



Palliative Care
South Australia

FUNDRAISING HANDBOOK

We are inclusive.

We celebrate multiple approaches and points of view.

*When we say palliative care is everybody's business,
no matter their age, we mean everybody.*

ACKNOWLEDGEMENTS

Our organisation acknowledges the Traditional Custodians of the lands and seas on which we live and work, and pays respect to Elders - past, present and emerging.

Palliative Care South Australia wish to thank all our staff who have supported the development of this document and our stakeholders who have given their valuable time and expertise to help guide the development of this handbook.

We greatly appreciate the contributions everyone has made in sharing experience, knowledge and time with us.

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www.palliativecaresa.org.au

hello@palliativecaresa.org.au

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Palliative Care South Australia is a Registered Charity and is endorsed as a Deductible Gift Recipient (DGR), ABN: 66 185 542 917

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WHO WE ARE

- ♥ Helping all South Australians to live, die and grieve well
- ♥ The way we care for our dying reflects the humanity and compassion of our society
- ♥ Representing members as the peak body a leading voice for palliative care across SA
 - We work for our members in promoting and supporting quality palliative care for everyone, everywhere

WHAT WE DO

- | | |
|---|--|
|  We advocate |  We nurture compassionate communities |
|  We educate |  We provide support |
|  We create awareness |  We innovate |

OUR PROGRAMS + PROJECTS



GET INVOLVED

- | | |
|---|--|
|  Sign up to our E-News |  Donate |
|  Become a member |  Become a Corporate Partner |
|  Fundraise |  Follow us on socials |

Palliative
Care is...

about the
whole person



for the
entire dying
journey



for
every age &
every stage



about the
community
of care



about
choice, autonomy
& dignity



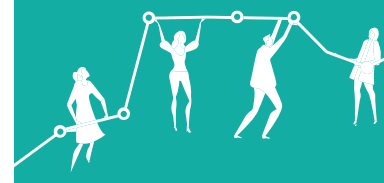
about living



not
'one-size
fits all'



Everyone's
business



care for
the carer



a human
right



Palliative Care.
It's more than
you think.



Why fundraise for Palliative Care South Australia?

PCSA achieves a lot with little.

Help us to educate and advocate

Help us to fulfill special wishes and create memories forever

Help us to build our Volunteer Village

PCSA has high impact programs such as:

- Ambulance Wish South Australia program
- PalliLEARN public education program
- Last Aid education program
- Compassionate Communities SA program
- Palliative Care Volunteering SA

And so much more...

Help us to support all South Australians to live, die and grieve well



Palliative Care South Australia is a **leading charity in the palliative care space** across South Australia.





FUNDRAISING

HOW TO GET STARTED

7 STEPS of your fundraising journey

01



DECIDE

Decide what type of fundraising activity you want to hold. We have provided some suggested ideas and inspirations to help you decide on page 8.

02



REGISTER

Before you can start any fundraising activities, you'll need to register your fundraising activity with PCSA. Fill out and complete the *PCSA Community Fundraiser Registration Form* at <https://forms.office.com/r/yfygSzzQBD>

03



APPROVAL AND FUNDRAISING FOR PCSA INFORMATION KIT

If your fundraising activity is approved you will receive a *Fundraising for PCSA Information Kit*. Please ensure you wait until you receive your approval with the *Letter of Authority* from PCSA before you start your fundraising event or promotions. **Please note, without the Letter of Authority, you will not be legally able to collect any funds raised from fundraising.*

04



START PLANNING AND KEEP US UP TO DATE

Start organising and planning your activity or event. Some useful tips for a successful fundraiser are on page 9. Our Marketing team is also available to discuss ideas. Keep us informed of your event or activity and any developments. We will support you where we can.

05



CREATE AN ONLINE CROWDRAISER

Create an Online CrowdRaiser to collect funds and share your activity (see page 10 and 11).

06



HOLD YOUR FUNDRAISING ACTIVITY

This is the fun part – start your activity, share it widely with your networks, friends, families, colleagues.

07



WRAP UP YOUR FUNDRAISING ACTIVITY

After your event, send funds raised to PCSA along with the required records as mentioned in your *Fundraising for PCSA Information Kit* within 14 days of completion of your fundraising activity.



Register now to start a fundraiser
<https://forms.office.com/r/yfygSzzQBD>

Event ideas and inspirations

Activities don't need to be large:



Sausage sizzle



Gift wrapping



Join a fun run



Wear casuals
to work day



Team building day



Host an event



Lemonade stand



Trivia/Quiz night



Movie marathon

Other ideas and inspirations

Suggestion: If you are hosting or participating in an event, why not consider turning it into a fundraiser?



Birthday party



AGM



Conference/Forum



Funeral



Memorial



Wedding

Not everyone who likes to fundraise likes to host events. We can assist/support you to set up an online fundraiser and provide you with marketing resources to share with your networks and community.

Consider in lieu of gifts or flowers encouraging people to donate to your fundraiser.

Tips for a successful fundraiser

- Share personal stories – why you're doing it
- Tell people how their money will help
- Tell everyone – in person, social media
- Utilise your networks, friends, families, colleagues, community

Create an Online CrowdRaiser

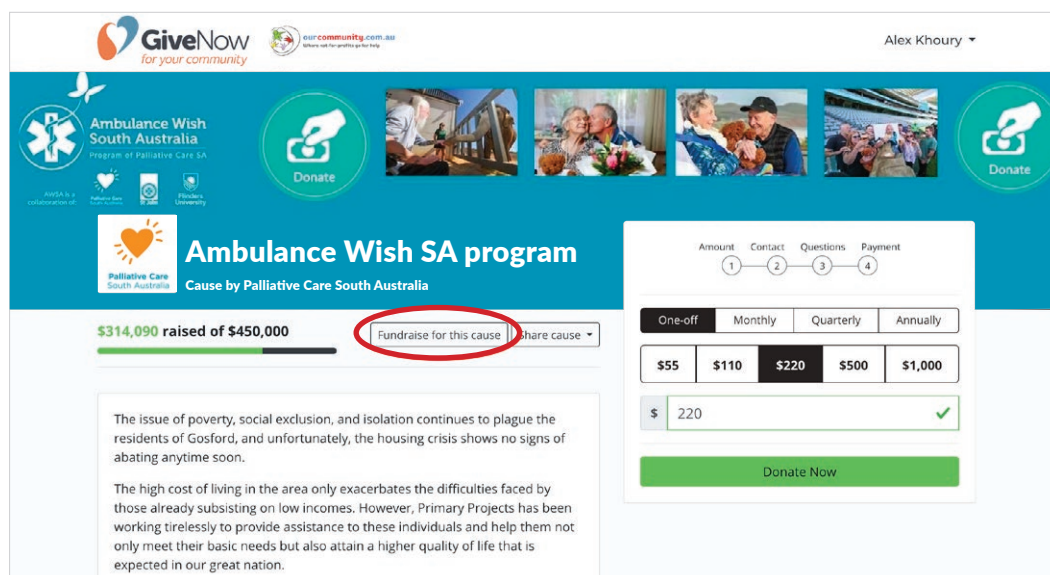
To create a CrowdRaiser on GiveNow is a simple process.

Simply head to the PCSA or Ambulance Wish SA GiveNow cause page:

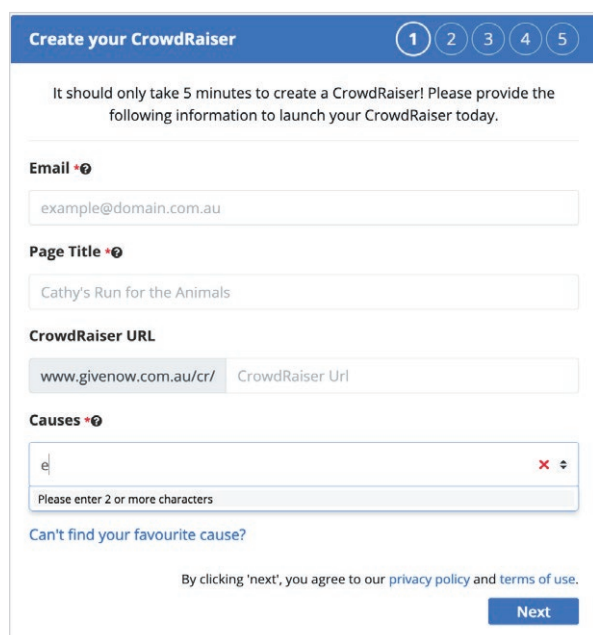
www.givenow.com.au/pcsa

www.givenow.com.au/awsa

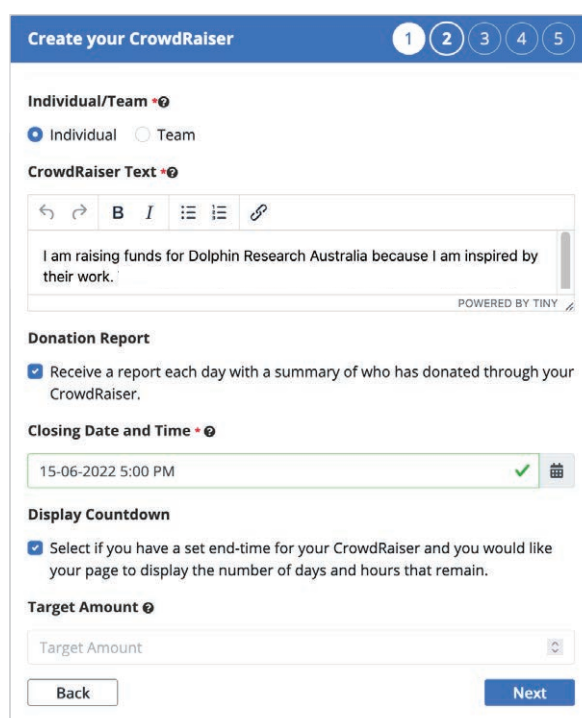
To start: Click on the “Fundraise for this cause” button.



Step #1: Enter your email, page title, create a URL and select your chosen causes to fundraise for (you can choose up to 3 causes).



Step #2: Confirm that you are fundraising as an individual (if you want to create a team select the “Team” option). Then edit the text for your own page, closing date, display countdown preference and target amount.



Step #3: Personalise your page with a cover photo image (required) that appears as a banner at the top of your page, and add a profile picture.

You can include an additional image and a video too (single videos only, not channels), that will really make your page distinctive!

The screenshot shows the 'Create your CrowdRaiser' form at step 3. The header has a blue bar with the title and five numbered steps (1-5), with step 3 highlighted. Below the header, the instruction 'Personalise your page with some images and a video.' is displayed. The form is divided into three main sections: 'Upload Cover Photo', 'Upload Profile Picture', and 'Additional Image'. Each section has a 'Choose file' button and a 'Browse' button. Below each button is a large, light gray rectangular area with a camera icon, representing the image preview. A note under each image section states: 'When cropping the image, we recommend ensuring the main focus or subjects of the image are centred vertically and as much of your image as possible is displayed within the cropping tool.' At the bottom of the form is a 'Youtube Video' section with a text input field containing 'https://', a dropdown arrow, and a green checkmark. To the right of the input field is the placeholder text 'Add a link to your YouTube video' and another green checkmark. At the very bottom are 'Back' and 'Next' buttons.

Step #4: Preview your CrowdRaiser. If you want to edit anything click the 'Back' button. (You are also able to edit your CrowdRaiser further after it has gone live if needed).

Step #5: Click 'Submit'!

This will send a verification email to the email address you provided. By clicking on the verification link in the email that will be sent to you, the CrowdRaiser page will become active immediately.

You have almost finished setting everything up for your CrowdRaiser!

Verify your account

To activate your CrowdRaiser, please click the link and log in to verify your account. [Verify your CrowdRaiser](#)

Once you have verified your account you can come back to GiveNow and login to your "MyGiving" platform to edit your CrowdRaiser at anytime, as well as manage the details of your CrowdRaiser.

Now you are ready to fundraise! You can share your unique CrowdRaiser link to start collecting donations for a cause that is important to you!

LEGAL BITS

Terms and conditions of fundraising for Palliative Care South Australia

In order to fundraise for PCSA you must complete the Fundraising Registration Form:

<https://forms.office.com/r/yfygSzzQBD>



Your request will be assessed. If successful, you will receive an Authority to Fundraise letter from PCSA.

You must not start any fundraising activities without the Authority to Fundraise letter. Your letter will be provided to you once your Community Fundraiser Registration Form has been received, assessed, and approved.

Please allow 5 business days from when you submit your request to receive confirmation.

PCSA has the right to withdraw approval at any stage of the Fundraiser if it is in conflict of interest with PCSA or is high risk.

If this occurs, fundraising/promotions must be ceased, and any monies raised must be sent to PCSA within 14 days along with the required paperwork.

A screenshot of a web browser displaying the 'Community Fundraiser Registration Form' for Palliative Care South Australia. The browser's address bar shows the URL 'https://forms.office.com/r/yfygSzzQBD'. The form has a teal header with the PCSA logo and title. Below the header, it specifies the form is for fundraising activities on behalf of PCSA, including Ambulance Wish SA, Last Aid, or PalliLearn, and provides a contact email. The main section is titled 'Activity Organiser's details' and lists four required fields: 1. Contact Name, 2. Organisation or Group name (if applicable), 3. Mobile phone number, and 4. Email address. Each field has a corresponding text input box with the placeholder 'Enter your answer'.

Palliative Care South Australia Community Fundraiser Agreement

Thank you for choosing to fundraise in support of Palliative Care South Australia (PCSA). Before commencing your activity please read and agree to the Community Fundraiser Agreement below (the Community Fundraiser Agreement/this Agreement).

This Agreement constitutes a legally binding agreement made between you (as the fundraiser) and Palliative Care South Australia, and contains important terms and conditions.

The reason for this paperwork

Each Australian State and Territory has developed legislation and regulations governing the conduct of fundraising (the Fundraising Acts). Under the Fundraising Acts, anyone wishing to raise money for charitable purposes on behalf of another organisation must hold an authority to fundraise issued by that organisation. So, before you get started in your fundraising, Palliative Care South Australia will need to approve and authorise your fundraising activity.

All individuals, groups or organisations who wish to fundraise in support of Palliative Care South Australia must accept certain conditions and register with us, whatever the size of the event or the donation (cash or in kind). This Community Fundraiser Agreement is designed to assist you in planning your event in support of Palliative Care South Australia.

Thanks again for your support! We're sure that you'll enjoy fundraising for Palliative Care South Australia and know that you will share in the reward of supporting all South Australians to live, die and grieve well.

Becoming a fundraiser for PCSA

All volunteer fundraising activities conducted in support of PCSA must first be approved and authorised by PCSA. If your event is approved, you will be provided with a letter, confirming your legal authority to fundraise so that you can begin organising your fundraiser. An Authority to Fundraise will only be issued following receipt and approval of your Community Fundraiser Registration Form.

Each letter will be valid until 30 days after the event date(s), as set out in this Community Fundraiser Agreement, and the relevant event(s) must be conducted within 12 months of receiving the letter.

You are not authorised to use PCSA as your beneficiary charity until you have received a letter.

Once you have received your Authority to Fundraise letter, you must plan the event with the approval of PCSA and you must continue to liaise with us and keep us informed about the event. Any changes made from the original details provided on this Agreement must be reported to us. Your letter and your status as an agent of PCSA may be withdrawn at any time and you may be required to submit a new Community Fundraiser Registration Form if significant changes are made to the original details provided.

You must use your best endeavours, at all times, to answer honestly any question directed to you in relation to the purpose of the event or the details of the event, or to arrange to find answers to questions that you are unable to answer. In particular, if requested, information is to be given as to how the gross income obtained from the event will be donated. You must not make any false or misleading representations in conducting the event.

You must comply with all applicable Fundraising Acts, other laws, regulations and by-laws (including all applicable privacy laws) as well as any other conditions which we may notify to you.

Will PCSA approve my fundraising activity?

PCSA may decide whether or not your event is suitable in its sole discretion. In conducting the activity, you agree to refrain from doing anything which may reasonably be expected to damage the goodwill, reputation or integrity of PCSA.

Approval of an application may be granted by PCSA if:

1. We have received a written and signed Community Fundraiser Registration Form
2. We are satisfied that the fundraising activity will produce a reasonable return after expenses have been deducted
3. We are satisfied that the fundraising activity fits in with PCSA's mission and values
4. We are satisfied the fundraising activity is not high risk

PCSA requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with any fundraising activities. PCSA will not endorse events that may adversely affect public health (e.g. smoking) or which involve the use of firearms, missiles, explosives or fireworks.

PCSA reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky (regardless of whether or not the event is, or will be, covered by insurance). This may include activities involving, but not limited to:

- Animals or animal rides
- Motor vehicle and motor bike racing
- Dangerous machinery
- Clock or time trials, racing or similar competitive events

Money Matters

As the fundraiser, the event shall be conducted in your name and is your sole responsibility, including all financial aspects, fundraising activities, raffles, record keeping and management, issuing receipts and depositing funds into PCSA's bank account. Please note, taxable receipts are not eligible if goods or services are received in return for donation.

Where possible, support and advice may be offered by PCSA. However, due to limited resources, PCSA is not able to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes, organising celebrities, collecting funds on your behalf or ensuring your compliance with the Fundraising Acts. Under this Community Fundraiser Agreement we appoint you as our non-exclusive agent to solicit and receive donations on our behalf in connection with the event, and you accept that appointment on the terms of this Agreement.

You must comply with the Fundraising Acts and regulations in your state in respect of collecting and distributing funds. The general obligations are:

- Keep accurate financial records including a budget of your activity and provide this to PCSA
- All receipt books used and unused must be returned to PCSA
- PCSA cannot pay expenses incurred by you, but you can deduct fair and reasonable expenses from the proceeds of your event, provided they are properly documented
- You agree that you will not retain any part of the gross profits raised during the event as a commission, wage or other fee
- All profit (minus fair and reasonable expenses) must be sent to PCSA
- You must take reasonable steps to ensure that the expenses do not exceed 50% of total proceeds obtained from the event

- If expenses exceed this amount, you may be required to disclose additional information to prospective donors
- Expenses must be deducted from the gross proceeds of a fundraising activity/event before they are banked
- All funds raised (minus fair and reasonable expenses as noted above) must be deposited into PCSA's bank account within 14 days of the fundraising activity/event concluding

Receipts

Receipts can be issued for all money received, except where the money is received in a collection box or in return for goods or services. Individual receipts for donations of \$2.00 or more can be provided. PCSA will supply receipt books on request.

When the donating individual has received goods or services in return for money given (e.g. purchased raffle tickets and won, or purchased prizes at auction), you will be responsible for advising the donor of the value of the prize (or other goods or services received), so that the donor can work out how much of their contribution they can claim as a tax deduction.

We recommend that you carefully consider the risks associated with collecting cash and, where possible, enable people to donate directly to us online by, for example, having a laptop set up at your fundraising event or asking people to write you a cheque instead. Where you do receive cash, we recommend that you convert these funds to a bank cheque or money order as soon as possible. Please do not bank funds into your own personal or general organisation bank account, as this is prohibited by fundraising laws in a number of jurisdictions.

Logo/Name usage and Marketing Materials

In your correspondence and promotion of the event, please ensure you make clear that the fundraising activity is not conducted by PCSA but instead is an activity to raise funds for donation to PCSA. Suggested phrases to use include: "proudly supporting Palliative Care South Australia (or relevant program)" or "funds raised will go to support the work of Palliative Care South Australia."

If you wish to use the Palliative Care South Australia <or a relevant program> logo on any materials or products, you must obtain permission from PCSA prior to print and circulation. PCSA may, in its absolute discretion, grant you a limited, revocable licence to use such intellectual property for the sole purpose of conducting your fundraising event. Despite any licence or permission granted to you, you acknowledge and agree that PCSA retains all rights to its intellectual property, and you indemnify PCSA against any claims which may arise as a result of your use of its intellectual property. Any advertising for the event must clearly disclose that the event is being conducted in support of PCSA.

Unless advised otherwise, when stating where the funds raised will go, please use the following phrase "funds raised will help South Australians to live, die and grieve well."

You agree that you have no right to the names 'Palliative Care South Australia' 'Ambulance Wish South Australia' 'PalliLEARN' 'Last Aid' or 'PCSA' and that you do not have the right to raise funds in those names.

This means you cannot call your event a Palliative Care South Australia event i.e. A Palliative Care South Australia Trivia Night, however, you can call it a "Trivia night in support of Palliative Care South Australia."

Any printed materials or advertisements to be used in relation to the event must be submitted to Palliative Care South Australia for approval. Please allow 10 business days for approval of your material.

- o Email any promotional designs or advertisements to **events@palliativecaresa.org.au** for PCSA to approve before usage.

Media and Public Relations

Generating publicity before your fundraiser starts is a great way to help raise awareness of your fundraiser. You are responsible for generating your publicity. However, if the media require information about palliative care and/or Palliative Care South Australia you should direct them to contact our media team at **events@palliativecaresa.org.au**

You and your organisation are not authorised to speak to the media on behalf of PCSA. Please also remember to make clear you are raising money in aid of PCSA but that you do not represent PCSA.

PCSA Representatives

A PCSA representative can be arranged to attend your event depending on availability. At least 3 weeks' prior notice is required. Please note: not all requests will be able to be met due to limited staff numbers and some event locations.

Liability

All aspects of financial and public liability and public safety are the responsibility of the event organiser and you agree to indemnify Palliative Care South Australia against any claims which may arise as a result of your event. You will need to consider insurance to cover your fundraising activity to protect property, participants and the public. Arranging the appropriate type and level of insurance for your activity is strongly recommended.

PCSA may be able to assist with Public Liability Insurance for fundraising events organised by a third-party on a case by case basis. Please speak with us if this is required.

Legal Implications

All fundraising activities must be legal and comply with all Australian Federal and State laws. Each State has a Fundraising Act or equivalent that PCSA and people fundraising on behalf of PCSA must adhere to.

There are different applicable laws, including specific laws about fundraising, depending on which state or territory you will be fundraising in. Other regulations which may require permits in your state relate to gaming, liquor licensing and preparation of food.

It is your responsibility to make sure you are aware of and comply with all laws and regulations applicable in your state.

Termination

PCSA may revoke the approval or any licences granted to you and terminate this Agreement at any time if you engage in any act or omission which may adversely affect the reputation of PCSA, or if you engage in any conduct which, in PCSA's reasonable opinion, is prejudicial to the affairs of PCSA, contrary to its objectives or which brings PCSA's name into disrepute.

If we revoke the authorisation or licence granted to you, you must immediately stop promoting the event and cease using any of PCSA's intellectual property.

Governing Law

This Agreement is governed by the law of the state or territory in which the fundraising event takes place.

-  08 8271 1643
-  events@palliativecaresa.org.au
-  palliativecaresa.org.au/fundraising



Palliative Care
South Australia
Living, dying & grieving well