



ALL YOU NEED TO KNOW ABOUT FUNDRAISING



QIMR Berghofer
Medical Research Institute

THE FUTURE OF HEALTH

THANK YOU FOR YOUR INTEREST IN RAISING FUNDS FOR QIMR BERGHOFFER!

Imagine a world where treatments could help your immune system to fight previously terminal **cancers**. Where new **malaria** drugs were available, saving more than 400 000 lives per year. Where almost half of the population who live with a **chronic illness** no longer suffered. And where **mental illnesses** and neurodegenerative diseases were easier to prevent, diagnose and treat, greatly improving quality of life for patients and their families.

At **QIMR Berghofer**, **our scientists are passionate** about making this world a reality. Using their expert knowledge, curiosity and tenacity, they are working towards discoveries that will save lives now, and in the future. But they cannot do it alone. **Your support is crucial** to advancing our research and helping to improve quality of life across the community.

One of the biggest challenges to medical research is not the science, it's the funding. By choosing to support QIMR Berghofer through your fundraising initiative, you are providing much-needed funds to an Australian, world-leading medical research institute. Importantly, you will also be sparking conversations with your supporters – friends, family and colleagues – about why medical research is essential to improving human health. The diseases our researchers are investigating do not discriminate and it is likely that many of your supporters will have a personal reason for getting behind you.

**100% of the funds you raise will go directly to research,
meaning every cent you raise will have an impact.**

We appreciate your support and, in return, want to assist you in your endeavour with the information and tips provided in this guide. We want to help you get the most out of your initiative, ensuring it is a success. If you are keen to make a difference but not sure how to, a list of fundraising ideas is included in this kit to get you started.

If you have any questions, please contact us on freecall 1800 993 000 or email supportus@qimrberghofer.edu.au

Thank you for your interest in raising funds for life-changing research at QIMR Berghofer. We look forward to supporting you in your efforts.

The QIMR Berghofer fundraising team



CONTENTS

Your impact	4
Let's do this: steps to planning your fundraiser	5
Top tips	6
Event ideas	7
We're here to help	8



YOUR IMPACT

With a history spanning about 75 years, QIMR Berghofer has touched the lives of hundreds of thousands of people. Your support will help provide essential resources that our scientists need to continue their research into cancer, mental health, infectious diseases and chronic disorders.

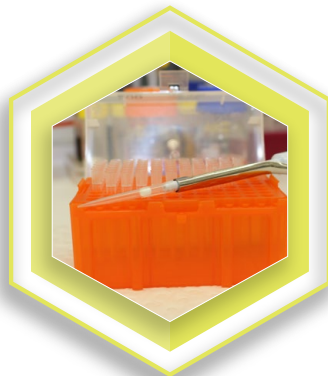
Our scientists have made significant contributions to improving health and quality of life. But with only around 16 per cent of all grant applications to the National Health and Medical Research Council (the main source of funding for medical research in Australia) receiving funding, it is becoming harder for our researchers to continue their work. Your generosity will help fund breakthroughs that otherwise may not be made, potentially saving and improving the lives of our loved ones.

HOW YOU WILL MAKE A DIFFERENCE



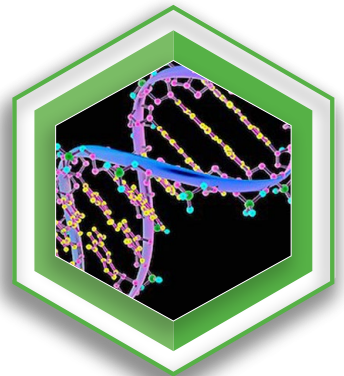
\$1000

Bottle of serum used to grow breast cancer cells in culture



\$50

Carton of filtered pipette tips to extract DNA from breast cancer cells



\$1500

Sequencing the DNA of the human genome



\$200

Antibodies used to identify certain immune cell types that may help to fight malaria infection



PRICELESS

Helping save and improve lives through medical research



\$650

MRI scan on a participant in a mental health study



LET'S DO THIS!

If you are a first-time fundraiser, the task ahead may seem a little daunting. These simple steps should help guide you through the process. Remember, your event can be as simple or as grand as you like - **every dollar you raise counts.**

1. CHOOSE YOUR FUNDRAISING EVENT

Don't be afraid to think outside of the box, or to put a new spin on an old favourite. Some suggestions are listed over the page.

2. REGISTER WITH US

Before you get started, you will need to register with us and receive your Authority to Fundraise letter. You can register via the Register Your Interest tab on QIMR Berghofer's website or by posting us your form. Please see page 10 for more information on this process.

3. PLAN AND PROMOTE

Give yourself enough time to organise your fundraiser and spread the word. Check out our Top Tips page for some useful ideas.

4. HOST YOUR EVENT

The fun part! Enjoy your event and watch the donations roll in.



5. DONATE YOUR FUNDS

Bank your funds with QIMR Berghofer to ensure our scientists can continue their life-saving work.

6. KEEP IN CONTACT

The event may be over but we'd love to stay in touch and keep you updated on all our news.

For more detailed tips on how to register your event and make it a success, please read further on in this guide.

TOP TIPS

‘FUNDRAISING ISN’T ABOUT ASKING FOR MONEY. IT’S ABOUT INSPIRING PEOPLE TO BELIEVE THEY CAN MAKE A DIFFERENCE – THEN HELPING MAKE IT.’ KEN BURNETT – *THE ZEN OF FUNDRAISING*



SET A GOAL

Think about a fundraising target. A goal keeps everyone motivated and on track. Explain your fundraising target and the difference it will make to medical research. Make your own donation – get started and lead by example. This also helps maximise your funds as research shows the higher your first donation, the more your supporters will donate!

MAKE A PLAN

Before you set the time and date, do your research and make sure there are no clashes with competing events. Give yourself enough time for planning and organisation. If a venue is required, get a few quotes and consider whether the venue offers easy access, car parking, a wet weather plan and audio visual equipment. Estimate the numbers you are expecting to ensure the room size and catering order (if required) are appropriate. Think about any risks and check if insurance and/or Council approvals are required. QIMR Berghofer cannot provide insurance for community fundraising events.

BE A STORYTELLER

People respond to personal insights. Sharing the reasons why you’re raising funds for QIMR Berghofer will encourage others to dig deep and give. A personal connection to a cause is a very powerful tool. Use photos as another way to connect. Follow QIMR Berghofer on Facebook, Instagram and Twitter to easily share your story and ours. Update your supporters on your fundraising and the amazing research it is facilitating.

SPREAD THE WORD

Don’t be afraid to ask! People give to people. Your friends, family and colleagues will want to support you, so make sure you give them the opportunity by asking them.

At work: promote your fundraising initiative in your staff newsletter, in staff meetings and by placing fliers on noticeboards.

At home: email friends and family; use social media (tag #qimrberghofer); and, hand out leaflets to neighbours, local businesses and shops. If you have kids at school or in sporting clubs, use those connections too.

Don’t forget the power of a conversation! An email or social media post can be easy to ignore, but a face-to-face conversation is an immediate way to capture attention.

THINK LOCAL

Ask your local businesses to get involved – is there a takeaway, hairdresser or sports centre you frequent that will get behind you? Perhaps they would be willing to donate a prize to be raffled or auctioned.

SAY THANK YOU

Thank your supporters for getting behind your quest with a shout-out on social media and on your fundraising page – help them feel part of your efforts. Tag them in your posts so their friends will see they have supported you and will be inspired to do the same. Provide regular updates so they can track your progress.

REMINDE

Life gets busy, so remind your networks every few weeks about what you’re doing and how they can help.

FOLLOW UP

The event may be over, but around 35 per cent of donations are received after an event has been held, so don’t be afraid to follow up.



EVENT IDEAS



Cocktail party



Movie or trivia night



High tea



Workplace morning tea



Active challenge



Sausage sizzle



Head shave or beard shave



Fashion parade



End of year party



Gala dinner



Lawn bowls day



Auction



Bake sale

There are also a number of organised events you and/or your team can participate in while raising funds for QIMR Berghofer. Some of these include the [Bridge to Brisbane](#), the [Gold Coast](#) and [Brisbane](#) marathons and [Tough Mudder](#).



WE'RE HERE TO HELP

Your supporters are sure to be interested in where their donations are going. Below is information you can use on your fundraising page, on social media and in other fundraising communications.

ABOUT US

QIMR Berghofer is a world-leading research institute focused on developing prevention strategies, diagnostics and health treatments for mental health conditions, cancer, infectious diseases and chronic disorders. With about 1000 scientists, students and support staff, and about 70 state-of-the-art laboratories, QIMR Berghofer consistently ranks in the top two medical research institutes in Australia and has established an international reputation for excellence.

Our scientists are recognised as experts in their field and they collaborate with the best in the world.

QIMR Berghofer scientists are at the cutting edge of:

- Immunotherapy, which involves training the immune system to fight aggressive cancers and cancers with previously limited treatment options
- Brain imaging to understand complex mental disorders
- Clinical trials to speed up the development of new malaria drugs

Some of our achievements include:

- Discovered Ross River virus
- Discovered the link between Epstein-Barr virus and numerous cancers
- Found that more than a third of cancer deaths are potentially preventable through lifestyle changes
- Developed a new immunotherapy to treat multiple sclerosis
- Identified new genes responsible for a range of cancers and mental health disorders
- Conducted the first ever screening of potential heart regeneration drugs using bioengineered human heart muscle created in QIMR Berghofer's laboratories
- Collaborated on the design of tiny DNA nanorobots that can be targeted directly at tumours to stop them growing
- Conducted Australia's first clinical trial using genetically engineered immune cells to make bone marrow transplantation for blood cancer safer

At our specialised, regulatory-approved cell manufacturing facility Q-Gen Cell Therapeutics we are creating cellular immunotherapies, taking them from the laboratory bench to the patient's bedside where they can be used to treat patients and save lives.



'Our world was shattered when we lost our sister. This ride is the one and only positive thing about Heidi's loss. If the community becomes aware of the cutting-edge research being undertaken at QIMR Berghofer and shows its support, then we will have achieved what we set out to achieve.'

Dylan and Lawson Reid - fundraisers



MEDIA AND PUBLICITY

Depending on the nature and scale of your initiative, you may receive media interest. This can be a great way to get exposure for your cause. The more challenging or the quirkier the event, or the more money raised, the more likely media will cover it. Please keep us updated on any media activity you are planning by contacting media@qimrberghofer.edu.au, and please notify us of any media releases prior to distribution. We are happy to discuss ideas with you, but due to limited resources we cannot liaise with the media on your behalf. For help putting together a media release, please contact the Fundraising Team at supportus@qimrberghofer.edu.au.

USING THE QIMR BERGHOFFER NAME AND LOGO

Please remember in your communication material that your event is not a QIMR Berghofer event but an event to raise funds for the Institute. Suggested wording includes “proudly supporting QIMR Berghofer” or “funds raised help QIMR Berghofer create better health through medical research”. When talking about us, please use either the Institute’s full name, QIMR Berghofer Medical Research Institute, or the shorter version, QIMR Berghofer.

We are happy to provide you with our logo for use in your promotional material. Please ensure that any materials that display the QIMR Berghofer name and logo are approved by us in writing before you produce or circulate them. This includes pamphlets, brochures, merchandise and media releases. We can supply logos and guidelines on their use on request. Logos should not be downloaded from the website. Conditions may apply to the use of the Institute’s name and logo.

Proudly supporting



QIMR Berghofer
Medical Research Institute

Proudly supporting



QIMR Berghofer
Medical Research Institute

OTHER WAYS WE CAN HELP

There are certain areas where QIMR Berghofer can assist your event/initiatives and these include:

- Providing a fundraising Letter of Authority which verifies you as an approved fundraiser to assist you when approaching potential supporters
- Promoting your event throughout the Institute and, where possible, through our social media
- Providing fact sheets and promotional materials about QIMR Berghofer and our research (where available)
- Providing certificates of appreciation for you and any special supporters
- Providing guest speakers. As much as our scientists love sharing their research and attending your events, discovering the next important breakthrough means it is not always possible. If you would like someone to attend your event, please discuss it with us and we will do our best; however, please be aware that it will depend on staff availability.

Please note that QIMR Berghofer cannot provide:

- Access to our database of supporters for promotional or marketing purposes
- Staff or volunteers to run your community fundraising event
- Help selling tickets
- Relevant permits or insurance covers

YOUR RESPONSIBILITIES –

THE TERMS AND CONDITIONS OF FUNDRAISING FOR QIMR BERGHOFFER

In the terms and conditions below, “Fundraiser” means the individual or organisation holding the fundraising initiative/event on behalf of QIMR Berghofer.

The fundraising event shall be conducted in the Fundraiser’s name and is the sole responsibility of the Fundraiser.

AUTHORITY TO FUNDRAISE

Regulation and best practice require that regardless of the size of a fundraising event, all individuals or organisations must register their event or initiative with us. Please do not undertake any fundraising activities naming QIMR Berghofer as the beneficiary until you have received an authorisation letter from QIMR Berghofer. This authority will be for a specified period and is non-transferable.

When you have decided on your fundraising initiative, simply complete and submit the [Register Your Interest](#) online registration form found under the Support Us tab on our website, or print and return it to us via email at supportus@qimrberghofer.edu.au or mail to Attention: External Relations, Fundraising Department, Locked Bag 2000, Royal Brisbane Hospital Qld 4029.

Once we have received and reviewed your form, we will send you a letter of Authority to Fundraise, giving approval for you to raise funds on our behalf. If you have set up an online fundraising account through Raisely, the fundraising team will email your letter of authority within two business days.



Please note there are some events QIMR Berghofer will not authorise, including activities that may be dangerous, risky, have overly sexual overtones, or promote unhealthy practices.

By completing the registration form, or creating an online fundraising page, you are agreeing to the guidelines outlined in this fundraising kit.

Using a website such as Raisely makes it easy to raise funds. By following a few simple steps, you can set up a free fundraising page with photos and updates that you can share with family and friends, who can also share with their networks. Donations made on this page are sent directly to QIMR Berghofer and receipts are automatically issued, leaving you to concentrate on finding more supporters!

Visit www.qimrberghofer.edu.au/support-us/fundraise-for-us/ to start your page now.

BANK IT!

QIMR Berghofer requires you to deposit all funds raised within four weeks of your event being held. If you have set up a Raisely account, the funds will be deposited to us automatically.

The following options are available to transfer monies raised:

Bank transfer

Name of account: QIMR Berghofer Donations

BSB: 034 071

Account number: 000476

Reference: YOUR NAME

Cheque

Please write out your cheque to QIMR Berghofer Medical Research Institute and send in the Reply Paid envelope provided.

Credit card

Please call 1800 993 000 and a member of our team will be happy to take your details over the phone.

YOUR EXPENSES

We understand expenses can be a necessary part of fundraising. QIMR Berghofer cannot pay expenses you incur, but you can deduct your necessary expenses from the proceeds of your event, provided they are properly documented. Make sure you set up and maintain proper financial records and accounts, which can be audited if necessary, and that any costs you deduct are fair and reasonable.



'I was 36 weeks pregnant with my son when I first found a lump in my breast. But it was to be another three years before I was eventually diagnosed with breast cancer. We decided to donate our funds towards QIMR Berghofer research, and support the Institute moving forward. This is why QIMR Berghofer's work is so important. It's creating a better future.'

Tricia Mahoney - Breast Friends Fundraising

DONOR RECEIPTS

QIMR Berghofer can provide official receipts to donors for approved events. Use our donor receipt template to keep a register of all attendees/supporters eligible for a tax receipt and send this list to QIMR Berghofer after your event. QIMR Berghofer will then issue receipts directly to those individuals or businesses. Tax-deductible receipts can only be issued for donations of \$2 or more and cannot be issued by the fundraiser on behalf of QIMR Berghofer.

Please note ticket purchases (eg. raffle tickets), entry to an event, donations of goods or services and auction purchases are not tax deductible.

For more information on charitable gaming (raffles, bingo etc) please visit www.business.qld.gov.au/industry/liquor-gaming/gaming/not-profit-charitable.

A simple way to keep track of the financial details of your event is to keep a folder with a number of plastic sleeves. Use individual sleeves to keep receipts, bank deposit stubs, cheques donated and donor pledge/tally sheets.

LEGAL IMPLICATIONS

The fundraising initiative must meet requirements of relevant state laws and regulations. The information you give QIMR Berghofer must be available to regulatory authorities on request.

INSURANCE

QIMR Berghofer is unable to provide public liability insurance cover to community fundraisers. If public liability insurance is required for your event, the Fundraiser must be able to provide evidence of public liability insurance to cover themselves and their participants.

RAISELY AND ACTIVE CHALLENGES

If you create an Raisely fundraising page, donations made through your page will be treated as per the Raisely terms and conditions detailed on their website. It is the responsibility of the Fundraiser to familiarise themselves with these terms. Please contact us, or Raisely on 1300 798 768, if you have any questions about using Raisely for your fundraising.

Fundraising and physical activities – legal obligations

By creating a fundraising page for a fundraising initiative that involves a physical activity or fitness event, the Fundraiser is taken to:

a) agree, represent, and warrant that they have received consent from their physician to participate in health and fitness programs, workouts, exercises, or any other related activities connected to the Fundraiser's fundraising activities and declare that the Fundraiser is physically fit and has trained sufficiently to participate in and complete the fundraising activity;



b) waive, release and discharge QIMR Berghofer and its officers, employees, contractors, volunteers or agents involved in the fundraising activity from all claims or causes of action the Fundraiser may have (including for negligence) arising from any injury, loss or damage of any kind suffered by the Fundraiser including personal injury, illness or death and/or loss or damage to any property (in so far as this does not breach the provisions of the relevant Australian Consumer Law) arising either directly or indirectly out of their attendance at or participation in the fundraising activity;

c) waive, release and discharge QIMR Berghofer and its officers, employees, contractors, volunteers or agents involved in the Fundraising Activity from all claims or causes of action the Fundraiser or any person under his/her care may have (including for negligence) arising from any injury, loss or damage of any kind suffered by any person or property being pushed, carried, accompanied or in any like manner by the Fundraiser. This includes children in child-carrying devices (in so far as this does not breach the provisions of the relevant Australian Consumer Law) arising either directly or indirectly out of any attendance at or participation in the fundraising activity;

d) agree to take all necessary precautions and actions to ensure any child or person accompanying the Fundraiser, whether in a child-carrying device or not, is safe;

e) indemnify and will keep indemnified QIMR Berghofer and its officers, employees, contractors, volunteers and agents against all costs, losses or damages arising from or in relation to the Fundraiser's attendance at or participation in the fundraising activity including the attendance or participation of any person in their care; and

f) consent to the free use of the Fundraiser's name and pictures of them in any broadcast, telecast and in print by QIMR Berghofer in relation to the fundraising activity.

OTHER WAYS TO GET INVOLVED

- Make a one-off or regular donation
- Participate in a research project or clinical trial
- Leave a gift in your will
- Book an educational tour of our facilities
- Subscribe online to our E-Lifelab magazine or postal LifeLab magazine
- Follow us on social media.
- Giving a testimonial to encourage future fundraisers

FOR MORE INFORMATION:

Contact the Fundraising Team:

T 1800 993 000

E supportus@qimrberghofer.edu.au

A 300 Herston Road Herston QLD 4006 Australia Locked Bag 2000 RBH QLD 4029 Australia



THANK YOU!