



Community Fundraising Guidelines Breast Cancer Network Australia

Thank you for your interest in hosting a Pink Lady event for Breast Cancer Network Australia (BCNA). We are grateful for your support of our organisation as your contribution will help us to continue our important work for Australians affected by breast cancer.

Community fundraising for BCNA

The criteria considered by BCNA as being most important when approving individuals or organisations carrying out fundraising opportunities are:

- **Compliance** – all BCNA fundraising activities will comply with relevant legislation, as set out by each state and territory in Australia
- **Integrity** – all BCNA activities must maintain the integrity, values and image of the organisation and its brand
- **Quality** – BCNA will have a commitment to delivering high quality activities
- **Return on investment** – BCNA will seek to raise significant funds with minimal staff and resource investment
- **Profile** – all fundraising opportunities will aim to add value to BCNA's Pink Lady logo and its work
- **Ethics** – ethical considerations will be taken into account when entering into partnerships
- **Loyalty** – the fundraising activity fits with BCNA's current partners and sponsors
- **Acknowledgement** – BCNA will take pride in appropriately acknowledging all contributions
- **National** – where possible BCNA will aim to raise funds from across Australia.

BCNA is not involved in raising funds for research into breast cancer.

BCNA does not partake in tin shaking or door knocking to raise funds.

Who is Breast Cancer Network Australia?

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer. BCNA connects more than **300** breast cancer member groups and over **100,000** individuals across the country.

The role of BCNA is to **inform, empower, represent** and **link together** people whose lives have been affected by breast cancer.

BCNA is symbolised by the Pink Lady silhouette. The Pink Lady epitomises the organisation's focus – women diagnosed with breast cancer

Your responsibilities

As the Event Coordinator, you will be responsible for managing your Pink Lady event.

You will need to manage finances, staffing, marketing, promotion, sponsorship and running of the event. BCNA is not able to provide prizes or funds to support your Pink Lady event, or help you to implement the day to day activities of the event.

Money Matters

- For audit purposes BCNA is required to account for all merchandise, receipt books and tins issued and all monies banked.
- Provide us with an accurate estimate of the income and expenses associated with your Pink Lady event. Generally, a fundraising event should aim to return 60% of income to BCNA so event expenses should not exceed 40% of gross profits.
- Keep accurate financial records, including receipts for expenses incurred and records of donations and moneys received.
- Take only reasonable expenses (such as venue hire and catering) out of the profit generated. You must not incur any expenses in BCNA's name.
- Send in proceeds of the Pink Lady event **within 14 days of the event concluding**.

Legal Matters

- Ensure that you have appropriate liability insurance to cover your Pink Lady event, as BCNA insurance does not extend to external events.
- Ensure that you seek our permission before using the BCNA logo in any promotional activities.



How BCNA will support you

BCNA will provide:

- A variety of ideas for the type of fundraiser you can have (see A–Z of Ideas attached)
- Tips for planning and running your Pink Lady event
- The BCNA logo for use in promotional activities
 - **PLEASE NOTE any use of the BCNA logo must have prior approval**
- The opportunity for you to promote your Pink Lady event on our website
- A party pack containing – balloons, Pink Lady paper cut outs and posters
- Collection tins
- Resources and brochures about BCNA and breast cancer
- A letter of support, to help you gather local backing and sponsorship
- A sample media release and general support and media advice where resources permit
- Assistance and advice
- Upon request BCNA may be able to arrange a breast cancer survivor as a guest speaker

BCNA has a limited merchandise range available for you to sell at your Pink Lady event.

Next steps

If you need help with your proposal or if you are unclear about these guidelines, please contact BCNA on 1800 500 258.

We are unable to accept applications that have links to Pharmaceutical companies, or endorse events that we identify to be high risk to participants of the event, or to the reputation of BCNA.