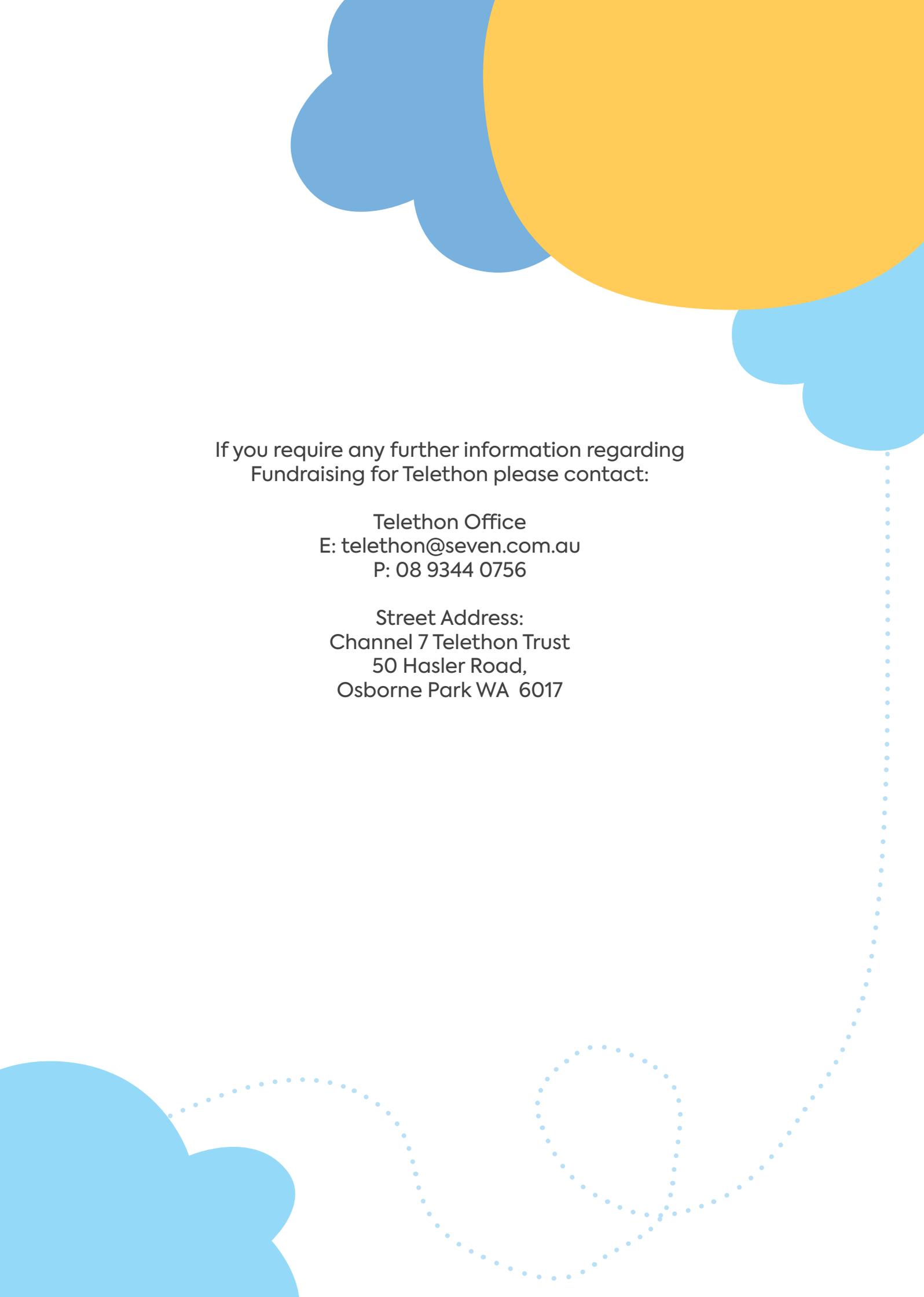
There are many ways of promoting your fundraising event including school newsletters, Facebook and other social networking sites, shopping centre noticeboards, websites, community radio or your local community newspaper.

Telethon has created some poster and media release templates which you are welcome to download and use.

Telethon can occasionally help to promote your event via our own channels. Ask us if this can be done. Please note:

Around Telethon time it's not always possible due to promotion of the Telethon Weekend.





If you require any further information regarding
Fundraising for Telethon please contact:

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