

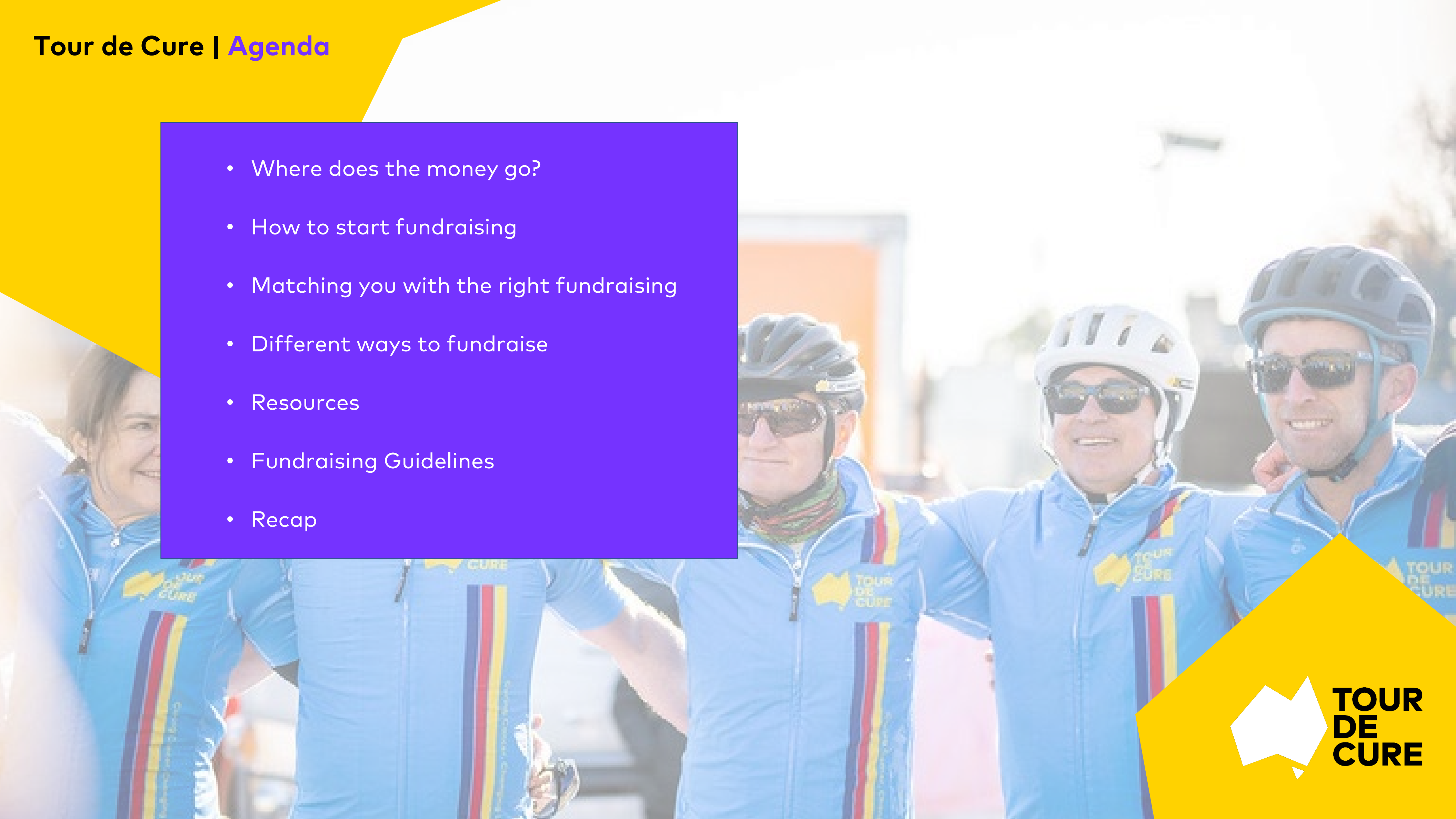


Fundraising Workshop

Putting the FUN into FUNdraising



- Where does the money go?
- How to start fundraising
- Matching you with the right fundraising
- Different ways to fundraise
- Resources
- Fundraising Guidelines
- Recap



Tour de Cure | Who are we and what do we do?



Tour de Cure are passionate about curing cancer and changing lives. With the support of our family of incredible partners and fundraisers, we raise vital funds for game-changing cancer research, support and prevention projects

Spending your money wisely

We don't take your donation lightly. Our funding allocation model meets strict criteria, with due diligence measures at every step of the way. For every dollar we receive:

- 70.3 cents goes to cancer projects
- 25 cents is invested in events to generate future income
- 4.7 cents is spent on essential administration

[Where the money goes](#)
[Projects funded by Tour de Cure](#)
[Cancer breakthroughs](#)

Since 2007 Tour de Cure has achieved:

131

Major cancer
breakthroughs funded

801

Cancer projects
backed

\$108m

Raised for cancer
research

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Tour de Cure | How to start fundraising

Ways to fundraise

Just Ask



Sell product, service or merchandise



Host an event



Run a raffle or auction



Self Fund

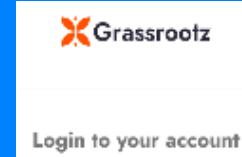


Get started in 5 easy steps

Breakdown your target into weekly goals



Update your fundraising page



Make the first donation



Just Ask



Have a plan



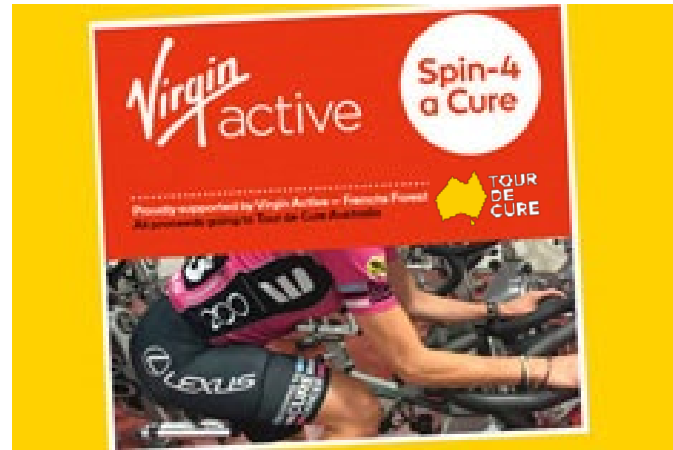
Fundraising commitment

Riders \$12,000 | \$3,500 | \$3,000

Support Crew \$2,500 | \$1,000

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Tour de Cure | What kind of fundraiser are you?



Sporty or Social?

- **Social Media addict:** Just ask, share your story, sell unwanted 'stuff' on Facebook marketplace
- **Games Night:** Get your friends together for an evening of board games, jigsaws, Cards Against Humanity, Casino night etc. Host at home or go large and hold it at a venue. Charge an entry fee.
- **Themed Fundraising Party:** Organize a themed party and charge an entry fee. You can have a costume party, dance party.
- **Head shave/Leg wax:** Get sponsored to shave or colour your hair. Invite your non-cycling friends to be part of the riding community by each of them getting sponsored to shave or wax their legs!



Creative?

- **Creative:** Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations
- **LinkedIn photoshoot:** Keen photographers can sell a photoshoot to update your LinkedIn profile photo.
- **Foodie:** Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make and sell birthday cakes for your friends' kid's party!
- **Specialised skill:** If you're mechanical hold a Bike Maintenance Workshop, If you're an artist hold a painting class, If you're a cake decorator hold a gingerbread house decorating party



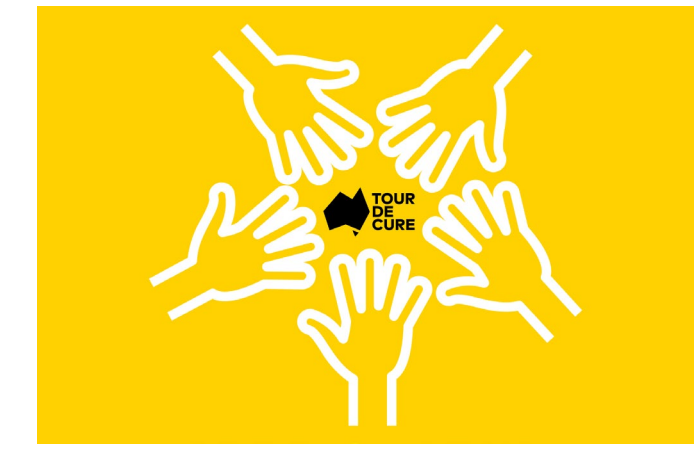
Events not your thing?

- **Return fundraiser:** Give up something for a month e.g. coffee/alcohol/sugar, and donate the money you've saved to your page.
- **Work in a big office:** Sell Cadbury Chocolates, Krispy Kreme, Domino's Pizza, sell entertainment guides, sell lunches, bake sale, car wash in the office car park
- **Time on your hands:** Babysit friend's children, walk neighbour's dog, cut neighbour's lawn, car wash
- **Return & Earn,** recycling
- **Online Auction:** Collect donated items from local businesses or individuals and host an online auction event using platforms AirAuctioneer or 32 Auctions.
- **Self Donate:** Make a tax deductible donation to your own page. If you are expecting a tax bill, make a donation, it's tax deductible.



Well Connected?

- **You've got an Inspiring story:** Just Ask and share your story. email, Social Media.
- **Got a big network of friends or family:** Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party, Bogan Bingo
- **First time fundraiser:** Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation.
- **Got a holiday house?** Auction or Raffle off a weekend's stay
- **Cash raffle:** If you don't have anything to auction, create a cash raffle. Use Online platform such as Rafflelink
- **Corporate Matching:** Ask your workplace if they offer charity matching.
- **Workplace Giving:** Ask if you able to donate pre-tax salary to your charity of choice.



Fundraising in a Team?

- **Set up a team fundraising page.**
- **I can't ask my friends again!:** Bunnings BBQ or Bunnings Cake Stall, It's Bunnings customers who purchase, you're not relying on your friends to donate!
- **Movie night:** Contact your local arthouse cinema and ask them about hosting a movie fundraiser. Alternatively set up a data projector on your garage wall and have a moonlight cinema in your backyard!
- **Detailed & Organised:** Team up with a social person to put on an event, they do the spruiking, you do the organising.

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Tour de Cure | Bunnings BBQ



Raise \$1000 - \$2500 in a day!

1. Contact your local Bunnings Warehouse
2. Send in Letter of Authority and Certificate of Currency
TdC will provide
3. Ask a minimum of 5 friends to help for a few hours
4. Buy supplies: sausages, bread, onions, sauce, drinks *ask your local Coles, Woolies or IGA to help! Coles will give you \$100 voucher!*
5. Get a Square Reader to take card payments. Find them for \$65 from Officeworks, or borrow a friend's. Some Bunnings allow you to use their QR card payment system.
6. BRING a sense of humour and camaraderie and RAISE lots of fundraising dollars!



Hold a BBQ as a team and share the fundraising proceeds
Or
Go it alone and ask friends and family to help on the day

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Tour de Cure | What's a Cash Raffle?

Want to hold a raffle but don't have anything of value to raffle or auction? Run a Cash Raffle!

Have a think about your audience, how much do you think they are willing to pay (ticket cost), with what odds of winning (maximum number of tickets sold), for what cash prize (1st, 2nd, 3rd prize money)?

Encourage multiple /bundle deals if the ticket price and chance of winning is low but the cash prize is high. For example a \$25 ticket chance of winning is 1/500 for \$2,000 cash prize, suggest they buy 4 tickets!

Play around with the numbers until you find a formula that is going to suit your potential buyers.

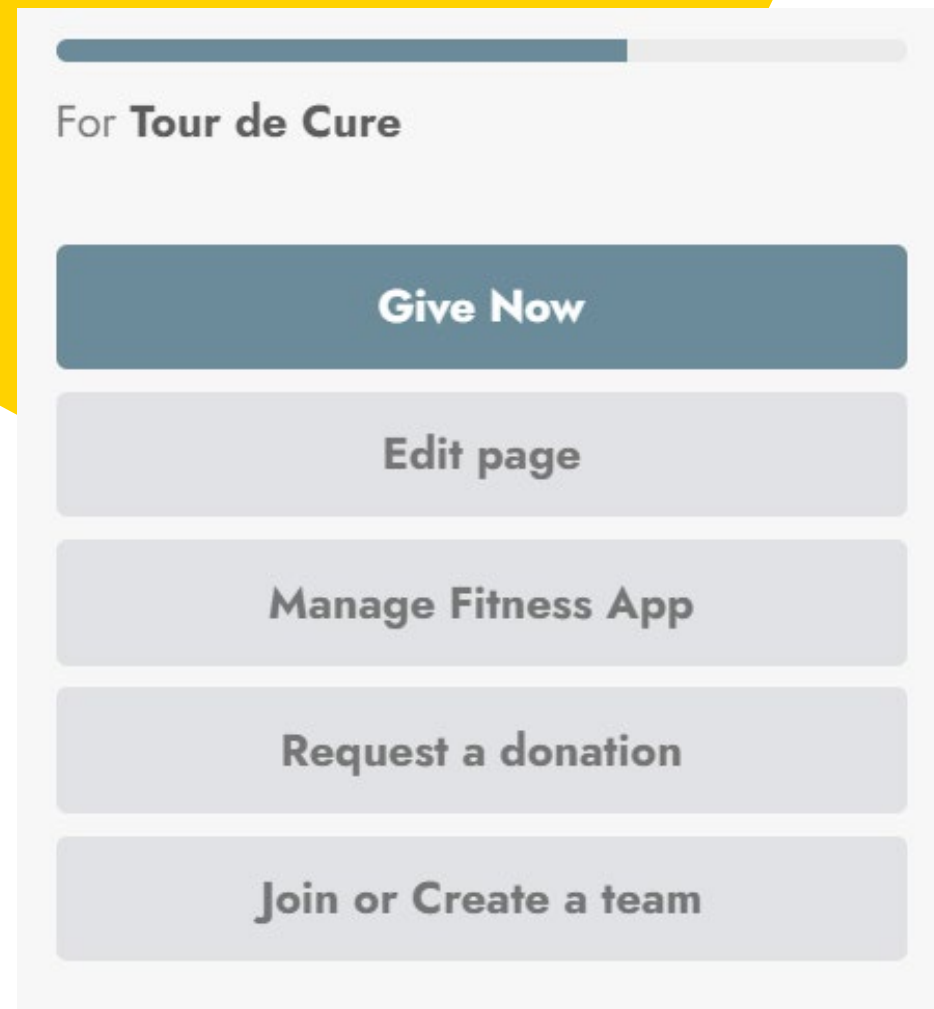
Ticket Cost	Max. tickets sold	Chance of winning	Total proceeds	1 st Prize	2 nd Prize	3 rd Prize	Fundraising achieved
\$25	100	1/100	\$2,500	\$500	\$250	\$100	\$1,650
\$25	500	1/500	\$12,500	\$2,000	\$1,000	\$500	\$9,000
\$50	100	1/100	\$5,000	\$1,000	\$500	\$100	\$3,400
\$100	50	1/50	\$5,000	\$1,000	\$500	\$100	\$3,400



*You must check the regulations regarding holding a raffle in your state.
Raffle tickets are not eligible for a tax deductible receipt.
Cash raffles are not allowed in Victoria*

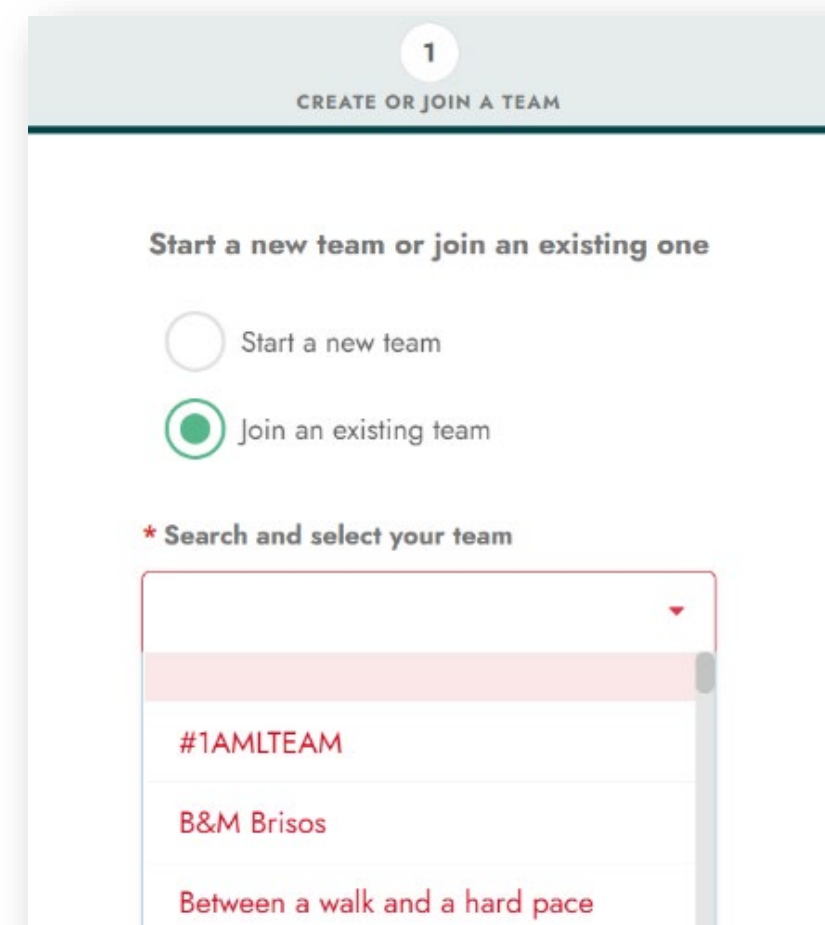
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Tour de Cure | Fundraise as an Individual or a Team?



You will automatically receive an individual fundraising page when you register for Tour de Cure.

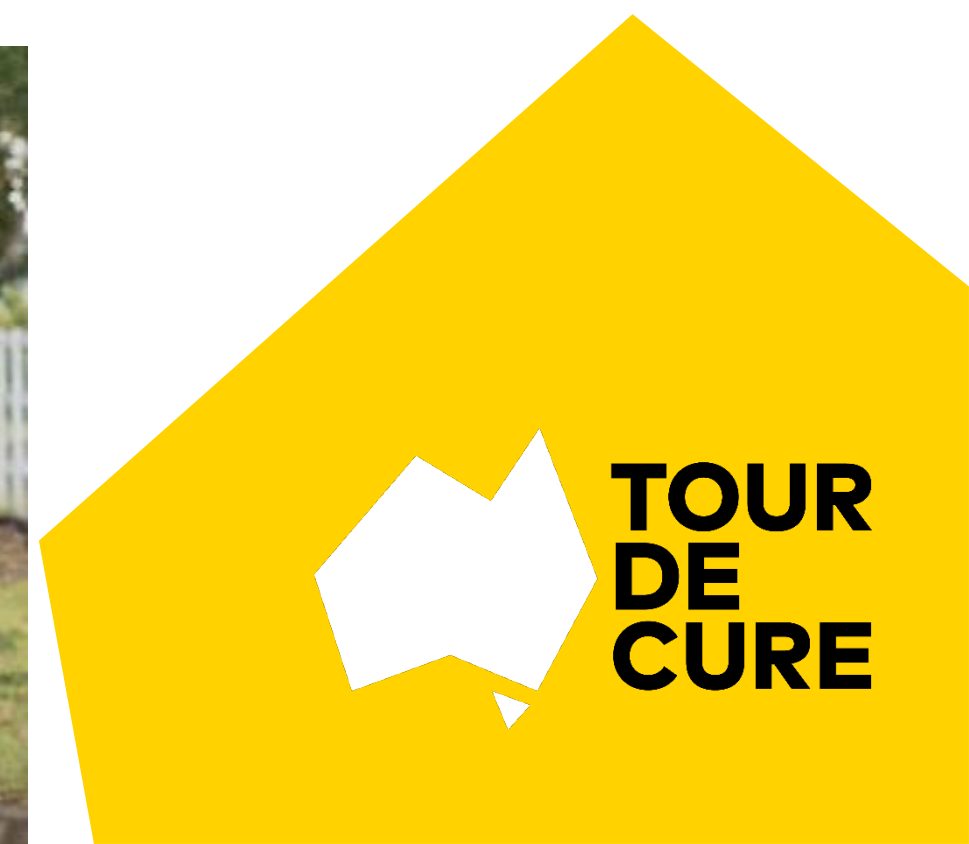
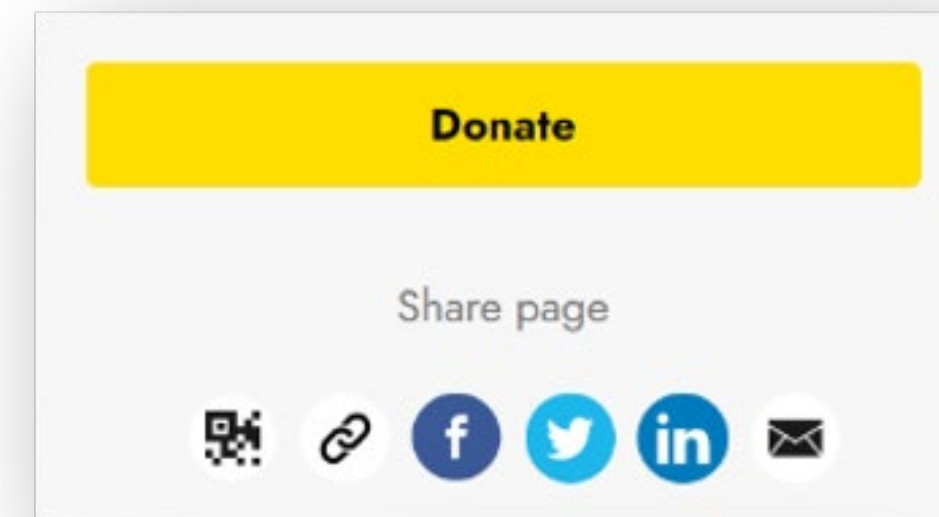
Choose to create or join an existing team by logging into your Grassrootz account.



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Tour de Cure | Email is your most powerful tool

- If you don't ask you don't get!
- 60-80% of people on Tour de Cure get their fundraising through just asking!
- A clear and concise email to your entire address book explaining the challenge you're taking on and your personal 'why' you want to find a cure. Spend time personalising and sending individually, your friends will appreciate an email addressed to them rather than a BCC blanket email.
- Include a link to your fundraising page – both in the body of the email and again at the end.
- Set up your email signature to have your profile link.
- Turn your fundraising page link into a QR code by clicking on the icon on your page.
- Make up cards, save to your phone or print a sticker and stick to your bike or helmet!
- Remember to thank EVERYONE who makes a donation.



Tour de Cure | How to use social media for fundraising

- Social media – Facebook, Instagram, and Linked In can all be used to help your fundraising. Assets can be found on the website
- Post regularly to make sure your supporters see your post. Include a link to your fundraising page. Remember, statistics tell us that people need to be reminded seven times before they donate!
- Use social media to publicly thank your friends for supporting you – it encourages more of your friends to get on board!
- Put up pictures of you training and any fundraising you do along the way so people can follow your journey.
- Post during your event and after. Photos, photos, photos! People love to see you doing the event.
- Track your training on the free Strava app and share your fundraising link in your Strava posts.



Tour de Cure | Get Creative



Top Tip: Get a Square Reader to take card payments. You'll find them at JB HiFi or Officeworks or ask around!

Instructions on how to set them up is on the Resources section of the website.



- Tamburlaine Wine offer - For every dozen bottles ordered at the TdC price of \$192 with free shipping, Tamburlaine will also donate \$50 to your TDC fundraising page. Team it up with a wine tasting afternoon!
- Spin for a cure/boxing – your local gym charge a fee and also get people to fundraise to do the event. \$2000-\$4000
- Morning Tea – at your work or with your friends invite around on the weekend. \$200 to \$1000
- Cook lunches for your work mates. \$300-\$500
- [Read our A-Z Fundraising ideas](#)

SUPER



Tour de Cure | Resources to support you



[ABOUT](#)

[TOUR](#)

[IMPACT](#)

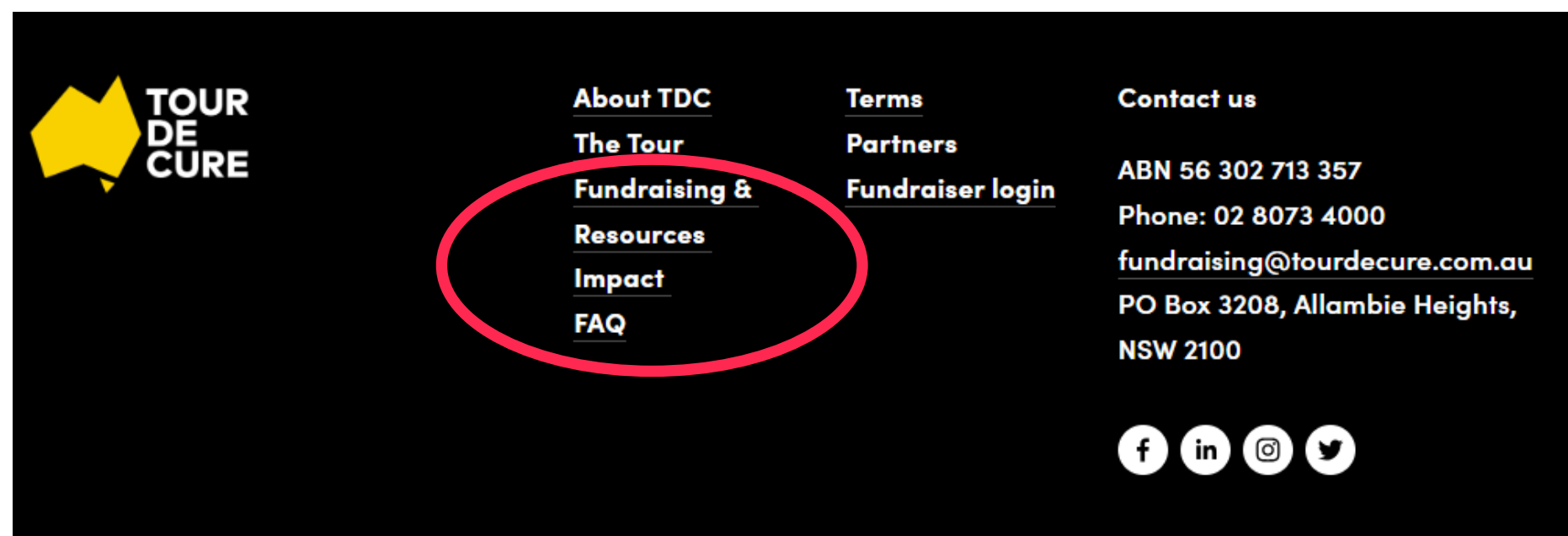
[FUNDRAISING](#)

[SPONSOR A RIDER](#)

[REGISTER](#)

[DONATE](#)

- Personal Fundraising Page
- Team Fundraising Page
- Fundraising How To guides and case studies
- Logos, brand guidelines, email signatures, social media tiles
- Authority to Fundraise Letter, Insurance Certificate
- Photos and videos from previous tours
- Videos from Where the Money Goes
- Fundraising Coach
- hub.tourdecure.com.au
- Chat to other riders on training rides



Tour de Cure | Fundraising Guidelines

Letters of Authority

When you raise funds for a charity, you may be required to produce a letter of authority to enable you to collect donations on the charity's behalf. Please contact fundraising@tourdecure.com.au for a personalised letter.

Receiving Funds and Donations

Donations can be made directly to your fundraising page, the donor will automatically receive a Tax Deductible Receipt. If you are holding an event and need to take costs out, look at setting up an account with a ticketing website such as Trybookings or Humanitix who take a nominal fee and make ticketing for charity events easy. For auctions there are various sites including AirAuctioneer or 32 Auctions.

Proceeds from your events can be made directly onto your fundraising page or EFT to Tour de Cure bank account. Contact fundraising@tourdecure.com.au for bank details.

Tax Deductible Receipts for Donations

A donation over \$2 is eligible for a Tax Deductible Receipt, however, If a person or organisation is receiving goods or a service in return for their gift or donation, this is NOT eligible for a Tax Deductible Receipt as set out by the [ATO](#). Therefore, raffle tickets, auction items, entry to trivia nights, sausage sizzles and gala events etc will not be eligible to claim a tax deduction. Remember to add a disclaimer to your advertising that payment for an event, product or service is not eligible for tax deduction, however, donations are.

Certificate of Currency / Public Liability

When holding an event in a public area, it is vital to be covered for accidents. Tour de Cure can provide you with a Certificate of Currency to cover: Public & Products Liability: \$20,000,000 any one event and Professional Indemnity: \$ 1,000,000 any one claim. Please contact fundraising@tourdecure.com.au for a copy.

Use of TDC Logo

Please be thoughtful about the nature of your fundraising event and what our logo appears on and advertise your event is 'Proudly Supporting Tour de Cure'. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Please send us your design to enable us to approve the use of our logo.

Naming your Event

Tour de Cure's name cannot be used as part of your event name; however, we would love you to say that your event is 'Proudly Supporting' Tour de Cure or proceeds will go to Tour de Cure.



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Let's Recap

- Update your profile, 'Why' and photo
- Send an email and regular social media posts with your fundraising link
- Work to your strengths
- Have a plan – keep on track
- Thank your donors – keep them updated on your journey
- Have FUN FUNdraising and put the UNITY into commUNITY!
- Reach your fundraising commitment by event date
- Embrace the TDC CARING values
 - Courageous
 - Achieving
 - Respectful
 - Inclusive
 - Nurturing
 - Growing

