



Breast Cancer
Foundation NZ

Community Fundraising Starter guide



Thank you so much for your interest in fundraising for Breast Cancer Foundation NZ. Your funds will go towards ground-breaking research, vital patient support and raising awareness about the signs and symptoms of breast cancer.

Fundraising can be easy, fun and as big or small as you like!
In this guide you will find everything you need for a successful fundraiser.

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A bit about us

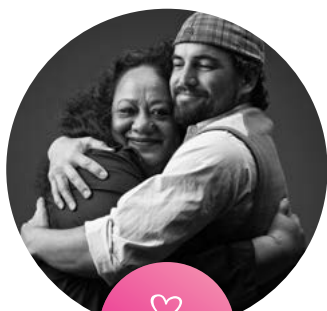
Breast Cancer Foundation NZ is a not-for-profit charitable trust with the mission of reaching zero deaths from breast cancer. We push for new frontiers in early detection, treatment and support.

Breast cancer is the number one cancer for women in New Zealand, with 1 in 9 women affected. Over 3,300 women and 25 men are diagnosed each year, resulting in 650 deaths.

Over the past 23 years the breast cancer mortality rate has dropped by 43%. However, there's still more to do.



How we're helping.



We promote breast awareness and early detection to all women and men; we aim to break down the barriers that stop every eligible woman getting her mammogram; and we're actively encouraging the development and testing of new technologies for early detection.



We fund the latest technologies and equipment for our hospitals, ensuring Kiwis have access to new treatments as early as possible, and training our doctors and nurses to use them. We support clinical trials, and lobby for wider access to trials of new drugs. We fund world-class Kiwi researchers to develop new treatments, including a vaccine that could prevent cancers spreading beyond the breast.



We actively support patients recovering from treatment and those living long term with breast cancer, to improve their quality of life and extend survival. We do this by providing a free breast cancer nurse phone line, access to rehabilitation sessions and facilitating an online community of patients.

Who we're helping.

One of the most rewarding parts of our work is hearing how our services have made a difference.



I got home this evening to find my Pink Ribbon card had arrived! Apart from the very practical help in helping me sort out lymphoedema and range of movement for my arm, it just feels so nice to receive a gift at the moment. I am very appreciative and mindful of how much this has cost and the fundraising that no doubt went on to raise money for this for people like me.

I can't thank your nurse enough for her support on the phone...I have been very grateful for her listening ear and information that has really helped.

Angela



In August of last year, at age 40 I got diagnosed with breast cancer which had spread to my lymph nodes. With two young daughters, ages seven and nine at the time, I felt so guilty for bringing this into their lives and wondered how would they cope...to my delight they were the bravest little girls.

After having my operation to remove my tumours and lymph nodes the sensitivity to my right side was so scary for a while I could not cuddle them properly which made me sad, but after receiving physiotherapy from BCFNZ I regained my confidence and can now squeeze and cuddle them without any worry.

Veronica

How your money helps.

To see programmes that we fund in your area visit

www.breastcancerfoundation.org.nz/programmes-in-your-area

Breast Cancer Foundation NZ try to allocate funds in the most effective way possible.

\$40

could fund 28 educational packs, educating people on the signs and symptoms of breast cancer.

\$65

could fund a tailored physio session as part of a patient's rehabilitation programme.

\$150

could fund 4 tumour samples from the tissue bank used for genetic testing.

Community fundraising.

Every year thousands of Kiwis organise, attend and support fundraisers for Breast Cancer Foundation NZ. We're so grateful to have such an incredible community of supporters and love seeing all the creative ways people raise funds.

There's no limit to what you can do to fundraise. Whether it be at school, work, home or in your local community, we welcome everyone who wishes to raise funds for us, and promote breast awareness and the Foundation.

Stuck for ideas?

Knowing where to start can be tricky! Are you a fitness guru? Do you love to bake? Is organising events your forte? Use your skills and expertise to create an awesome fundraiser that you feel comfortable doing!

Get some inspiration from the list of fundraising ideas below.

- Bake sale
- A head shave
- Complete a physical challenge
- Morning/afternoon tea
- Dinner party
- Film night
- In memory events
- Clothes swap event
- Ladies lunch
- Pink mufti day
- Fashion show
- Quiz evening
- Raffle
- Sausage sizzle

At work:

- Office Olympics
- Office party
- Guess the baby photo



Tips and tricks.

1. Set up an online fundraising page.

Head over to our online fundraising platform, takeaction.org.nz, to set up your own page. Online fundraising is an awesome way to make collecting donations easy and by using our own platform we remove any administration fees. Simply set up and personalise your page, share it with your friends and watch as the donations roll in!

2. Keep it simple.

Fundraising doesn't have to be complicated! Simple ideas make great fundraisers and give you more time to focus on raising money. Create a plan for your fundraiser, set yourself a fundraising target and start letting people know about what you're up to!

3. Get your friends and family involved!

Asking for help may seem daunting at first but getting as many people involved as you can is a great way to lighten the work load and engage people in your fundraiser! You could even ask your workplace to get involved or match the funds you raise. You may be surprised how many people are willing to help, you'll never know if you don't ask!

4. Spread the word.

Use social media, local news outlets, local businesses and anything else you can think of to market your fundraiser! If you need help drafting up a media release just get in touch and we can help out!

5. Be safe.

Consider any health and safety implications of your fundraiser and ensure you have a plan in place. This is especially important if you're taking on a physical challenge or cooking food for others. If you have any questions about this, please get in touch.

6. Remember that donations over \$5 are tax deductible.

As a registered charity, all individual donations over \$5 are tax deductible. This could be a good incentive for people to donate \$5 or more! Email fundraising@bcf.org.nz for a receipt if you haven't already received one.

7. Have fun!

Don't forget to enjoy yourself. Dressing up in pink and doing some good can put a smile on anyone's face!

If you have any queries about the fundraiser you're planning, please get in touch with us at fundraising@bcf.org.nz and we'll be happy to help.

Not for you?

If you don't feel you have the time to organise your own fundraiser but would still like to get involved, there are heaps of ways to do so! Take part in one of our official BCFNZ fundraising campaigns.

Held annually nationwide during May

Raise your cake forks, sporks and shovels and dig into the tastiest event in your May calendar. Support our biggest annual fundraiser by hosting a Pink Ribbon Breakfast and catch up with friends over some delicious food. You'll be joining a community of 4,000 hosts who raise funds for life-saving breast cancer research and vital support all before lunch time! Visit www.pinkribbonbreakfast.co.nz for more information.

Held annually during October/November in Auckland, Wellington, Christchurch and Queenstown

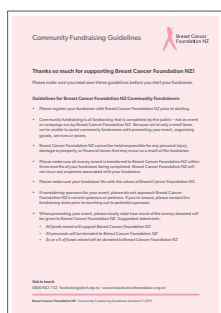
Dig out your pink tutu and get ready to walk for the ones you love! Join thousands of others from across the country in a sea of pink as we walk 5km or 10km for breast cancer research, education, and support. Visit www.pinkribbonwalk.co.nz for more information.

Held annually in October

Forget painting the town red! This October it's all about pink. Grab a bucket, get pinked up and join the thousands of other volunteers collecting generous donations in the name of stopping breast cancer in its tracks. To volunteer visit www.breastcancerfoundation.org.nz/pink-ribbon-street-appeal

The paperwork.

Here are some useful documents you may need in preparation for your fundraiser. Visit takeaction.org.nz/resources to check them out.



Community Fundraising Guidelines

We ask that you agree to these guidelines prior to starting your fundraising.



Proud Community Supporter logo

As one of our valued fundraisers, you're welcome to use our Proud Community Supporter Logo to help with your marketing.



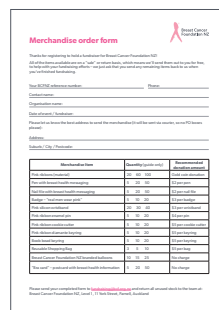
Brand guidelines

If you're planning on doing any marketing for your fundraiser, please give our brand guidelines a read and ensure you send us through drafts of your posters and flyers before they're distributed!



Helpful templates

From posters, to social tiles, to thank you cards – we've got you covered. Visit takeaction.org.nz/resources to check them out.



Merchandise request form

Looking to jazz up your fundraiser? Take a look at the merchandise we have on offer and let us know if there's anything you'd like sent out to you.



Wrapping up.

Awesome! You've finished your fundraising! We love hearing about our awesome fundraisers so please get in touch with the team at fundraising@bcf.org.nz to let us know how it went and send us through some photos! You may even end up featured on our social media.

If you're wondering how to get the funds to us, a few ways are listed below. No matter how you get your funds to us, please ensure that you include your reference number so that we can thank you properly.

Online fundraising page

If you've used an online fundraising platform you're all sorted! The funds will come directly to us.

Bank transfer

Transfer the funds using internet banking, or deposit the money you've raised at any ASB branch.

Account Name: Breast Cancer Foundation NZ

Account Number: 12-3030-0534226-00

Cheque

Please make cheques out to Breast Cancer Foundation NZ, and post them to Breast Cancer Foundation NZ, Level 1, 11 York Street, Parnell, Auckland 1052.

Credit card donations

Please call 09 304 0964 and make sure you have your reference number ready.

Cash

Drop it off to Level 1, 11 York Street, Parnell or deposit it at any ASB branch.

As a registered charity, all donations over \$5 are tax deductible. We cannot provide receipts for collective funds raised. Our charity registration number is CC30021.

Leftover merchandise

If you have any merchandise leftover please pop it back to us at Level 1, 11 York Street, Parnell, Auckland.

Fundraising champions.



WIMA's Pink Ribbon Ride

Auckland & Wellington

Every year since 2013, The Women's International Motorcycle Association (WIMA) have organised an annual pink ribbon ride in Wellington and Auckland raising funds for BCFNZ. Local motorcycle clubs (consisting of men and women) come together from all parts of New Zealand to pink up their bikes with ribbons and streamers and themselves (fairy wings over the top of leather jackets aren't uncommon!) to join over 300 other members for an iconic ride through the city.

Johnny's Ride to Recovery

Cromwell

After Cromwell horse rider Johnny Perkins tragically lost wife Ava to breast cancer, he took it upon himself to take action against breast cancer doing what he loved, horse trekking. Johnny, with the help of the local Cromwell community, organised a 2 day horse trek from Clyde to Bannockburn through central Otago. 140 passionate horse trekkers took part and raised over \$45,000 for BCFNZ!



The Bra Boys

India

After working in hospitals and being exposed to the number of women effected by breast cancer, five Kiwi Doctors took on the Rickshaw Run. The Rickshaw Run is a fundraising race across the length of India in a tuk-tuk! The boys did an amazing job, finishing with both their tuk-tuks in one piece and raising over \$4,000 for breast cancer research, awareness and patient support. What an incredible journey!

Christine Keeling

Auckland

It was a bit of a tradition for Christine Keeling to compete in the Speights Coast to Coast event with her husband Peter and more recently with her children. However, after a shocking breast cancer diagnosis in June 2014 and a mastectomy in July you would think this might affect her plans for that year's event - not so! Christine decided to take part in the tandem team section of the gruelling Coast to Coast event. So in between chemo sessions she began training again; obstacles such as a fractured fibula didn't hold her back - she completed the race, won most inspiring athlete at the national event and raised \$6,730 for BCFNZ!



Contact us.

If you need any help at all please contact the friendly fundraising team at fundraising@bcf.org.nz or 0800 902 732

Breast Cancer Foundation NZ

Level 1,
11 York Street,
Parnell
Auckland 1052

Postal:

PO Box 99 650
Newmarket, Auckland 1149