

# Fundraising Kit

*Together* we can keep Karuna caring



[www.karuna.org.au](http://www.karuna.org.au)

[community@karuna.org.au](mailto:community@karuna.org.au)  
07 3632 8300



**karuna**  
dedicated holistic support  
*compassionate care*

# Thank you

We are thrilled you have decided to fundraise for Karuna.

Your support means together we can help thousands of Queenslanders with a terminal illness be where they want to be, with family and friends in the comfort of their own home.

Currently we support hundreds of patients each year during the most vulnerable time of their lives. Whilst there is no charge to patients for Karuna's service, a high-quality palliative care service comes at a cost. And with limited government funding, it is only with your help that we can ensure our service can continue.

Put simply, without people like you, we wouldn't be here today. The funds and awareness you raise makes our work possible.

This fundraising guide will help you plan, organise and promote and deliver your fundraiser in support of Karuna.

Thank you for the difference you are making.



Tracey Porst  
Chief Executive Officer  
Karuna Hospice Services



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# Why your support matters

Sometimes it is not just the patient that needs support, but their loved ones as well. When Mary's husband Doug became terminally ill, she had to struggle with not just her own grief about losing her husband but also her fear for a future without him.

Doug's doctors at the hospital connected the family with Karuna for palliative care support. As our clinical team spent more time with Mary and Doug, they became aware of Mary's worries for the future and decided to refer her for social work support.

Our social worker Janie was able to help alleviate some of Mary's worries and prepare her for a future without Doug. After Doug passed peacefully in their family home, Mary and Janie remained in contact and continue to exchange letters and phone calls.

Your fundraising efforts could help hundreds of families just like Mary and Doug's. Not only do funds provide medical equipment for our clinical nurses, but they also ensure that social workers like Janie are on-hand to help grieving family members.



## Our Values



### Humanity

We treat individuals with kindness and compassion.



### Relationships

We are supportive, inclusive and respectful of each other.



### Transparency

We have open and honest conversations.



### Quality

We are committed to high standards of safety, wellbeing and contemporary practice.

# Fundraising inspiration

Meet some incredible people who have gone before you and raised funds to support terminally ill patients and their families. Their efforts have not only spread the word about the work Karuna does and raised vital funds, they have also achieved personal goals for themselves.

When Ben's mum Joanne became terminally ill, Karuna supported her and the whole family. The work of the Karuna team allowed Joanne to remain at home, surrounded by love and compassion, during the final stage of her illness. As a loving tribute, Ben and his wife Erin asked guests at their wedding to make a donation to Karuna in lieu of gifts. That wonderful gesture saw \$4000 donated to Karuna.



When sport-loving Joseph heard that his aunt, a regular volunteer, would be participating in the Bridge to Brisbane to support Karuna; he was eager to join in. Joseph joined forces with some of his mates to raise money for their run at school and from their families. When Joseph crossed the finish line at the Bridge to Brisbane a few weeks later, he had a big smile on his face and a donation of almost \$300 for Karuna.

Claire hosted a beautiful morning tea for her beloved sister-in-law, Maya, who was receiving palliative care at Karuna following a devastating cancer diagnosis. Claire chose Maya's favourite restaurant as the venue and invited friends and family for an afternoon in her honour. As attendees arrived, they were invited to consider making a donation to Karuna as thanks for the care Maya had received and always spoken so highly of. Claire's efforts saw \$1200 donated to Karuna in Maya's memory.

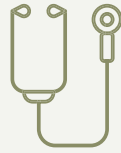




# The impact you will make

By raising funds for Karuna you are helping people die with dignity in their own homes.

**\$25**



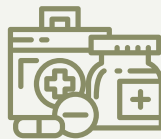
will provide a piece of medical equipment for a nurse

**\$75**



will give a grieving family access to a counselling session

**\$185**



will allow a Doctor to manage a patient's symptoms and medication

**\$590**



will provide a family with an after-hours nursing visit

**\$5,000**



will support the services of a doctor for one month

**\$10,000**

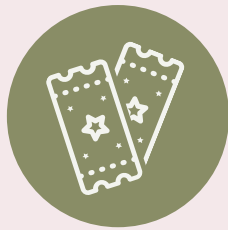


will cover care and support for one family

# Fundraising ideas

There are so many ways you can raise funds in your community to help make a difference to the lives of patients and families cared for by Karuna. The ideas are endless, but here a few to get your started. Be as creative as you like and choose something you will enjoy!

Here are a few ideas to get you started:



## Become a Play for Purpose Champion

As a Play for Purpose Champion, you can sell raffle tickets on Karuna's behalf. We'll get 50% of every ticket you sell, and your friends and family will have a chance to win some amazing prizes! Learn more at [LINK HERE](#).

Wine and cheese night

Movie night

Charity quilts

Recycling for charity

Host a morning tea

Participate in a fun run

Organise a trivia night

Bake sale



## Birthday fundraiser

Instead of presents for your birthday this year, consider asking your friends and family to make a donation to Karuna on your behalf. Many social media sites have a fundraising feature where you can easily build and share your own fundraisers.



# Fundraising ideas



## Arts and crafts

Get your creative juices flowing with a fun art show or sale! Gather a few original pieces or ask others to contribute for a larger display of crafts. Make sure you advertise online and in-person!

Bridge day fundraiser

Barefoot bowls

Collection box in the office

Silent auction

Online fundraising page

Games night

Mother's/Father's day function

Dinner party



## Garage sale

Looking for an excuse to clear out some junk AND raise money for charity? Look no further than a garage sale! It's a fun way to clear out some space, rally the neighbours and host a successful fundraiser.

# Getting started

Before you start organising your fundraising event, check out this simple step by step guide to help you make your event a success.

If you get stuck at any point in the process, please send us an email or give us a call, we are always happy to help.

## STEP 1 – Choose a fundraiser

If you need some inspiration, read our fundraising ideas on page 6-7! Choose something that you're passionate about, or something that will be fun for you to organise and participate in.

## STEP 5 – Spread the word

The best way to advertise your fundraiser is to **talk about it**. Tell everyone you know about your fundraiser – by word of mouth, direct messaging or posts on social media. If you need any help with advertising, you can visit [this link](#) to download promotional posters, social media tiles and more.

## STEP 2 – Set some goals

Now that you've chosen your fundraiser, don't forget the details! You'll need to think about **when you'd like to host your fundraiser, how you're going to advertise and who you're advertising to**.

## STEP 6 – The big day has arrived!

Don't forget to say a personal thank you to everyone who has donated to your fundraiser! Make sure you post on social media during the event to encourage others to make donations – and tag us on social media (@karunahospice) so we can share your photos and posts too!

## STEP 3 – What we need from you

Before you get started, you'll need to read up on your responsibilities as a fundraiser. Check out our fundraising guidelines on page 9 for more information. If you have any questions, don't hesitate to reach out to us at [community@karuna.org.au](mailto:community@karuna.org.au).

## STEP 7 – How to make your donations

You've made it to the end of your fundraiser and we can't wait to hear how you went! Please remember that any funds raised will need to be banked within two weeks after the end of your fundraiser. You can reach us at [community@karuna.org.au](mailto:community@karuna.org.au) for banking details and more information.

## STEP 4 – Make it official

Before you start your fundraiser, you'll need to fill out our **Fundraising Application Form**. We want to know a little more about you and your planned fundraiser! You'll also need a **Letter of Authority**, which we will provide you with after we've reviewed your fundraising application.

## STEP 8 – Congratulations!

Your fundraiser is complete! Thank you for supporting Karuna. We love hearing from our amazing fundraisers and seeing the work you do in our communities. We hope you feel proud of your achievements and the knowledge that you are making a difference to terminally ill patients and their families.





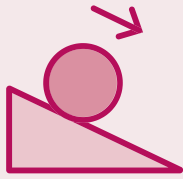
# Fundraising tips

Here are a couple of tips that will help you reach your fundraising goals!



## Double your impact

Many workplaces have dollar matching programs. This is an amazing way to help reach your fundraising goal. So ask your employer today if they will match what you raise.



## Get the ball rolling

Show your commitment to your fundraiser by making the first donation. This will set the benchmark for donations that follow and will show people your dedication to the cause!



## Ask your village

One of the easiest and most successful ways to raise money and hit your fundraising goal, is by asking your friends, family and colleagues. Send them an email and ask them to show their support.



## Get social

Share your fundraiser on social media and let your network know about your fundraiser, we've even created some great resources you can use.



## Get in touch with local businesses

Don't be shy to ask local businesses for support through sponsorship, raffle prizes or even a venue for you to host your event. In return it's great to offer recognition in the form of logo inclusion.



## Thank everyone

It is so important to thank all the generous people that donate to you or support you in some way. No matter how big or small the donation, every little bit helps getting you to your fundraising target.

# A resource library at your fingertips

We have created a useful resource library to help you on your fundraising journey. We've included templates for printable posters, social media tiles and more.

You can visit our resource library [here](#).

We are always developing new resources and would love to hear your ideas. If you can't find what you're looking for, don't hesitate to get in touch via [karuna@karuna.org.au](mailto:karuna@karuna.org.au).



## EVENT DETAILS

All proceeds will be donated to Karuna Hospice Service to help fund their mission of personalised palliative care.

I'M RAISING FUNDS TO KEEP KARUNA caring

WHAT: \_\_\_\_\_

WHERE: \_\_\_\_\_

WHEN: \_\_\_\_\_

CONTACT: \_\_\_\_\_

(07) 3632 8300

[community@karuna.org.au](mailto:community@karuna.org.au)

[www.karuna.org.au/](http://www.karuna.org.au/)

[@karunahospice](https://www.facebook.com/karunahospice)

[@karunahospice](https://www.instagram.com/karunahospice)

## Posters



KARUNA  
HOSPICE  
SERVICE  
PERSONALISED

WHO ARE WE?

Karuna is a Brisbane service. We are committed to providing high-quality care.



I'm raising funds to keep Karuna caring.

## Social Media Tiles



# Community fundraising guidelines



Whilst this is not the most exciting page in this guide, it is an important one. Karuna is an Australian Charities and Not-for-profit Commission (ACNC) registered charity, and we must ensure our fundraisers are aware of their obligations.

## Fundraising legislation

All fundraising activities and events must meet the requirements of relevant laws and regulations in your State or Territory and you will need to obtain any necessary permits or licenses required.

Queensland (QLD) Department of Fair Trading [www.fairtrading.qld.gov.au](http://www.fairtrading.qld.gov.au)

Australian Capital Territory (ACT) Office of Regulatory Services [www.ors.act.gov.au](http://www.ors.act.gov.au)

New South Wales (NSW) Office of Liquor, Gaming and Racing [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

Northern Territory (NT) Department of Justice [www.nt.gov.au](http://www.nt.gov.au)

South Australia (SA) Consumer and Business Services [www.cbs.sa.gov.au](http://www.cbs.sa.gov.au)

Tasmania (TAS) Consumer Affairs and Fair Trading [www.consumer.tas.gov.au](http://www.consumer.tas.gov.au)

Victoria (VIC) Consumer Affairs Victoria [www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

Western Australia (WA) Department of Commerce [www.commerce.wa.gov.au](http://www.commerce.wa.gov.au)

## Financial records and expenses

It is important you comply with the Charitable Fundraising Act and regulations for your state which might include the provision of accurate financial records, including a budget to Karuna.

Funds must be deposited within 30 days of the end date of your event or activity. You will receive emails from our Fundraising Team if we haven't heard from you within a week of your event or activity finishing. We will provide you banking details along with your personalised Banking Reference Number to use when banking your funds.

## Promotion

We will give you an Authority to Fundraise Letter confirming you have been approved as a fundraiser for Karuna. You are then permitted to use the Karuna logo to publicise your event. If you produce marketing materials using the Karuna name and logo, please send us a copy prior for approval.

When using the Karuna name in promotion of your event or fundraiser it is important to note that the activity is not being managed by Karuna but instead is an activity held 'in support of Karuna'.

Suggested phrasing could be: 'Trivia night in support of Karuna' or 'Trivia night with all proceeds going to Karuna'.

***Karuna reserve the right to terminate our support for the fundraising activity or event at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.***

# Thank you

Thank you for helping terminally ill patients and their families in their time of need.

If you have any questions at all, please don't hesitate to get in touch.  
We'd love to hear from you. Call us on 073632 8300.



**karuna**

dedicated holistic support

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*compassionate care*

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