

Event guide and fundraising toolkit

Everything you need to know about hosting an event to support
Scleroderma Victoria

sclerodermavictoria.com.au



scleroderma
victoria



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Thank you so much

You have chosen to spend some of your valuable time and energy holding an event in support of Scleroderma Victoria.

Your support and inspirational efforts will help make a difference and your event will assist our scleroderma community by raising much needed awareness.

The funds you raise will assist our members by:

- growing a network of support groups located throughout Melbourne and regional Victoria
- supporting specialists and medical practitioners to build expertise in managing this chronic condition
- funding Scleroderma Nurses at ASIG Centres
- assisting members by promoting social inclusion with our Kerry McDonald Equipment Program
- supporting research projects into better outcomes for our scleroderma community.

ABOUT US

Our mission is to:

- provide support to people living with Scleroderma, their families, carers and friends
- promote community awareness of scleroderma
- support research into better treatments for all people with this chronic condition.

Scleroderma Victoria is a volunteer organisation.

Scleroderma Victoria seeks to raise funds to support its purpose. The commitment of members and supporters to holding events and fundraising on behalf of Scleroderma Victoria is welcomed and supported by the committee.

We are here to help you.

#TogetherWeCanMakeADifference

You can help Scleroderma victoria.
Please consider a donation.

♥ DONATE HERE

*together, we can
make a difference.*

STEPS TO SUCCESS

✓ Land on an Idea

There are many different ways you can fundraise, whether you host an event, set a challenge for yourself or simply holding a sausage sizzle at Bunnings! (see more ideas on Page 6). If you wish to hold a raffle, please contact us at events@sclerodermavictoria.co.au as there are regulations in different states that we can assist with.

✓ Set a fundraising target

Set an achievable fundraising target to keep yourself motivated and to let others know what you are aiming for.

✓ Set a date, time and location

You can host an event whenever it suits you. Give yourself enough time to get organised. You will need to know these details before registering your event with Scleroderma Victoria.

✓ Register your event with Scleroderma Victoria

Registering your event means we can offer you advice and resources to make your event a success. You can register your event at events@sclerodermavictoria.com.au. The Scleroderma Victoria committee can assist you with branding, logos and messaging.

✓ Get to know us

Before you begin fundraising, please read up on Scleroderma Victoria.

You can find a lot of information on our website, or reach out to us to get a copy of our Fundraising Policy.

✓ Plan your event promotion

The best fundraisers start by asking friends and family first and progressively expanding to more contacts. By registering with Scleroderma Victoria, we can assist promoting your event and fundraising activities.



Becoming a 'Sunflower Hero'

Sunflower Heroes are people who have a personal connection with scleroderma and want to help us make a difference. Whether it be a friend, a family member, a colleague, or someone with scleroderma themselves, they band together to create awareness and raise funds to improve the lives of people with scleroderma.

We rely on our Sunflower Heroes to increase knowledge and awareness in the broader community with the aim of making scleroderma a condition that many more people are familiar with.

A Sunflower Hero becomes a champion for scleroderma. We have some great ideas on fun and fantastic ways to raise money to help our cause – so start your campaign now!

Our Sunflower Heroes are active on social media and use our hashtags to create good news stories. #SunflowerHero #Scleroderma

BECOME A SUNFLOWER HERO TODAY!

Our Sunflower Heroes



Dyson Heppell

Sunflower Hero is a campaign to raise awareness of an auto-immune condition called Scleroderma. What is Scleroderma, you may ask? To put it very simply, for unknown reasons the body attacks itself. No part of the body or organ is safe and at the moment there is no cure.

It's something that I'm close to as it has directly affected my family – my Nan (my Mum's Mum!) passed away because of it.

I'm proud to be an Ambassador for Scleroderma Victoria and it would be great if you could support them in their efforts to raise awareness of the condition and if you can help, raise much needed funds for research to find a cure and provide support services for people with scleroderma.

And just one more favour! Please get anyone you know, whether it be family, friends or work colleagues to become a Sunflower Hero. The more the merrier.

Once again, thanks for visiting and we look forward to you joining myself, my family and Scleroderma Victoria in working to find a cure for this condition.

Cheers, Dyson Heppell



Liz Davenport

Liz Davenport established her brand in 1972 as a fashion agent in Western Australia. Within three years she had created her first signature collection. By 1979, her designs were available in more than 300 boutiques and department stores throughout Australia, Singapore and New Zealand. Signature stores followed in top fashion locations around Australia as well as on London's Bond Street. In 1980, she was named Australia's top fashion designer receiving the Grand Award from the Fashion Industry of Australia. This was followed the same year with "Advance Australia" award for the contribution to Australian lifestyle through fashion.

Today Liz Davenport remains one of Australia's most successful fashion designers and businesswomen. Awards that Liz Davenport has received in Australia include:

- Medal of the Order of Australia (OAM), "For service to the fashion industry, and to the community"
- HRH Queen Sirikit of Thailand – Silk Festival
- Finalist of the 2011 Western Australia Citizen of the Year

Liz has personally supported the More Than Skin Deep Fashion Parades, in 2017 showcasing her then range, and then in 2018 being a homage to her career in the fashion industry by showcasing Liz's award-winning designs over her 40-year career.

"When I was originally approached by Scleroderma Victoria in 2017 to work with them on their major fundraiser for the year, the More Than Skin Deep Fashion Parade, I had no idea what scleroderma was!" remembers Liz. "Having worked with the amazing and hardworking Committee, who are all volunteers, I have admiration and respect for all that they do to raise funds and awareness for all their members. For everyone who is dealing with scleroderma daily, I look forward to the day when we have a cure and scleroderma will be a condition of the past."

"In 40 years of promotions, the Scleroderma Victoria Fashion Parade at the beautiful Collingwood Town Hall, was a highlight of my career" Liz Davenport OEM

"It was a very proud moment when I was asked to be an Ambassador Scleroderma Victoria. As you know I am no wallflower and am so excited to be a Sunflower Hero!"

Warm wishes, Liz

Top 10 ideas for our Sunflower Heroes

1. Get active

Choose something challenging, maybe walking 10 kilometres or swimming 100 lengths; and get sponsored to do it using this [crowdfunding tool](#)

2. Go casual

Ask your teacher or your workplace if your class can wear casual clothes for a day. Then ask for a gold coin to wear their own clothes. Give it a twist by wearing yellow or dressing as sunflowers.

3. Grow your own

Buy a packet of [sunflower seeds](#), plant them and let them grow. Then sell the plants and donate the profits.

4. Get eating

Organise an afternoon tea party at your home. Ask your friends, family and neighbours to bring a plate, and ask for a gold coin donation as the entrance fee.

5. Go without

Give up something you would really miss like sweets, TV or your mobile, and get people to [sponsor](#) you for each day that you manage to go without.

6. Be helpful

How many of your neighbours have dogs? Ask them if they would be willing to make a [donation](#) if you walk their dog for two weeks. No dogs? Try offering to weed or water their garden when they go on holiday.

7. Stop talking

Hold a sponsored silence. Ask your parents and neighbours to [sponsor](#) you to keep quiet! You could ask them to sponsor you for the whole day or per hour.

8. Get cleaning

Get together with your friends to clean the cars in your neighbourhood for a fee. Or clean the cars in the school car park during lunch hour (perhaps offer free car stickers to raise awareness?).

9. Get baking

Ask your teacher or workplace if you can have a bake sale at school or work or hold a stall at your local fete. Then get together with your friends and family to bake lots of cakes and biscuits. You can even add sunflower seeds to your goodies!

10. Get snuggly

Organise a slumber party at your home and get your family and friends to wear their favorite pyjamas and scarves. Snuggle up in the winter months for a gold coin donation.

Make sure you share your events and photos with us on social media using the hashtag [#sunflowerhero](#) and [#scleroderma](#)



PLEASE CONTACT SCLERODERMA VICTORIA FOR OUR COVID-SAFE PLAN.



PAYPAL GIVING FUND

FUNDRAISING FAQs

How can I fundraise for Scleroderma Victoria?

As a small charity, we don't have the capacity yet to coordinate large fundraising events so many of our supporters set up smaller fundraisers using [Just Giving](#) and [My Cause](#). We can help you create your own fundraising page with a special message of inspiration along with images or videos - all easily accessible to your friends, family and colleagues.

Apart from becoming a Sunflower Hero are there other ways I can support Scleroderma Victoria?

Absolutely! We hold a variety of events throughout the year and you can find these on our 'What's On' events page sclerodermavictoria.com.au/events/.

We also encourage you to join fundraisers and other events organised by our supporters. Scleroderma Victoria needs the support of people with scleroderma, their family and friends and the wider community to become part of our member community. Once you become a member you will receive newsletters to stay up to date with news, research and events. Become a Member now! sclerodermavictoria.com.au/membership-application/.

How should I collect money?

It really helps us if you use our online fundraising facilities, but if you'd like a paper sponsorship form please contact enq@sclerodermavictoria.com.au. We ask our fundraisers not to collect funds through their own websites and third party bank/PayPal accounts.

Can you supply collection boxes?

Yes, we can supply our 'Change for Scleroderma' collection boxes to individual fundraisers and corporate supporters. You will need to confirm in writing that you agree to our collection box policy, and that:

- The box will not be used for street or door-to-door fundraising.

- It will be kept secure.
- Funds will be passed to Scleroderma Victoria quarterly (long-term fundraising) or promptly after the event (one-off events).
- Individuals requesting a box are aged 16 or over.

If you would like a box, please email enq@sclerodermavictoria.com.au.

When should I send my funds to Scleroderma Victoria?

By Law, we should receive raised funds within 6 weeks of holding your event. If you raise money using an online fundraising site this is passed to us automatically.

Is my fundraising legal?

Please contact Scleroderma Victoria at the early stages of planning your fundraiser if you are unsure of any legal requirements.

- Collecting money door-to-door is illegal unless you have a licence so we ask supporters not to raise funds in this way.
- You need a licence and permission from your local council if you want to sell goods or collect money in a public place.
- If you are preparing food and drink for public consumption as part of an event you are responsible under the Victorian Food Safety Act (1984) for making sure everything you supply is suitable for consumption. This includes food or drink you sell OR raffle and supply for free to the public.
- Holding a raffle is fine if it's part of a bigger event and there are no cash prizes. Other types of raffles might be illegal though.

Please see further information under Resources at the end of this Guide.

Where can I find further guidance?

There's lots of information on many aspects of fundraising for charity on the Fundraising Directory website www.fundraisingdirectory.com.au/.

FUNDRAISING TIPS

Create a Social Media Page for your event.

1. Personalise your page

Add your own text and picture to your online fundraising page. Use Scleroderma Victoria logos and branding, we can provide these on request. Potential donors are interested in you and your connection to the cause. Tell them why you are getting involved with Scleroderma Victoria.

2. Donate to your own page

Take the lead and make the first donation to your page. Other people are more likely to donate to you when they see that someone has already contributed. By donating yourself, you demonstrate you are serious about helping Scleroderma Victoria. Scleroderma Victoria uses [Mycause](#) and you can just tag us to have funds donated directly.

3. Connect with people

Start emailing, messaging and talking to your friends, family and contacts to ask for their support.

If you are seeking sponsorship for your event, Scleroderma Victoria can provide you with a letter of support for you to send to potential sponsors.

4. Get social

After you have sent your initial messages, start fundraising through Facebook, Twitter, Instagram, Snapchat or any other social media platform you are on. Remember to use our hashtag #Scleroderma

Membership forms can be downloaded on our website, or you can apply online. <http://sclerodermavictoria.com.au/membership-application/>

Tips for using an email or Facebook Messenger to raise funds



Start by explaining **your connection to the cause and why it's important to you.** Explain the good work that Scleroderma Victoria does.

Be clear to potential supporters about what you need; ask for financial support and what your target is.



Include a **link to your fundraising page** and make sure you message supporters to thank them for their time and support.

Connect with us

Register your event by email events@sclerodermavictoria.com.au or alternatively, if you wish to make an enquiry you can email enq@sclerodermavictoria.com.au

Become a Scleroderma Victoria Member for \$30 a year or \$15 for concession.

Membership forms are available on our website under [Join Us](#).

Postal address:

The Secretary, Scleroderma Victoria
P.O. Box 57, MELTON, VIC, 3337

Or scan and email to:

enq@sclerodermavictoria.com.au

Visit www.sclerodermavictoria.com.au for more information

More than skin deep

Spread the word

Scleroderma Victoria needs the support of people with scleroderma, their family and friends and the wider community to become part of our member community.



[JOIN NOW](#)

THINGS YOU SHOULD KNOW

BANKING

All funds raised from your event can be deposited directly into the Scleroderma Victoria Bank Account:

Scleroderma Victoria Inc.

BSB: 063215

Account No: 10157937

Please include a description and your name or event as a reference.

Tax deductible receipts can be sent to you via email.

Donations made via the Scleroderma Victoria website will be automatically sent a tax deductible receipt. Donations can be made at <http://sclerodermavictoria.com.au/donate-to-scleroderma-victoria/>

MEDIA, INFORMATION & APPROVALS

Scleroderma Victoria reserves the right to approve any media release, artwork, activity description or wording about Scleroderma Victoria before it is published or distributed. This is to ensure the activity and Scleroderma Victoria's involvement are represented correctly. If you are unsure how to describe Scleroderma Victoria in promotional material please contact us or send through an draft text to enq@sclerodermavictoria.com.au and allow 72 hours for approval.

If speaking with someone in the media and you are asked about Scleroderma Victoria, please contact the Secretary on **(03) 9231 3651**. You are not authorised to speak on behalf of Scleroderma Victoria; but you may speak about your event and fundraising activities.

ACCESSIBILITY CONSIDERATIONS

When organising an event, there are a few things to consider to ensure it can be enjoyed by everybody.

The information below is an overview of considerations that should be made to ensure everyone can participate, including people with disability.

It is by no means exhaustive, but is a good place to start when planning your event. Always remember to ask about access requirements when inviting people to participate; **never assume**.

Choosing a venue

- Ensure entrances, lifts, ramps and corridor widths comply with Australian Standards.
- Ensure automatic doors at entrances are available and functioning.
- Ensure accessible bathrooms are available. Check that the bathrooms are functioning, clear of clutter, and can be easily accessed.
- Choose a venue that can be easily accessed by public transport.
- Make sure your venue understands the [laws surrounding service animals in Australia](#).
- Check that the acoustics of the venue are adequate, and that noise from external sources (traffic, crowds, other events, etc) do not interfere.

Invitations

- Ask attendees to advise of any accessibility requirements when registering so that these adjustments are managed as a part of the event. Outline the accessibility features of the venue you have chosen.
- Ensure that guests and participants can register for the event in a range of ways, including by telephone, by email or online. If using an online form or third party booking service, make sure it is accessible.

- Provide information about accessing the venue, including accessible parking, general parking, public transport, and venue drop off points.

Marketing and communications

- Signage, presentations and written material should have appropriate color contrast levels.
- Provide written materials in plain English/ Easy English alternatives if requested.

Wayfinding

- Wayfinding materials should be simple and easy to read (clear directions, appropriate signage).
- The MC or event organiser should provide a verbal explanation of the layout of the venue at the start of the event. This should include the layout of the room and directions to toilets, meal areas, breakout rooms and fire exits.

Room arrangement

- Book Auslan interpreters as needed, and reserve seats in front to enable a clear view for people who are Deaf and hard of hearing.
- Provide sufficient space between tables for mobility aids and wheelchair users.
- Ensure table height is accessible to wheelchair users and people of short stature. This includes refreshment tables and buffets.
- For standing events, provide some chairs for people who may experience fatigue.
- Venue should be clear of obstacles, and trip hazards such as cables should be removed or taped down.
- Provide guests with access to a separate, quiet area to allow them to take a break, if needed.



Audio Visuals

- Avoid strobe lighting or flashing lights.
- Provide a wheelchair ramp to the stage (if required) and ensure it complies with Australian Standards.
- Provide adjustable height microphones, or lapel microphones if required.
- Ensure a hearing loop or other assistive technology is available.
- Provide space for Auslan interpreters (if required). Ensure interpreters are positioned in a well-lit area and clearly visible to the audience.
- Venue should be evenly lit throughout.

Catering

- Provide a variety of meal options and include items that are easy to eat. This includes foods that are not too messy, and foods that do not require utensils or intricacy.
- Ensure catering staff are briefed and available to assist attendees with serving items where required.
- Ensure special meals (e.g. vegetarian, gluten free, etc) are clearly labelled and easily accessible.

You can find a copy of our merchandise order form at https://sclerodermavictoria.com.au/wp-content/uploads/2021/06/Scleroderma-Victoria-Merchandise-Order-Form_QR-Code.pdf



It is very hard to compare, as each person may have a different combination of symptoms, and the disease progresses at different rates for everyone.

While some symptoms are visible, like hard puffy skin on the hands, Raynaud's, and lightened joints in systemic forms, the most serious symptoms are hidden, and the person with scleroderma may look quite well to outsiders. Inside that person, the lungs, heart, kidneys and gut are only some of the systems that may be affected.

On the other hand, sometimes the face alters significantly, although the organs are healthy, and facial changes may be hard to accept. Early diagnosis of scleroderma saves lives and leads to control of the disease.



USEFUL RESOURCES

Our Community - Establishing a Fundraising Strategy:

https://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=564

Raffle Rules:

<https://www.nfplaw.org.au/raffles>

Fundraising in Victoria:

<https://www.acnc.gov.au/fundraising-victoria>

Fundraising Act 1998 (Vic):

http://www8.austlii.edu.au/cgi-bin/viewdb/au/legis/vic/consol_act/fa1998132/

Planning and Executing a Successful Non-profit Fundraising Event:

<http://www.fundraising123.org/article/planning-and-executing-your-next-big-event#.U5Ve8Pk72Ag>

The 10 Steps to a Successful Fundraising Event:

<http://www.thefundraisingauthority.com/fundraising-basics/fundraising-event/>

The seven pillars of fundraising:

<http://www.fundingcentre.com.au/help/fundraising-pillars>

The 7 'must-haves' for effective online fundraising:

<http://www.fpmagazine.com.au/7-must-haves-for-effective-online-fundraising-sponsored-feature-332282/>

These businesses support sausage sizzles (and you can apply for a sponsorship or donation!):

Bunnings:

<http://www.bunnings.com.au/about-us/in-the-community/local-community-support>

Officeworks:

<http://www.officeworks.com.au/information/about-us/our-community>

Woolworths (note: they ask for DGR status of which Scleroderma Victoria is one):

<http://woolworths.com.au/wps/wcm/connect/Website/Woolworths/About+Us/Community/fundraisingbbqs/>