



Woolies Wheels & Walks

In Partnership with Tour de Cure

Fundraising Workshop – Putting the FUN into FUNdraising



Agenda

- Where does the money go?
- How to start fundraising
- Different ways to fundraise
- What kind of fundraiser are you?
- Resources
- The fine print
- Recap



Tour de Cure | Who are we and what do we do



Thanks to the generosity of our supporters, since 2007 Tour de Cure has:

- Raised over \$100 million
- Funded over 783 cancer projects
- Achieve over 100 scientific cancer breakthroughs
- Engaged over 175,000 children in our cancer awareness education program
- **Research:** Traditional research projects, which include Senior Research Grants, Young Researcher Grants, Pioneering Cancer Research Grants and the Collaborative Grants. These four grants account for approximately **70%** of our annual funding
- **Support:** Support projects to help those affected by cancer and their families and carers, account for approximately **15%** of funding
- **Prevention:** Awareness projects that address the fact that 1 in 3 cancers are preventable account and we can all reduce the risk of getting cancer by making simple lifestyle choices account for **15%** of funding

[Where the money goes](#)
[Projects funded by Tour de Cure](#)
[Cancer breakthroughs](#)



Woolies Wheels & Walks | Who is Woolworths supporting?

Supported institutions



Woolies Wheels & Walks | How to Start Fundraising:



Breakdown The Process to 5 Steps

- 1. What is your Fundraising Goal?** Get started early and aim to overachieve. Breakdown the target into weekly goals.
- 2. Update your fundraising profile** People receive more donations when they share their 'Why' Woolies Wheels & Walks is important to them. Add a photo too.
- 3. Make the first donation**
- 4. Just Ask.** Tell everyone what you're doing and 'Why'. You will be amazed how your story and why you're doing Woolies Wheels & Walks may resonate with your network.
- 5. Have a plan.** Apart from 'just asking' what is your Plan B? Hold an event? A Raffle? A BBQ?

Woolies Wheels & Walks | Ways to Fundraise

- **Just Ask** – Tell, email, social media. End of financial year, donations are tax deductible and can be submitted in FY23
- Put on an **Event**, think about Virtual!
- **Sell merchandise, product or a service**
- **Raffle or Auction**
- **Self Funding** – Give up coffee for a month!
- If it's your birthday **ask for a donation instead of a gift!**
- **Employer dollar matching and / or regular giving**



Woolies Wheels & Walks | Bunnings BBQ

Raise \$800 - \$2500 in a day!

1. Contact your local Bunnings Warehouse
2. Send in Letter of Authority and Certificate of Currency
TDC will provide
3. Ask a minimum of 5 friends to help for a few hours
4. Buy supplies, sausages, bread, onions, sauce, drinks –
ask your local Woolies to help!
5. Get a Square Reader to take card payments, \$60 from Officeworks, or borrow a friend's. Some Bunnings allow you to use their QR card payment system.
6. BRING a sense of humour and camaraderie and TAKE lots of fundraising dollars!



Hold a BBQ as a team and share the fundraising proceeds

Or

Go it alone and ask friends and family to help on the day



Woolies Wheels & Walks | Cash Raffle

Want to hold a raffle but don't have anything of value to raffle or auction? Run a Cash Raffle!

Have a think about your audience, how much do you think they are willing to pay (ticket cost), with what odds of winning (maximum number of tickets sold), for what cash prize (1st, 2nd, 3rd prize money)?

Encourage multiple /bundle deals if the ticket price and chance of winning is low but the cash prize is high. For example a \$25 ticket chance of winning is 1/500 for \$2,000 cash prize, suggest they buy 4 tickets! Play around with the numbers until you find a formula that is going to suit your potential buyers.

Ticket Cost	Max. tickets sold	Chance of winning	Total proceeds	1 st Prize	2 nd Prize	3 rd Prize	Fundraising achieved
\$25	100	1/100	\$2,500	\$500	\$250	\$100	\$1,650
\$25	500	1/500	\$12,500	\$2,000	\$1,000	\$500	\$9,000
\$50	100	1/100	\$5,000	\$1,000	\$500	\$100	\$3,400
\$100	50	1/50	\$5,000	\$1,000	\$500	\$100	\$3,400



You must check the regulations regarding holding a raffle in your state. Victoria does not allow cash raffles. Raffle tickets are not eligible for a tax deductible receipt.



Woolies Wheels & Walks | What kind of fundraiser are you?



Well
Connected?

Sporty or
Social?

Creative?

Events not
your thing?


Woolies Wheels & Walks | What are you good at?

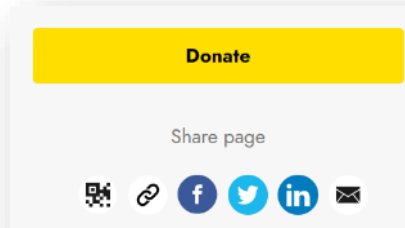
- You've got an Inspiring story: Just Ask and share your story. Email, Social Media.
- Got a big network of friends or family: Events such as Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend, wine tasting, dinner party
- Outgoing & Social: Events as above
- First time fundraiser: Just Ask, email, facebook, Instagram, LinkedIn. Update your fundraising page, make the first donation. Sponsorship to give something up for a month e.g. coffee/alcohol/sugar
- Creative: Sell something you've made, chutney, bake sale, cook lunches, sell handmade birthday cards. If you're a handy craftsman, sell your creations.
- Fundraising as a group: Bunnings BBQ or Cake Stall.



- Work in a big office: Sell Cadbury Chocolates, Krispy Kreme, sell entertainment guides, sell lunches, bake sale, car wash in the office car park
- Social Media addict: Just ask, share your story, sell unwanted 'stuff' on facebook marketplace
- Foodie: Hold a dinner party, wine tasting, afternoon tea. If you're an amazing cake maker – make & sell birthday cakes for your friends' children's birthday parties
- Detailed & Organised: Team up with a social person to put on an event, they do the spruiking, you do the organising. Return & Earn.

Woolies Wheels & Walks | Email is your most powerful tool

- If you don't ask you don't get!
- 60-80% of people on Tour de Cure get their fundraising through Just Asking!
- A clear and concise email to your entire address book explaining the challenge you're taking on and your personal 'why' you want to find a cure
- Include a link to your fundraising page – both in the body of the email and again at the end.
- Set up your email signature to have your profile link
- Turn your fundraising page link into a QR code by clicking on the icon on your page  Make up cards, save to your phone or print a sticker and stick to your bike or helmet!
- Remember to thank EVERYONE who makes a donation
- Statistics tell us that people need to be reminded seven times before they donate!



Woolies Wheels & Walks | How to use social media for fundraising



- Social media – Facebook, Instagram, Linked In, can all be used to help your fundraising
- Post regularly to make sure your supporters see your post. Include a link to your fundraising page
- Use social media to publicly thank your friends for supporting you – it encourages more of your friends to get on board!
- Put up picture of you training and any fundraising you do along the way so people can follow your journey
- Post during your event and after. Photos, Photos, Photos. People love to see you doing the event.
- Track your training on Strava and share your fundraising link



Woolies Wheels & Walks | Easy local events

- Bunnings BBQ or Cake Stall – put your name down now \$800-\$2500
- Barefoot Bowls, Movie Night, Comedy for A Cause, Cork & Canvas, Bike n Blend
- Cadbury's Chocolate fundraiser or Krispy Kreme – take boxes to work. Sell at any of your children's sporting events. \$200-\$500
- Sell Entertainment digital or book memberships \$70 and receive 20% back. Your friends can benefit from huge discounts on restaurants, activities, accommodation and more. \$250 -\$500
- Trivia afternoon/night \$1000 to \$8000!



Woolies Wheels & Walks | Get Creative

- Spin for a cure/boxing – your local gym charge a fee and also get people to fundraise to do the event. \$2000-\$4000
- Bake a difference! Morning Tea – at your work or with your friends invite around on the weekend. \$200 to \$1000
- Cook lunches for your work mates. \$300-\$500
- Auctions/Raffles great as an extra at any event you hold or just run a silent auction on line. \$200+
- Tamburlaine Wine offer - For every dozen bottles ordered at the TDC price of \$192 with free shipping, Tamburlaine will also donate \$50 to your TDC fundraising page. Team it up with a wine tasting afternoon!



Top Tip: Get a Square Reader to take card payments to enable people to pay by card. You'll find them for \$60 at JB Hifi or Office works or ask around if anyone has one, instructions on how to set up on the Resources section on the website.



Woolies Wheels & Walks | Don't forget those quick wins

- Guess the jar or office raffle
- Bottle and can returns
- Tin/raffle in your local café/restaurants/dentist/hairdresser
- Shave/colour your hair (also see if one of your children would like to join or get their school or sporting group involved)
- Put a note and a lolly on your workmates desk asking for them to miss a coffee and donate to you put your link on the note.
- Babysit your friends' kids
- Wash you neighbours'/workmates' cars, cut their lawn



Woolies Wheels & Walks | Maximise your strengths

Utilise Your Networks:

- Personal and professional
- Tell everyone, and use your social media
- Look outside your work network

Have a Clear Strategy:

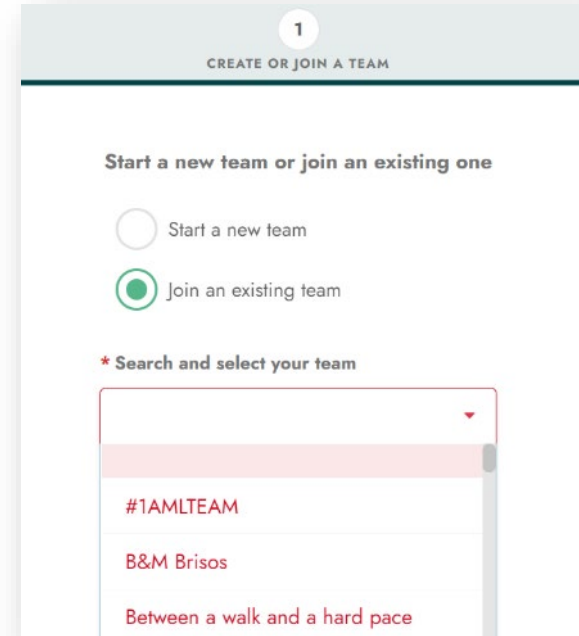
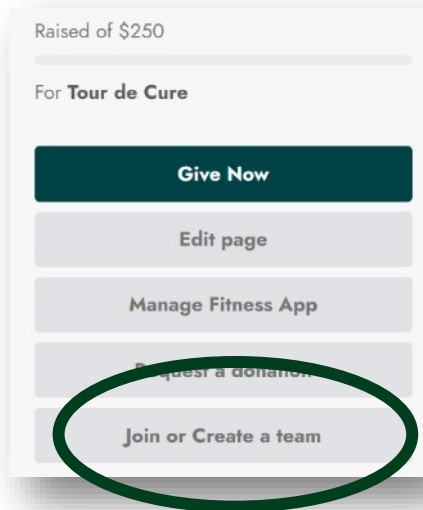
- Big event vs multiple small events
- Work as a team or go solo
- Love your event



Woolies Wheels & Walks | Fundraise as an Individual or a Team?

You will automatically receive an individual fundraising page when you register for Tour de Cure.

Choose to create or join an existing team by logging into your Grassrootz account.



Woolies Wheels & Walks | Ask for help

Tools and Resources are Available

Tools:

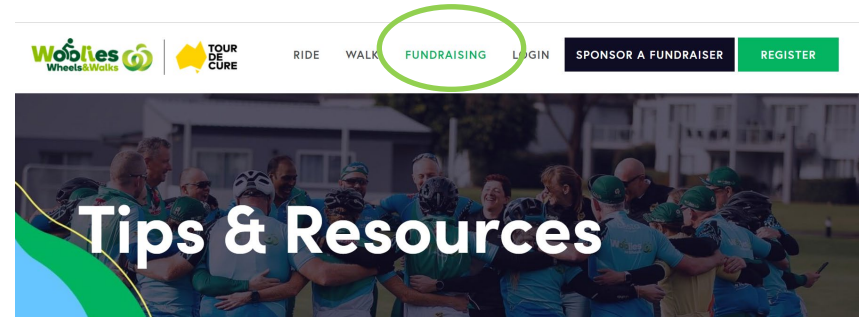
- Personal or team fundraising page
- Fundraising Guides and case studies
- Logos, social media tiles
- Authority to Fundraise / Insurance Cert.
- [Photos](#) | [Videos](#) | [TDC website](#)

Other TDC Resources:

- Fundraising Coach
- Social Media - Videos, FB posts

Your contacts:

- People love to help and not always in the way you expect



Woolies Wheels & Walks | Fundraising Guidelines

Letters of Authority

When you raise funds for a charity, you may be required to produce a letter of authority to enable you to collect donations on the charity's behalf. Please contact fundraising@tourdecure.com.au for a personalised letter.

Receiving Funds and Donations

Donations can be made directly to your fundraising page, the donor will automatically receive a Tax Deductible Receipt. If you are holding an event and need to take costs out, look at setting up an account with a ticketing website such as Trybookings or Humanitix who take a nominal fee and make ticketing for charity events easy. For auctions there are various sites including AirAuctioneer or 32 Auctions.

Proceeds from your events can be made directly onto your fundraising page or EFT to Tour de Cure bank account. Contact fundraising@tourdecure.com.au for bank details.

Tax Deductible Receipts for Donations

A donation over \$2 is eligible for a Tax Deductible Receipt, however if a person or organisation is receiving goods or a service in return for their gift or donation, this is NOT eligible for a Tax Deductible Receipt as set out by the ATO. Therefore, raffle tickets, auction items, trivia nights, sausage sizzles and golf days etc should not submit a Tax Deductible Receipt at EOFY.

Certificate of Currency / Public Liability

When holding an event in a public area, it is vital to be covered for accidents. Tour de Cure can provide you with a Certificate of Currency to cover. Please contact fundraising@tourdecure.com.au for a copy.

Use of TDC and Westpac Logo

Please be thoughtful about the nature of your fundraising event and what our logo appears on and advertise your event as 'Proudly Supporting Tour de Cure'. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Please send us your design to enable us to approve the use of our logo.

Naming your Event

Tour de Cure's name cannot be used as part of your event name; however, we would love you to say that your event is 'Proudly Supporting' Tour de Cure or proceeds will go to Tour de Cure.



Woolies Wheels & Walks | Let's Recap

Is FUN and EASY when...

- ✓ Update your profile, 'Why' and photo
- ✓ Send an email / Social Media / Just ask
- ✓ Work to your strengths
- ✓ Have a plan – keep on track
- ✓ Thank your donors, keep them updated on your journey

- ✓ Reach fundraising commitment by your event date
- ✓ Embrace our values
 - Better together*
 - Care deeply*
 - Always improving*



Questions

Click Links:

[Ride FAQs](#)

[Walk FAQs](#)

[Resources](#)

