



Fundraising Guidelines for Schools



Thank You

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.

Good luck and thank you!

The Telethon Team



What is Telethon?

The Channel 7 Telethon Trust is a registered charity with a philosophy that financially supports the medical and social welfare of children and young people and fund research into children's diseases. Since its inception in 1968, Telethon has raised over \$528 million!

Generations of West Australians have grown up with Telethon and through their generosity have had a major impact on many life-threatening diseases that face our children.

Through Telethon, you have provided equipment for children in hospital, critical services for children with disabilities and life-changing opportunities for disadvantaged children. Your tax deductible donations to the Channel 7 Telethon Trust will ensure that together, we can continue to provide our children with the best quality care and support now and in the future.

The Channel 7 Telethon Trust is a registered charity, governed by a Board of Trustees. Telethon's small team is based at Seven West Media headquarters in Osborne Park. Telethon exists on a day to day basis because of the generosity of Channel Seven Perth, The West Australian, The Sunday Times and Perthnow.

Where does the money go?

Telethon is dedicated to transforming and positively impacting the lives of sick, vulnerable and disadvantaged children in Western Australia. Through the ongoing generosity of West Australians, this year Telethon will support 107 beneficiaries, delivering life-changing programs, purchasing equipment and funding medical research into childhood diseases.

To see the full list of beneficiaries, visit Telethon7.com



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.

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

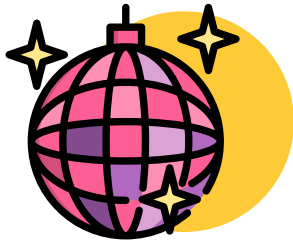


Fundraising Ideas

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.

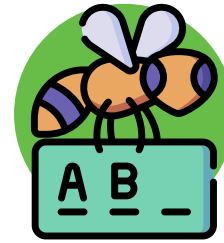
Here's just a few ideas to get you started:



Host a school disco, silent disco or talent show



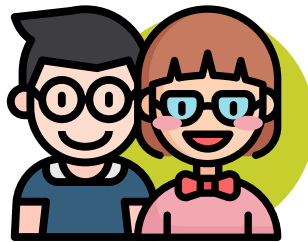
Create a bake off or cupcake decorating challenge



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

Other Ideas

- Foreign Food Day
- Free Dress Day
- Portrait Exhibition
- Christmas Card Design
- School Oval Movie Night
- Car wash
- Easter egg hunt
- Minit 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!



Maximising your Fundraising Potential

Now that your school 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 'Proudly Supporting Telethon' 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.



Matched Giving and 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. Some businesses may even be willing to match any funds raised. It never hurts to ask!



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.

Creating add-ons to your event can increase your revenue. You could hold a raffle or sell goods at your event; or you could have a volunteer do face-painting for a gold coin donation.

Promoting your Event

There are many ways of promoting your fundraising event including school newsletters, email and social media sites.

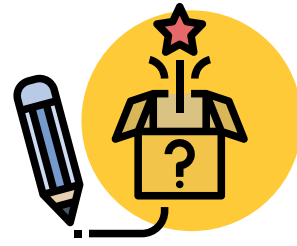
Telethon has created some poster and media release templates which you are welcome to download and use.



Getting Started

Step 1 – Decide on your fundraiser

Choose a fundraising idea that you'd love to do!



Step 2 – Set a date

Now that you have your idea, it's time to choose a date that will work for you and anyone you want to involve. It's a good idea to consider the following:

- Telethon accepts donations all year round, so you don't need to hold a fundraiser around the time of the Telethon weekend, and all donations will still be reflected on the Telethon Tallyboard
- If the event is outside, make sure you consider the weather at certain times of year
- Consider any other events on in your area at certain times of the year



Step 3 – Set your fundraising goal

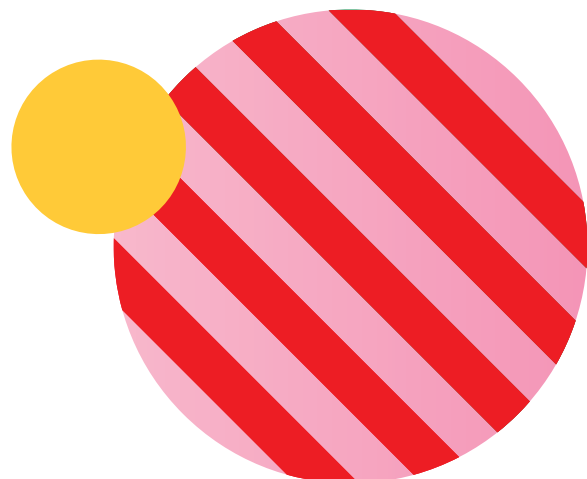
Have a think about how much you want to raise for Telethon as having a goal will inspire others to support you! Think about any costs associated with your event and how you can get items sponsored or donated to keep costs to a minimum.

(If you want more help on this, you can download our handy budgeting sheet)



Step 4 – Register your fundraiser

Register your fundraiser online. From there, you'll have a fundraising page that people can access for information and to make donations. The Telethon team will then send you an authority to fundraise form and any other resources and support you require.



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 can be made online at telethon7.com/fundraise

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 be sent to after you have read and agreed to the terms and conditions and completed 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.

Please be aware that raffle tickets, event entry tickets, and payment for auction items are not considered donations as you are receiving something in return for payment, therefore they cannot be claimed as a tax deduction.

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

Lotteries/Raffles/Permits

If you are running a raffle or selling alcohol you will need to obtain 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.

Online Fundraising page

Making donations online is convenient for you and your donors, reducing the need to handle cash, cheques and generating receipts automatically. When you register your fundraiser online you will automatically create a personalised online fundraising page. You will be able to forward your unique webpage link to all your friends and family via email or by posting it on social media

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.





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

Telethon Office

E: schools@telethon7.com

P: 08 9482 3974

Street Address:

Seven West Media

50 Hasler Road

Osborne Park WA 6017