

# Community Fundraising Registration Kit

How you can make a difference



**Guide  
Dogs**

WA





# Thank you for enquiring about fundraising for Guide Dogs WA.

You can make a difference to the lives of people who are blind or vision impaired in Western Australia by creating your own fundraising event and getting your community involved.

This Community Fundraising Kit will help you register your own fundraising event or initiative. It contains everything you need to know to get started including guidelines, activity suggestions and information about your responsibilities as a fundraiser.

If you have any further questions please contact our Community Relations Team on **(08) 9311 8232** or **[info@guidedogswa.com.au](mailto:info@guidedogswa.com.au)**.

# Inside your Community Fundraising Kit

About Guide Dogs WA	3
How to fundraise for Guide Dogs WA	7
What's included?	9
Use of our name and logo	10
Media and publicity	11
Fundraising ideas	12
Money matters	13
Your responsibilities as a fundraiser	14
Other ways you can help	17

## Forms for you to use

- Fundraising Registration Form
- Offer to Fundraise

# About Guide Dogs WA

Guide Dogs WA is Western Australia's primary provider of Guide Dog Mobility Services to people who are blind or vision impaired. Guide Dogs WA is run by VisAbility, formerly the Association for the Blind of WA.

More than 40,000 Western Australians are living with blindness or vision loss each year.

Our clients range from new born babies to seniors in their 90s, and their families and carers. Our services include Guide Dogs, access to information technology, leisure programs, orientation and mobility, employment support, early intervention programs for children, occupational therapy, social work and counselling and kindergarten and children's programs.

To ensure fair access for all, our Guide Dogs are provided free of charge to people who are blind or vision impaired. Each Guide Dog puppy costs more than \$35,000 to raise and train, and we rely on the generosity of the community to run.

## Join our Puppy Club!

Guide Dog Puppy Club Members help fund the puppies' breeding, veterinary care, feeding, Puppy Raising and ongoing assessment. As a member, you'll get to know the puppies by name and have the privilege of watching them grow from playful puppies into magnificent, intelligent Guide Dogs. More information at [puppypalswa.com.au](http://puppypalswa.com.au)

There are many ways that your group can rally together and play your part in sponsoring a Western Australian Guide Dog. Many groups raise their money to become members by simply holding a casual dress day - can't get much easier than that!



# Help us train dogs to become...

## Guide Dogs

There are few things that can transform someone's life as profoundly as a Guide Dog. A Guide Dog truly changes the life of a person who is blind or vision impaired, providing them with the safety, mobility and independence to lead a more fulfilling life.

Here at Guide Dogs WA, we want to see a world where everybody who needs a Guide Dog, has a Guide Dog. For that reason, each of our dogs is provided free of charge to people who are blind or vision impaired.

You do not have to be totally blind to receive a Guide Dog, but if the following eligibility criteria is met, then you can apply:

- At least 16 years of age
- Are classed as legally blind
- Are a resident of West Australia.



## Therapy Dogs

Therapy Dogs are trained to provide affection and comfort to children, at-risk-youth, adults, and seniors in a wide variety of formal and informal therapeutic settings. Each Therapy Dog acts as a bridge between the person and the rest of the world. Research demonstrates that Therapy Dogs reduce stress levels and increase daily successes for children in school and therapeutic contexts.

In a school setting with at-risk youth, Therapy Dogs improve children's social skills, reduce aggressive behaviour, help ease high anxiety, create a social bridge facilitating communication with peers and staff, and improve students' self esteem. They also provide an opportunity to develop student responsibility in caring for the dog.

Charlie joined Bunbury Senior High School as a Therapy Dog in 2014.



## Companion Dogs

Children with vision impairment respond strongly to the soothing presence of a Companion Dog. A dog can ease frustration and anxiety by providing a calming sensory input for children with sensory integration issues. They also provide companionship, friendship, fun and inclusion.

Adults whose disabilities and life needs would improve by working with a Companion Dog are also eligible for placement through our program. These include returned service members recovering from traumatic brain injury and living with Post Traumatic Stress Disorder (PTSD) as well as adults living with other disabilities.





at farm he had a mouse  
a squeak! there a squeak!  
Ee I Ee I O!



# How to fundraise for Guide Dogs WA

- Step 1** Decide what type of fundraising activity you would like to organise and determine what's required to host this activity.
- Step 2** Complete and sign the Fundraising Registration Form included in this kit and post, email or fax it back to us **or** register your online fundraising page at **[www.supportguidedogs.com.au](http://www.supportguidedogs.com.au)**
- Step 3** We will send you a letter of authority to confirm we've received your details and have approved your activity.
- Step 4** Get ready to fundraise! Use your fundraising kit to track your progress and collect donations.
- Step 5** Within 14 days of finishing your event, send the funds you've raised along with the Fundraiser Results Summary included in this kit back to Guide Dogs WA.
- Step 6** If any donors require a receipt, record their details and send this back to us with the funds raised. We'll post receipts to each individual.
- Step 7** We will acknowledge your fundraising efforts with a thank you letter and certificate of appreciation.

## Quick Fundraising Tip #1

### Make your event your own

Explain to your supporters why you're trying to raise money, the specific uses the money can be put to and why you are personally moved to support your cause. If you have a story – tell it!

## How do I let people know about my event?

You can use posters, flyers, email, websites, blogs, social networking, telephone, the media, publications and good old fashioned word of mouth to promote your event.

If your friends, family, colleagues and other networks are internet and email users, consider creating your own online fundraising page through a website like Everyday Hero.

Online fundraising is fun, easy and effective. Within minutes, you can build your own personal fundraising page and send it out to all of your friends and family, asking them to support you, because it is important to you and your cause.

A fundraising page will allow you to accept donations online, so you don't have to worry about collecting money, handling cash or writing receipts. All proceeds come directly to us.

You can also upload photos, write blog entries, and keep track of your total via the page's 'Hero Meter'.

Visit [www.supportguidedogs.com.au](http://www.supportguidedogs.com.au)

### Quick fundraising tip #2

#### Don't be afraid to ask more than once

People mean to donate, but sometimes it gets pushed to the bottom of the pile and they forget. It usually takes more than one round of asking to nudge everyone into action, so don't feel embarrassed about asking people again.

# What's included?

Once we have approved your fundraising, we can provide some advice and assistance for your event.

## **We can provide:**

- Fundraising Kit with tips and information.
- Guide Dogs WA material and resources such as stickers and bookmarks.
- Ongoing fundraising support.
- Approval to use our logo on authorised material.
- A Guide Dogs WA representative and Public Relations dog.
- Tax receipts to donors.
- A Letter of Authority to show that your event has our approval and is genuine.
- A thank you certificate once your fundraiser has finished.

## **Unfortunately, we cannot provide:**

- Funds or reimbursement for any expenses incurred.
- Assistance in organising and/or marketing your event.
- Staff to help coordinate or run the event.
- Contact lists for you to use in promoting your event (due to privacy legislation).
- Applications for permits, licences or insurances required (these are the responsibility of the organiser).
- Prizes, auctions or raffle items.

A Guide Dogs WA representative and Public Relations dog may be able to attend your event, depending on availability.

At least 4 weeks notice is required.

# Use of our name and logo

The Guide Dogs WA name and logo cannot be used in any way without express permission. If you would like to use any branded items in your fundraising activity, please discuss this with us first to ensure they are within our branding guidelines. Please do not use variations of our name such as “Guide Dogs Association” or “Guide Dogs for the Blind”.

When naming your event, please note that our name should not be used as part of the event name as this would indicate that the event is being hosted by Guide Dogs WA. However, we encourage the use of our name to indicate that funds will support the organisation.

The following are some examples of acceptable name use:

## **Acceptable**

- This event proudly supports Guide Dogs WA
- Funds raised will go towards training Guide Dogs in WA
- This event proudly supports Guide Dogs WA

## **Not acceptable**

- Guide Dogs WA Fun Run
- Association for the Blind of WA Market Day
- Guide Dogs for the Blind Morning Tea

Your communications must also clearly state the amount or percentage of funds raised that will go to Guide Dogs WA. Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name or logo of the Association, otherwise known as unofficial merchandise.

# Media and Publicity

We can provide you with more information on our organisation, what we do, and guidelines for liaising with the media. We can also provide feedback on any media releases you wish to send out. Unfortunately we can't liaise with the media on behalf of fundraisers.

## Quick fundraising tip #3

### **Don't set your target too low!**

You may be surprised by how deep your supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can for your chosen cause by trying to set an ambitious, but achievable, target.



## Fundraising Ideas

- Raffle
- Casual dress day
- Fun run or walkathon
- Antique fair
- Art exhibition
- Book sale
- Bowling event
- Wine and cheese night
- Cinema charity night
- Dog Wash Day
- Car Wash Day
- Cake stall
- Quiz night
- Garden party
- Breakfast at the office
- Tea party
- Sausage sizzle
- World record breaking



# Money Matters

Any expenditure involved with conducting your fundraiser and any disposition of funds and profits resulting from a fundraising appeal must be properly authorised by Guide Dogs WA beforehand.

You must take all reasonable steps to ensure that your expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. The Charitable Fundraising Acts state this as expenses not exceeding 40% of the gross proceeds.

Please send the proceeds of the event, the official sanction letter, and a statement of income and expenditure together with copies of receipts for all expenditure, to us within 14 days of the conclusion of the Event.

## **Donor Receipts**

We can issue individual receipts for tax deductions for supporters of the event if that supporter makes a donation of \$2 or more. If supporters would like receipts, please collect and record their information. If the total of individual receipts exceeds 30 please provide an electronic version of your register.

If you are using Everyday Hero to fundraise online, receipts will automatically be provided to your supporters. When the supporter has received goods or services in return for money given (for example, purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.

## **Donated Goods and Services**

For donated goods and services we require correspondence from the company or individual stating the donated value of goods or services to the event. An accurate record of the donors' details assists us with financial reporting and thank you letters.

# Your responsibilities as a fundraiser

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising event. Here are some guidelines to help you.

- The fundraising activity should only proceed once the Fundraising Activity Registration Form is submitted to and approved by Guide Dogs WA and the organiser has received a Letter of Authority.
- The event will be conducted in the organiser's name, who will be solely responsible for managing the fundraiser in an appropriate and responsible way.
- The organiser must ensure that the activity is run in accordance with relevant Western Australian charities legislation and must obtain any permits, authorities or licences needed. For example, permits are required by councils and shopping centres for events in their area/on their premises and State government permits are also required for the conduct of raffles or prize draws.
- The organiser is responsible for ensuring the safety of the event, including organising appropriate public liability insurance and providing first aid services if required.
- Organisers must request approval for the use of our name on any communications and cannot under any circumstances use our photos or logo without permission.
- The organiser holds all funds raised from the public on behalf of Guide Dogs WA until the fundraiser is completed and needs to make sure that the funds are kept in a secure place, full records of income and



expenses are made and that these are sent to us within 14 days of the event taking place.

- The organiser must ensure that costs incurred in organising the fundraiser are fair and reasonable.
- No door-to-door, street or telephone approaches made to the general public for donations in connection with the event.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations.
- The organiser needs to inform us of any prior or current criminal convictions. Although these will not necessarily stop you from being able to support the Association, they will be taken into account in agreeing to your suitability as an organiser.
- The organiser agrees to release Guide Dogs WA to the fullest extent permissible under law for all claims and demands of any kind associated with the event, and indemnify Guide Dogs WA for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event caused by your breach of these responsibilities or your negligence.
- We reserve our right to terminate our support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

## **Quick Fundraising Tip #4**

### **Make sure you contact all your potential supporters**

In addition to close friends and family, don't forget to contact any other groups you may have connections with: former colleagues, old school and college friends, friends who have moved out of the area or overseas, members of sporting clubs you belong to, or committees you are part of.



# Other ways you can help

Fundraising is just one way you can help make a difference to the lives of Western Australians who are vision impaired.

There are many ways you can show additional support for Guide Dogs WA, including:

- Making a donation
- Joining our Puppy Club sponsorship program, [puppypalswa.com.au](http://puppypalswa.com.au)
- Purchasing gifts from our shop
- Sponsoring a Guide Dog
- Hosting a Guide-Dog Collection Box (Mini Dog)
- Remembering us in your Will
- Being a Volunteer Driver (for people and dogs)
- Volunteering with our Leisure Programs
- Donating goods or services
- Narrating/Recording our Talking Books
- Making tactile books for small children
- Making regular donations through workplace giving or payroll deduction.

## Did you know?

### **Don't stop fundraising when the event finishes**

A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over.

## Guide Dogs WA

61 Kitchener Avenue Victoria Park WA 6100

PO Box 101 Victoria Park WA 6979

Tel: (08) 9311 8232 Fax: (08) 9361 8696

Email: [info@guidedogswa.com.au](mailto:info@guidedogswa.com.au)

Website: [www.guidedogswa.com.au](http://www.guidedogswa.com.au)



**Guide  
Dogs**

WA

**VISABILITY**





**Community Relations**

Guide Dogs WA  
PO Box 101, Victoria Park, WA 6979  
Phone: (08) 9311 8232 Fax: (08) 9361 8696  
Email: info@guidedogswa.com.au

# Fundraising Registration Form

Please complete this form and return a signed copy to the Community Relations Team.

## CONTACT DETAILS

Name of Volunteer Fundraiser/Event Coordinator: .....

Name of Community/Company/Group (if applicable): .....

Position Held by Event Coordinator (if applicable): .....

Mailing Address: .....

Suburb: ..... State: ..... Postcode: .....

Contact Phone: ..... Mobile: .....

Email: .....

## EVENT OR ACTIVITY DETAILS

Name of Fundraiser Event/Activity: .....

Description of Fundraising Activity: .....

Date of Event/Time Frame of Activity: .....

Fundraiser Venue: .....

Venue Address: .....

If available, would you like a Guide Dogs WA representative to attend your event?

- Yes, I'd like a representative    Yes, I'd like a representative and a PR dog    No, thanks

What would you like included in your fundraising kit?

- Guide Dogs WA stickers    A4 Poster    Letter of Authority

## FUNDS

How will funds be raised? (i.e. all proceeds of raffle, auction items, ticket sales etc)

.....  
.....  
.....

Estimated Donation: \$ .....

(This does not mean you are guaranteeing to raise this amount. It is simply an estimated figure)



## TARGET MARKET

How many people do you expect to attend the event? .....

Describe your target market: .....

.....  
.....

## EVENT HISTORY

Please supply us with any relevant background material (i.e. annual event, previous attendance etc)

.....  
.....  
.....

Why did you choose Guide Dogs WA as the beneficiary of your fundraiser?

.....  
.....  
.....

How did you hear about Guide Dogs WA?

.....

## ESTIMATED BUDGET (Please adjust items applicable to your event)

Income	\$ Amount	Expenditure	\$ Amount
Sponsorship		Venue Hire	
Registration Fees		Food and beverages	
Ticket Sales		Printing	
Donations		Security	
Raffles		Insurance	
Auctions		Advertising	
Other:		Promotional Material	
		Prizes	
		Transport	
<b>TOTAL INCOME</b>		<b>TOTAL EXPENDITURE</b>	
		<b>TOTAL PROFIT</b>	



**Guide  
Dogs**  
WA

## Offer to Fundraise

I, ..... (Fundraiser's name) offer to hold my Fundraising Event ..... (Event name) in accordance with those terms and conditions of the Guide Dogs WA Guidelines attached.

I understand my obligations with regards to sending the proceeds raised to Guide Dogs WA within 14 days.

I agree to conduct my event in a manner which upholds Guide Dogs WA's integrity, professionalism and values. I agree to inform Guide Dogs WA if the details of my Event deviate from those stated on this Offer Form.

Signature: ..... Date: ...../...../.....

If you are under 18 years of age, please have your parent / guardian / teacher sign this form on your behalf. ....

Name of nominated adult supervisor: .....

Contact Phone: ..... Mobile: .....

Fax: ..... Email: .....

Disclaimer: Guide Dogs WA reserves its right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

**Thank you for supporting Guide Dogs WA!**

## **Guide Dogs WA**

61 Kitchener Avenue Victoria Park WA 6100

PO Box 101 Victoria Park WA 6979

Tel: (08) 9311 8232 Fax: (08) 9361 8696

Email: [info@guidedogswa.com.au](mailto:info@guidedogswa.com.au)

Website: [www.guidedogswa.com.au](http://www.guidedogswa.com.au)



**VISABILITY**