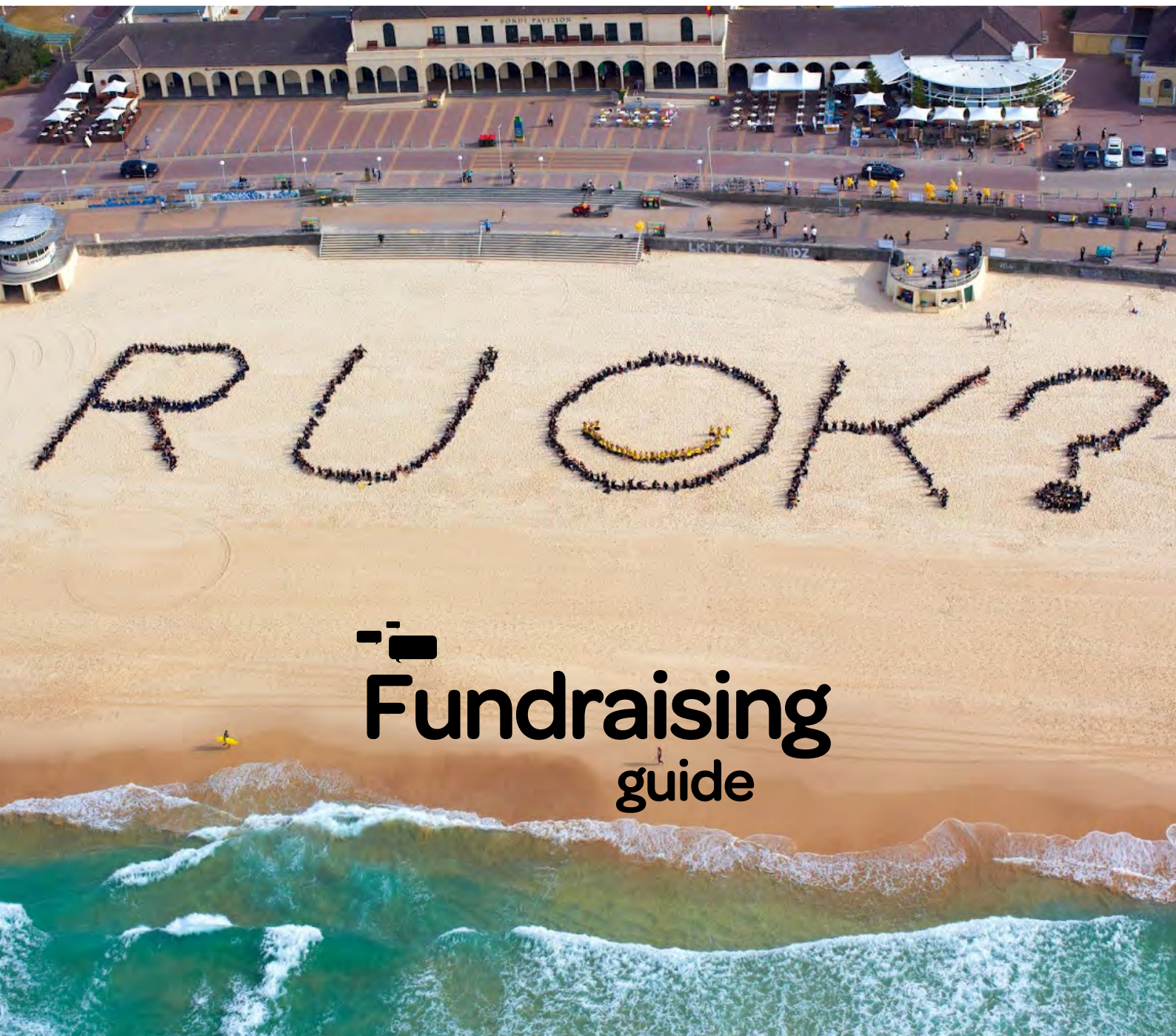


**RUOK?**<sup>TM</sup>

A conversation could change a life.



# Fundraising guide

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# The fundraising checklist

## Before your event



### I've decided what I want to do

For more ideas visit <https://www.ruok.org.au/get-involved>



### I've read this document and understand my responsibilities

When fundraising on behalf of R U OK? it's important to understand what's required, such as use of the R U OK? logo, managing money and record-keeping.



### I've told R U OK? about the event that I'm hosting

Click [here](#) to let us know what you're doing. You don't have to register your event with us but it makes it easier for us to support you when you do.

## After your event



### I've thanked everyone and sent funds and any paperwork to R U OK?

Funds should be provided to R U OK? within two weeks of the fundraiser. There is also a receipt template available on request for people who require these for tax deduction purposes. Click [here](#) to find out how to send us the funds raised.



# Who we are and why your support matters

## A world where we're all connected and are protected from suicide

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In 1995, much-loved Barry Larkin was far from ok. His suicide left family and friends in deep grief and with endless questions.

In 2009, his son Gavin Larkin chose to champion just one question to honour his father and to try and protect other families from the pain he endured.

"Are you ok?"

While collaborating with Janina Nearn on a documentary to raise awareness, the team quickly realized the documentary alone wouldn't be enough.

To genuinely change behaviour Australia-wide, a national campaign was needed. And from this realisation, and with Gavin and Janina's expertise and passion, R U OK? was born.

Gavin remained a passionate champion of the fact a conversation could change a life, even as cancer ended his in 2011.

His and Janina's legacy is ensuring all Australians realise a little question can make a big difference to those people struggling with life.

**Suicide is the leading cause of death for Australians under the age of 44 years with 2,864 Australians taking their own lives in 2014. (ABS 2014)**

That's 8 people every day.

For every Australian who takes their life, it's estimated that another 30 people attempt suicide.

R U OK? aims to inspire and empower all Australians to connect and have regular, meaningful conversations with anyone who might be struggling.

Since its launch in 2009, R U OK?Day has become a household name; known by an estimated 71% of Australians in 2015, with 1 in 4 of those aware getting involved in the national campaign on the second Thursday of September.

By helping us raise funds, R U OK? will have more capacity to reach more Australians and help inspire regular, meaningful conversations every day of the year, and ultimately change lives.

Thank you for your support.

# Event ideas and tools for raising funds and awareness

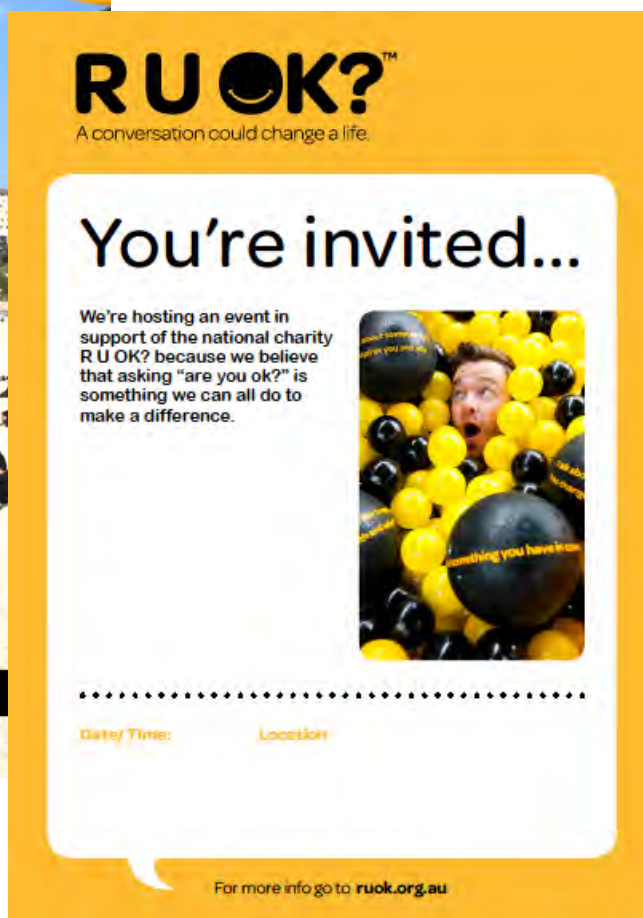
## Everything you need to know about raising funds or running your own fundraising event.

There are plenty of fun and engaging ways to raise funds to support the work of R U OK?

Funds raised will be used to help encourage regular meaningful conversations between family, friends and community members to prevent suicide.

Consider ways to fundraise that best suits you and will inspire and engage your community.

The Event Pack contains R U OK?'s guide 'The essential stuff to promote R U OK?'. If you can't find it, download the pack [here](#) (note: it's around 14 Meg)



## Getting started

**The following guidelines are provided to help you fundraise successfully, and also ensure the activity meets relevant fundraising legislation.**

**Please read these carefully and make sure you are able to meet the requirements before you commit.**

A fundraiser should be across R U OK?'s terms and conditions and registering your event will make it easier for R U OK?'s team to support you.

## Hosting an event

Whether it's a morning tea, a sausage sizzle or a team picnic, you can encourage people to part of your awareness and fundraising efforts. You don't have to register your event with us but it makes it easier for us to support you when you do. If you don't want to register your event, simply scroll down and download the Event Pack for some useful resources (such as posters, event ideas, etc).

This will take a couple of minutes and will ask you for:

- Event organiser's name, organisation's name, contact number and email
- Where it's happening
- What's happening
- Date of the planned activity
- Any other details that you want to share

R U OK? will respond to all registrations with more information about where to access resources to make your event a success.

We may also contact you if we feel that:

- Your event doesn't support the aims and values of R U OK?
- Your event is considered high risk.

## Right to withdraw fundraising authority

R U OK? reserves the right to decline or withdraw approval of the activity at any time.





# Organising your event

## Responsibility of the fundraiser

The planning and implementation of an approved activity is the sole responsibility of the fundraiser. The event must be conducted in the name of the fundraiser with R U OK? identified as the charity beneficiary.

The fundraiser(s) are not employees or agents of R U OK?, nor are they acting in any other representative capacity.

## R U OK?'s role in fundraising events

R U OK? is not able to take a coordination role in organising a fundraising event, nor can its staff and officers assist in sourcing prizes, venues, organising publicity, or providing goods, services or financial assistance to the Fundraiser in the running of the event.

## Insurance

Your event will not be covered by R U OK?'s public liability insurance. Depending on the nature of your event, R U OK? may advise that you consider sourcing your own insurance, or to hold your fundraising event at a location that is already covered by public liability insurance. In all circumstances, ensuring adequate insurance is the responsibility of the event organiser. If R U OK? has cause to believe that a proposed fundraising event is dangerous, we may request proof that public liability insurance cover is in place.

## Use of R U OK?'s brand, name and logo

It's important to remember that the fundraising event is not an R U OK? event, but an event run by the event organiser to raise money for R U OK?

**The use of R U OK's name and logo will only be allowed under the following conditions:**

- Strictly no changes to colour, design, or reproducing the logo out of proportion
- The relationship between the event and R U OK? as the recipient of funds must be clearly stated. For example:
  - Raising funds for R U OK?; or
  - All money raised to support R U OK?

R U OK?'s logo portfolio and brand guidelines can be obtained by emailing [hello@ruok.org.au](mailto:hello@ruok.org.au)



## Managing the finances (donations, expenses, receipts)

When organising any activity, it's important that accurate financial records are kept. Responsibility for this rests entirely with the fundraiser, and needs to comply with the applicable fundraising legislation in your State or Territory.

Fundraising legislation is in place to protect the interests of the public. Therefore, it's important that the fundraiser:

**1. Keeps accurate financial records and copies of receipts and invoices.**

Ideally, fundraisers should provide R U OK? with a basic income and expenditure report. This is also useful if the fundraiser is asked to present the outcome to participants.

**2. If an event requires the establishment of a bank account, the account name must include R U OK?**

All funds should be banked into this account and then closed once the activity is completed. R U OK? should be notified if an account is being established. It is likely that the bank will want to view the fundraising approval letter.

**3. All expenses are the fundraiser's responsibility but can be deducted from the proceeds of the event.**

Please keep records (including receipts).

**4. A receipt template can be provided on request once your event is approved.**

This can only be used for approved activities with receipts to be issued by R U OK? at the end of the event.

Tax-deductible receipts can only be issued to people donating \$2 or more, and when the donor has received nothing in return. Receipts cannot be issued for the following transactions:

- Raffle tickets
- Donation of goods and services
- Auction purchases

In some cases, a percentage of a ticket price is claimable. For example, when guests pay to attend a dinner or a lunch. Event organisers will need to seek independent advice if a portion is claimable via the Australian Taxation Office.

**5. R U OK? can only issue receipts up to the value of the net funds retained at the conclusion of the event, provided that appropriate financial records are provided.**





## The legal stuff

Fundraisers are required to must comply with all necessary State or Territory legislation for fundraising. Legislations differs in each State or Territory and should be investigated and understood by the fundraiser.

Things to look out for include:

### 1. Licenses/Permits

Some activities may require different licenses (eg. for raffles, food preparation or alcohol sale/consumption). Permits may be required for public events, as may public liability insurance. It is the responsibility of the fundraiser to ensure the event complies.

### 2. Managing risk

As a fundraiser, it's important to provide a safe environment, free from hazards that may cause injury or illness. It is recommended that a fundraiser undertakes a risk assessment of your event. A good place to start would be to talk to the person or department responsible for Occupational Health and Safety in your organization, or where the event is being held. The fundraiser should be able to determine whether they are in proper physical/mental condition to organise and run the activity, and acknowledge that they are aware of the risks involved and voluntarily agree to assume those risks.

## Disclaimer and privacy statement

R U OK? Limited's Disclaimer and Privacy Statement is available at <https://www.ruok.org.au/privacy-policy>

## Contact details

R U OK? Limited (ACN 138 676 829)  
Email: [hello@ruok.org.au](mailto:hello@ruok.org.au)

