

Fundraising guide

Everything you need to know about raising funds for R U OK?



R U OK?TM

A conversation could change a life.

R U OK? is a national charity that encourages people to stay connected and have conversations that can help others through difficult times in their lives. Our work focuses on building the motivation, confidence and skills of the help-giver – the person who can have a meaningful conversation with someone who is struggling with life.

We encourage and empower people to invest more time in their personal relationships and be alert to those around them, have a meaningful conversation and, if needed, connect someone to appropriate support, long before they're in crisis.

This toolkit provides guidance and inspiration to help you and your team, workplace, school, club or community group raise funds to support the work of R U OK? You can use this toolkit any time of the year (not just in the lead up to R U OK?Day in September).

Find more tools and resources here: ruok.org.au

How many people will you inspire?

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Our story

In 1995, much-loved Barry Larkin was far from OK. His suicide left family and friends in deep grief and with endless questions.

In 2009, his son Gavin Larkin OAM chose to champion just one question to honour his father and to try and protect other families from the pain his endured.

“Are you OK?”

While collaborating with Janina Nearn on a documentary to raise awareness, the team quickly realised the documentary alone wouldn't be enough.

To genuinely change behaviour Australia-wide, a national campaign was needed. And from this realisation, and with Gavin and Janina's expertise and passion, R U OK? was born.

Gavin remained a passionate champion of the fact a conversation could change a life, even as cancer ended his in 2011.

His legacy is a national Conversation Movement that is equipping Australians with the skills and confidence to lend support to the people in their world who may be struggling with life.

Why your support matters

Support from fundraising ensures R U OK? has greater capacity to help friends, family, colleagues and neighbours make staying connected and asking “are you OK?” a part of their everyday.

We do this by:

- encouraging regular, meaningful conversations every day of the year;
- providing people with guidance on how to navigate a conversation with someone in their world who’s struggling with life;
- providing people with the skills and confidence to respond safely and sensitively if someone says, “No, I’m not OK”; and
- ultimately help change the lives of those who may be struggling with life’s ups and downs.



Funds raised go to:

- creating new campaigns and free resources to inspire regular meaningful conversations;
- expanding the campaign’s reach so we’re there to empower more schools, workplaces and communities; and
- conducting more rigorous research and evaluation to understand our impact and continually improve our work.

Getting started

I’ve decided I want to support R U OK?

Great! You can show your support in a number of ways:

- a) Raise funds at your own event (work, school or community)
- b) Take on a physical challenge and ask your friends, family and colleagues to support you by donating to R U OK?
- c) Raise funds through a business promotion

Head to ruok.org.au/fundraising for inspiration.



Getting the “OK” to fundraise

Before you start fundraising on our behalf, please let us know what you’re planning. By notifying us and receiving the “OK”, it will help us find ways to support your activity, demonstrate that your efforts have been approved, and allow us the opportunity to thank you.

If you’re hosting an event, please register your event at ruok.org.au/events

You can set up an online fundraising page at ruok.org.au/fundraising

If you’re considering a business promotion, please inform us prior to any activity by expressing interest at ruok.org.au/contact-us

Once you have registered your event or activity, you can request an Authority to Fundraise certificate. You can make this request at ruok.org.au/contact-us

Ready to begin

When fundraising on behalf of R U OK? it’s important to understand what your responsibilities are, such as appropriate use of R U OK?’s logo, managing money and record-keeping. This document helps explain these responsibilities. However, if you have questions, please contact us at ruok.org.au/contact-us



Event and activity costs

R U OK? is unable to cover any costs associated with your event, activity or individual challenge.

We appreciate you will want to make every effort to promote, decorate and add value to your events and activities. In the interests of responsible fundraising, please try and keep costs to under 40% of the total funds raised. For example, if your event raises \$1,000, please ensure at least 60% is donated to R U OK?

Helpful hints

There are plenty of fun and engaging ways to raise funds for R U OK?

Think of ways to fundraise that best suit you, which will inspire and engage your networks and community. Consider:

- What you can realistically achieve;
- Who will support your efforts; and
- Why R U OK? is a cause that’s important to you. Your supporters are more likely to engage with your efforts if they feel a genuine connection to the cause.

Examples of fundraisers are:

- **Events** – morning/afternoon teas at work, gold coin donations at school or university (such as bake sales and sausage sizzles), gala nights with raffles and/or silent auctions, or dedicating a competition round to R U OK? at your local sports club.
- **Challenges** – running or walking in a local fun run, committing to a marathon, adventure race, cycling trip or trek.
- **Businesses** – donating proceeds from the sale of goods or seeking donations from your staff or customers.





Fundraising through business

R U OK? appreciates the amazing support we receive from all businesses, large and small.

R U OK?'s official Major Partners and Funding Partners are organisations and foundations that contribute financially and collaboratively to R U OK?'s long-term strategic campaigns.

We thank you for wanting to support R U OK? through donating proceeds from your business. Please make sure you refer to these guidelines below to know what you can and can't do when using the R U OK? name and logo.



Do

- Do contact us through ruok.org.au/contact-us to seek approval.
- Do confirm our approval for any artwork that includes the "Proudly Supporting R U OK?" logo or any of our brand elements before production.
- Do use the "Proudly Supporting R U OK?" logo (once you have R U OK? approval) on your owned channels (e.g. website and social media) to share your support of R U OK?.
- Do use the "Proudly Supporting R U OK?" logo only for the duration of the approved fundraising activity (activities will be approved for up to a maximum of 8 weeks).
- Do provide full transparency to your customers about how much your organisation will donate to R U OK? e.g. ABC Company will donate 5% of profits from all sales between 1-14 September to R U OK?.
- Do refer to your organisation as "Supporting" R U OK? (The terms "Partner" and "Sponsor" must not be used).
- Do confirm with R U OK? through ruok.org.au/contact-us when you have deposited funds and provide remittance details.



Don't

- Don't create an "R U OK?" product/ service that is in any way a commercial activation or for commercial gain.
- Don't use the R U OK? name or logo in association with products or services promoted externally in media releases, advertisements or similar.
- Don't use the R U OK? name or logo in the association with the launch of a new business or new product/service.
- Don't misrepresent or overstate your level of support for or relationship with R U OK?.
- Don't adapt or change our logo, resources or materials in any way.
- Don't use a customer payment round-up or donation mechanic.

Promote your efforts

The continued success of R U OK? relies on the efforts of those in the community who independently organise, promote and manage events and activities in support of R U OK?

We strongly encourage you to use the resources available at ruok.org.au to promote your events and activities. These assets and resources should not be co-branded, changed or altered in any way.

Use of the R U OK? name and logo is restricted so if you plan to produce your own resources please ensure you seek approval before using our logos or brand elements.

R U OK? has identified the following industry sectors and activities that do not align with our work.

These include:

- Tobacco and alcohol manufacture and sale.
- Armaments manufacture or export.
- Gambling establishments such as casinos and bookmakers where the primary business is wagering (Licensed clubs and venues may be considered).
- Artwork, products and activities involving the perceived objectification and manipulation of children, women or men (including magazines, books, calendars, films and websites).
- Pornography.
- Practices that conflict with R U OK? values.

R U OK?
A conversation could change a life.

The R U OK? primary logo is a protected trademark and can only be used by R U OK? and our Major Partners

Please note that the term 'Partner' is reserved for our Major Partners and Funding Partners only. No one else is permitted to use the R U OK? primary logo.

Brand elements subject to approval for use

Use of the R U OK? name and logo is restricted so if you plan to share R U OK? resources, you may only use the 'Make Time To Ask' or 'Proudly Supporting' brand elements. Use of these brand elements must be approved by R U OK? For information about approval to use please visit ruok.org.au/logos

Proudly supporting
R U OK?

Make time
to ask
R U OK?

Hey Sport,
R U OK?





Supporters

Organisations that donate proceeds/funds can refer to themselves as 'Supporters' of R U OK?. Please note that the term 'Partner' is reserved for our Major Partners and Funding Partners only.

Communications

Organisations that wish to donate proceeds/funds to R U OK? should be as clear as possible to their customers/staff about the way in which they are raising the funds. This can either be as a dollar amount or a percentage e.g. 'all funds will be donated to R U OK?' or '10% of proceeds will be donated to R U OK?'.

Trademarks

R U OK? reserves the right to determine if an organisation or individual is engaging in unfair use of the R U OK? trademark for commercial or personal gain, and to request removal or amendment at our discretion. For example, an organisation who exhibits trademark usage that overstates the level of support provided to R U OK?

Other requests

R U OK? receives many requests to be included in, or provide endorsements, for books, plays, stationery, calendars and other publications. There are many things to consider with such requests, including content and resources.

As such, our team cannot review all submissions, nor guarantee that we can work within your timeframes. Whilst we appreciate all efforts to fundraise on R U OK?'s behalf, we have the right to decline offers based on the above.



Important notes to consider

Responsibility of the fundraiser

The planning and implementation of an approved activity is the responsibility of the fundraiser. The event must be conducted in the name of the fundraiser with R U OK? identified as the charity beneficiary.

Please note the fundraiser is not an employee or agent of R U OK?, nor does a fundraiser act in any other representative capacity unless they are an official R U OK? Ambassador.

R U OK? can provide tips and guidance for your fundraising efforts however we are unable to take a coordination role. The coordination of sourcing venues, insurances, prizes, goods or services along with organising publicity is the responsibility of the fundraiser.

Insurance

If you are hosting an event or taking part in a physical challenge, you will not be covered by R U OK?'s public liability insurance. Depending on the nature of your event or challenge, R U OK? may suggest you consider sourcing your own insurance, or hold your event at a location already covered by public liability insurance. In all circumstances, ensuring adequate insurance is the responsibility of the fundraiser. If R U OK? has cause to believe that a proposed fundraising activity is dangerous, we may request proof that public liability insurance cover is in place.

Activity guidelines

Whilst R U OK? is grateful for community and corporate aid, we are unable to accept funds or approve activities that include:

- initiatives which may be distressing or dangerous to vulnerable people;
- involve artwork, products and/or activities with perceived suicidal methods; and
- practices that use marketing techniques to sensationalise or trivialise suicide and mental illness.



Managing the funds

Here are some quick tips on how to manage funds raised for R U OK?

When organising an activity, it's helpful to keep financial records. Responsibility for this rests with the fundraiser, and needs to comply with the applicable fundraising legislation in their State or Territory. These can be found at <https://www.acnc.gov.au>

Fundraising legislation is in place to protect the interests of the fundraiser and donors. Therefore, it's important that the fundraiser:

1. Keeps a financial record

Fundraisers should keep copies of receipts and invoices. Ideally, fundraisers will provide R U OK? with a basic income and expenditure report. This is also useful if supporters/donors ask the fundraiser to explain how the final amount raised was calculated.

2. Banking

If an event requires the establishment of a bank account as a trustee for funds raised, the account name must include R U OK?. All funds should be banked into this account and the account must be closed immediately after the activity is complete. R U OK? should be notified if such an account is being opened. It is likely that the bank will want to review an Authority to Fundraise which R U OK? can provide.



3. Monitor expenses

All expenses are the fundraiser's responsibility but can be deducted from the proceeds of the event. Please keep expenses to under 40% of the total funds raised.

4. Receipts

As a registered charity, R U OK? can provide a tax receipt for donations over \$2.

If your donors would like a receipt, and you have not set up an online fundraising page, please contact us at ruok.org.au/contact-us and we will organise a receipt to be emailed to them.

If the donation has been made via credit card (ruok.org.au/donate) or through your personal online fundraising page, tax deductible receipts will be automatically provided.

Please note that if a donation has an item of value provided in return, the donation is not tax deductible. For example, tickets that include food/drinks, raffle tickets, or prizes donated in-kind are not tax deductible.



Finalising your efforts

Funds should be donated to R U OK? within 14 days of your activity. This ensures compliance with fundraising legislation, and helps R U OK? record and receipt your donation. Be sure to use your name as the payment reference. You can find out how to securely transfer funds via your bank or donate via credit card at ruok.org.au/donate

Thanking everyone

Let your donors, sponsors and/or helpers know how much you value their support and show the difference it will make to helping people meaningfully connect with those who may be struggling with life. Often, people are grateful to hear a genuine thank you and that their efforts have been appreciated.



Other resources

You can find more tools and resources at ruok.org.au

One easy way to raise funds for R U OK? is to add a splash of yellow to your efforts! All merchandise sales go directly to supporting our work. Order your favourites at store.ruok.org.au



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