

COMMUNITY FUNDRAISER

Information Pack



**OVARIAN
CANCER
RESEARCH
FOUNDATION**



TOGETHER WE CAN MAKE A WORLD OF DIFFERENCE

“Our goal is to make the fundraising process simple, fun, and fruitful.”



On behalf of the dedicated team at the Ovarian Cancer Research Foundation (OCRF), we would like to thank you for your interest in hosting a fundraising event. Your support of the important work that we do, including raising community awareness and vital research funds, will contribute to finding an effective early detection method and in turn improving the prognoses for women diagnosed with ovarian cancer.

Community involvement is vital to what we do. This booklet aims to provide all the information required to empower hosts such as you to effectively spread awareness of our cause and raise much needed funds for ovarian cancer research.

The fundraising process is more than just ticking boxes—it’s also about creating a positive experience for all involved. As well as your core responsibilities, we will also cover some creative ideas and tips to boost interest in and engagement at your event.

Ultimately, our goal is to make the fundraising process simple, fun, and fruitful. We want to help you to help us.



THE OCRF

Founded in 2000, the OCRF is Australia's leading independent body dedicated to national ovarian cancer research. Without government funding, we rely solely on the financial support of corporate Australia and community contributions.

Once the costs for maintaining our small office are absorbed, all remaining funds are distributed as scientific grants to dedicated ovarian cancer researchers in Australian and New Zealand hospitals, universities and research institutes.

OUR VISION

Every woman, everywhere – free from the threat of ovarian cancer.

OUR MISSION

Funding innovative ovarian cancer research to save women's lives through early detection and personalised treatment.

OUR OBJECTIVES

The OCRF has three main objectives:

- ◆ Develop and implement an early detection program for ovarian cancer that is non-invasive, highly accurate and widely available.
- ◆ Improve the mortality rate, management and long-term survival of women with ovarian cancer.
- ◆ Attract and fund the most innovative and skilled researchers.

Women's health is a big issue in our community, but there are still areas that need our support. An early detection test for ovarian cancer must form an integral part of a woman's regular health check, alongside pap smears and mammograms.

Australian women need to know that they are supported by an active community network that is working hard to find a solution to this national health problem.

Research is that solution, and your fundraising efforts will get us closer to breakthrough.

the statistics

5 YEAR SURVIVAL RATES FOR WOMEN DIAGNOSED IN LATER STAGES OF OVARIAN CANCER ARE ONLY 20-25%.

BUT WITH AN EARLY DETECTION TEST, THE SURVIVAL RATES WILL INCREASE TO 90%.



YOUR PLACE IN THE BIG PICTURE

*Every woman,
everywhere - free
from the threat
of ovarian cancer.*

Each year, around 1600 Australian women are diagnosed with ovarian cancer, making it the ninth most common form of cancer in the country. But the primary problem isn't the diagnosis; it's the prognosis.

Unlike breast and other more common cancers, ovarian cancer has a very poor survival rate.

Currently, only around 30% of women diagnosed with ovarian cancer in the advanced stages survive beyond five years.

Late stage diagnosis is the norm because there is no early detection test. Symptoms are often vague, including discomfort or pain in the abdomen or pelvis; feeling swollen or bloated; appetite loss

or feeling full quickly; tiredness and unexplained changes in weight.

The only way to definitively diagnose ovarian cancer involves surgery. By the time it is found, the cancer has often spread to other areas of the body, making it difficult to provide effective treatment.

One woman dies every eight hours in Australia from ovarian cancer.

This is a statistic that we at the OCRF aim to drastically improve, through the discovery and implementation of a reliable early detection program. While awareness is a key factor, we know that raising funds for ongoing research is what will help us to save lives.

ONE WOMAN'S STORY



Leane Flynn is a Melbourne mother of three who had always led an active lifestyle. After turning 50, maintaining her health had become a top priority. In early 2017, she attended her regular gynaecological checkup, as most women do, and was pleased to receive healthy results from her mammogram and Pap tests.

Leane informed her doctor that she had been feeling some changes to her body: abdominal bloating and the increased need to urinate. But, like so many women in her age group, she assumed that these were normal signs of menopause. To confirm this diagnosis, her doctor ordered a blood test and an ultrasound, expecting the all-clear.

Devastatingly, the scan revealed a large tumour growing on each of Leane's ovaries, and a third between her diaphragm and liver. The sheer size of these growths was causing her bloating and placing pressure on her bladder.

Leane underwent invasive surgery which revealed, to Leane's dismay, that she had Stage 3C advanced ovarian cancer. In the span of just a few weeks, Leane had gone from planning out her life ahead with her husband and three adolescent daughters, to being uncertain of her immediate future. Like so many others, she had thought that her usual gynaecological check-ups would detect early-stage indicators of disease, much like they do for cervical cancer.

"I think back to before I was diagnosed, and I try to recall the details—when did I first notice the bloating? Could things have been different if I knew what to look for? But these symptoms are barely symptoms at all—any woman knows that they are just a part of life, normal life. And that's when I land on that question: What would my future look like now if there had been a detection test available then?"

Had a test been available, Leane's cancer is likely to have been picked up in her regular health checks, and her prognosis would have been far more positive. Instead, Leane underwent six months of chemotherapy and extensive debulking surgery. While initially successful in getting rid of her cancer, it returned in April 2018 - just a year after her first diagnosis. Leane completed her second course of chemotherapy treatment at the end of last year and it has so far been successful.

While her health issues may have slowed, Leane's spirit has not. She is a vocal community ambassador for the OCRF, and continues to inspire those around her to make a difference.

"...these symptoms are barely symptoms at all—any woman knows they are just part of life, normal life."

COMMUNITY INSPIRATION

Sisters Georgie and Penny Herbert were always taught to dream big. It was a mindset inspired by their mother Mandy, or Mands to those who knew her.

Mandy was first diagnosed with ovarian cancer in 2005 when little was known about the disease. She referred to it as her 'beastie,' and survived through ten rounds of recurrence, before sadly passing away in January 2017 at age 60.

In honour of their mother, Georgie and Penny established Mands' Mob, with the dual aims of raising both public awareness and much needed funds for ovarian cancer research.

Since 2017, the group has participated in the Silver Lining Ride. Led by sister Georgie and good friend Clint Stanaway, the ride sees a team of 9 take part in a week long cycle within Australia during October, raising funds and awareness for the OCRF at each stop along the way. They also host a fabulous annual dinner for their

network of supporters. Over the past five years, Mands' Mob has raised over \$500,000 for the OCRF.

This contribution on such a public level helps to spread the word, particularly striving to educate women about the vague and often misdiagnosed warning signs of ovarian cancer.

The two sisters balance their annual fundraising efforts with high achieving professional careers, and their story demonstrates how local activities with family, friends and colleagues can make a huge difference.

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HOST YOUR OWN EVENT



One of the best ways to raise funds while also boosting visibility for the OCRF is to host your own event. If you're in the corporate space, this might involve an auction night or a sit-down dinner. It might be a matter of getting your girlfriends together at home, or something in between. Whichever tier of event you choose to host, we care about making it as memorable, enjoyable, and successful as possible.

Here are some ideas to get you started:

HIGH TEA

Organise a group of friends to join you for a high tea. You could host the event at your home, asking attendees to bring their favourite home baked dessert. Alternatively, seek out a local venue that would be willing to make a donation.

CASUAL DAY

The workplace is a great place to begin your fundraising effort. Chat to your boss about hosting a casual clothes day, with employees asked to donate a specified amount to the OCRF. Not only will it raise funds, but it can also serve as an entry point to the ovarian cancer discussion, as well as boosting workplace morale.

AUCTION

Local businesses are often very willing to donate auction prizes in return for some brand exposure, and bidders receive something in return for their generous donation.

TRIVIA NIGHT

Community quiz nights can bring people together while also raising money via entry fees. Ask an extroverted friend to act as MC, and seek out donated prizes.

MERCHANDISE PACKS

The OCRF is also able to provide merchandise items to help you raise funds. We are able to provide the following:

- OCRF silver ribbon pins
- A3 posters
- Donation envelopes
- Donation boxes

Please refer to page 10 of this guide to find out how the OCRF can help increase the visibility of your event.

COMMUNITY EVENTS

FUN RUNS

Arrange for a group to participate in a local fun run. It can be a good excuse to get some exercise, as well as generating exposure for ovarian cancer on a public scale.

Register your fun run via one of the fundraising portals, communicate to your peers and get training.

The OCRF also provides the opportunity to purchase branded items that you can use to both increase the visibility of your event and for fundraising directly with your supporters.

The items include:

- An OCRF branded running singlet or t-shirt
- An OCRF branded running cap

Please refer to page 10 of this guide to find out how the OCRF can help increase the visibility of your event.



OCRF EVENTS



WHITE SHIRT CAMPAIGN

The White Shirt Campaign is our most visible campaign. This iconic campaign is a joint initiative between the OCRF and Witchery, raising urgently needed funds for ovarian cancer research. For every Witchery white shirt sold throughout the campaign, Witchery donates 100% of proceeds to the OCRF. The White Shirt Campaign culminates on White Shirt Day, providing a great opportunity to get your friends together in support of the OCRF. Arrange to have a White Shirt Day at work or organise a gathering with friends. To find out more about the White Shirt Campaign and to download the latest White Shirt Campaign Community Fundraising Guide, visit www.whiteshirtcampaign.com.au

FROCKTOBER

Frocktober is a chance to have a bit of fun. Frock up with a different look each week, or challenge yourself to wear a frock in a unique setting if your supporters help you reach your fundraising goal. To find out more about Frocktober and to download the latest Frocktober Community Fundraising Guide, visit www.frocktober.org.au

BACK TO BASICS

To give your fundraiser the best chance of success, we have collated a few points to consider in the planning stages of your event.

WHAT

Think about the type of fundraiser you want to hold. It should be a fun event for both you and your guests, whether it be an intimate lunch with friends or a large scale movie night.

WHEN

Be aware of any public holidays or key community dates which could clash with your event. Schedule your fundraiser months in advance to give yourself enough time to adequately prepare, and your guests enough notice to attend.

WHERE

Venues often have discount rates for charity functions, so don't be afraid to mention the cause. Choose a location that can hold your guests comfortably, and which is easily accessible with parking and public transport.

WHO

Your guest list should be tailored to the type of event you are hosting. Will any businesses be sponsoring the evening? Be sure to curate the event's proceedings around the cause, including introducing your guests to the OCRF and why you are fundraising.

Enlist the help of family and friends if you need extra support planning your event.

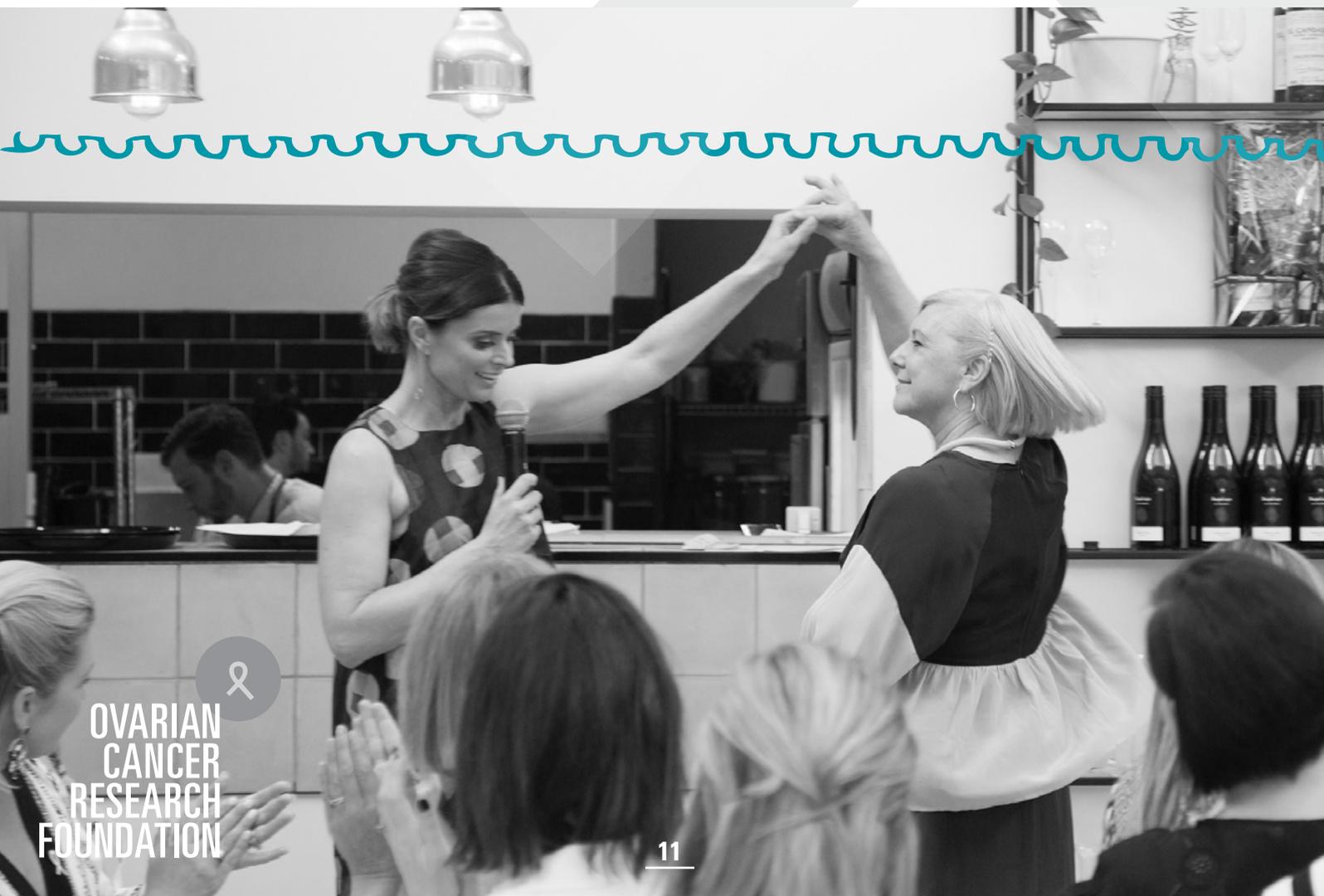


APPROVING YOUR EVENT

You can achieve greater interest in your event by officially partnering with the OCRF. This will grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.

All that you have to do is seek approval from the OCRF by filling out an Authorisation to Fundraise form. Assuming that your event abides by the OCRF's brand values and fundraising guidelines, and it does not pose a high risk, you will receive a letter confirming your Authorisation to Fundraise.

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BOOSTING YOUR REACH WITH HELP FROM THE OCRF

*Remember:
We can support
you via our social
media channels*

Effective promotion of your event will ensure that you maximise this opportunity to raise funds and awareness for the OCRF.

GIVING PORTALS

Going digital with your campaign is a simple and effective way to spread the word. Under the 'Ways to Support' tab on the OCRF website, you will see a list of giving portals which you may wish to align with your event.

These portals, such as everydayhero Australia, can act as a great marketing tool to promote your event and communicate with your supporters. They are also compliant with all government regulations, and help to seamlessly manage the finances of your fundraiser.

SOCIAL MEDIA

Create an event, invite your family and friends, and encourage them to share with their own networks. Information can spread quickly on Facebook, and you can easily track the progress of your campaign with popular hashtags on Twitter and Instagram.

Don't forget to let the OCRF team know. We can support you via our social media channels.

Please contact us on community@ocrf.com.au.



PR OPPORTUNITIES

There is no reason why you can't seek out more traditional means of promotion as well. Local magazines and news crews are often willing to give some publicity to charity events, especially if you have a personal story to tell. Write a press release outlining the key messages and send it out to your network at least a month in advance, and another follow up document detailing the success of the event when it is complete.

WORKPLACE OPPORTUNITIES

Employers can be very accommodating when it comes to supporting charity initiatives. Chat to your boss about arranging a dollar-for-dollar scheme, or about featuring your event in the company blog or newsletter.

OCRF AMBASSADORS

The OCRF has a wide range of ambassadors who may be able to attend your event. We have celebrity ambassadors, researchers and most importantly, passionate survivors willing to tell their stories. Having an OCRF ambassador speak at your event can be a great marketing tool as well as inspiring your supporters to give more on the day.

MERCHANDISE PACKS

The OCRF is also able to provide merchandise items to help you raise funds. We are able to provide the following items free of charge:

- ◆ OCRF silver ribbon pins
- ◆ A3 posters
- ◆ Donation envelopes
- ◆ Donation boxes

The OCRF also provides the opportunity to purchase branded items that you can use to both increase the visibility of your event and to use for fundraising directly with your supporters. The items include:

- ◆ An OCRF branded running singlet or t-shirt
- ◆ An OCRF branded running cap



WRAPPING IT UP

You can breathe a big sigh of relief and pat yourself on the back—your event was a hit! Don't forget to get in touch with the OCRF via community@ocrf.com.au or contact a member of the team on 1300 682 742 and share the good news. Start sorting your receipts, because we will be guiding you through the important paperwork and collecting the funds raised. Your event would not have been possible without all of those people that helped you along the way. Be sure to let your sponsors, donors and attendees know that you appreciate their support.

We love to stay up to date with community success stories, so feel free to hashtag your photos with #OCRF.



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CHECKING ALL THE BOXES

At any event, the safety of all involved should be a top priority. Here are a few tips to take full responsibility for health and safety at your fundraiser.

FUNDRAISING GUIDELINES

Ensure that you have read and understood the Fundraiser Guidelines on the OCRF website, under the 'Ways to Support' tab. Once your fundraiser has been approved, you will receive a letter confirming your Authorisation to Fundraise, which is your legal authority to undertake fundraising for the OCRF.

INSURANCE

The OCRF is unable to provide insurance to cover third party community fundraising activities. You may want to consider public liability, venue, or other forms of insurance depending on the location and scale of your event. A local broker will be able to discuss your needs and make the necessary arrangements.

HEALTH AND SAFETY

Even for small scale events, safety is a top priority. Have a first aid box on hand, as well as someone who knows the correct procedures. St John's Ambulance can provide support if necessary. For larger scale events, include a safety debrief with helpers covering topics such as emergency procedures, responsibly handling electrical equipment, and food hygiene.

PERMITS, LICENSES AND APPROVALS

Laws and regulations relevant to fundraising events vary between states and territories. It is your responsibility as the Authorised Fundraiser to ensure that your event abides by these laws, and that you have obtained the appropriate permits.

Raffles and competitions may require a permit when the prize pool exceeds a certain amount.

Special consideration should also be taken when fundraising in public spaces. You may be required to obtain a permit from the council, and approval from local authorities such as schools or the police. When collecting money from people you do not know personally, you may be required to wear an identification badge which includes your name, the registered charity (in this case, the OCRF), and where the money will be going.

You can find out more about the regulations specific to your state or territory by contacting the relevant local authority. See the following page for details.

LOCAL AUTHORITIES

When you are raising money it is important that you comply with all the relevant legislation and regulations surrounding fundraising, food handling, gambling and the sale of alcohol. If you are looking to fundraise on a national basis, you will need to take the time to comply with the relevant fundraising bodies in each state as set out below.

AUSTRALIAN CAPITAL TERRITORY

Fundraising Authority: L19000261
ACT Gambling and Racing Commission
PO Box 214, Civic Square ACT 2608
Phone: 02 6207 0361
www.gamblingandracing.act.gov.au

NEW SOUTH WALES

Fundraising Authority: CFN 13759
Office of Charities
Department of Gaming and Racing Office of Charities
GPO Box 7060, Sydney NSW 2001
Phone: 02 9995 0300
www.olgr.nsw.gov.au

NORTHERN TERRITORY

Racing, Gaming & Licensing Division of NT Treasury
PO Box 1154, Darwin NT 0801
Phone: 08 8999 1800
Email: agd.licensingnt@nt.gov.au
www.nt.gov.au/industry/gambling

QUEENSLAND

Fundraising Authority: CH1204
Queensland Office of Gaming Regulation
Locked Bag 180, City East Brisbane QLD 4002
Phone: 07 3872 0999
Toll free number 1800 064 848 (Queensland only)
www.business.qld.gov.au/industries

DEPOSITING YOUR FUNDS

The easiest way is through one of our online giving portals. If you have not set up a fundraising page via an online giving portal, you can gather the funds and transfer them directly to the OCRF via the following ways:

CREDIT CARD: Payment can be made via our website or over the phone

BANK TRANSFER: Complete payment to the OCRF bank account within 14 days of your event.

SOUTH AUSTRALIA

Fundraising Authority: CCP727
Office of the Liquor and Gambling Commissioner,
Lottery Licensing
GPO Box 1719 Adelaide SA 5001
Phone: 131882
Email: lottery@saugov.sa.gov.au
www.cbs.sa.gov.au

TASMANIA

Fundraising Authority: F1A-12
Liquor and Gaming Branch representing the
Tasmanian Gaming Commission
GPO Box 1374, Hobart TAS 7001
Phone: 03 6233 2475
Email: gaming@treasury.tas.gov.au
www.gaming.tas.gov.au

VICTORIA

Fundraising Authority: 10429
Victorian Commission for Gambling Regulation,
Minor Gaming Unit
PO Box 1988, Melbourne VIC 3001
Phone: 03 9651 3630
Email: minor.gaming@vcgr.vic.gov.au
www.vcgr.vic.gov.au

WESTERN AUSTRALIA

Fundraising Authority: 20100
Gaming and Wagering Commission
PO Box 6119, East Perth WA 6892
Phone: 08 9425 1888
Email: rgl@rgl.wa.gov.au
www.rgl.wa.gov.au

BANK ACCOUNT DETAILS:

NAME OF ACCOUNT: OCRF DONATIONS

BSB: 083-004

ACCOUNT NUMBER: 49 087 5036

CHEQUE: Deliver your cheque, payable to the Ovarian Cancer Research Foundation, to the OCRF office within 14 days of your event.

Administrative Office Address:

TOK Corporate Centre
Level 1, 459 Toorak Road
Toorak VIC 3142

MORE WAYS TO SHOW YOUR SUPPORT

As well as hosting your own fundraising event, there are a number of other ways that you can support the OCRF in our three pronged mission: to develop and implement an early detection program; to improve the mortality rate, management and long-term survival of women with ovarian cancer; and to raise community awareness of the importance of early detection.

MAKE A BEQUEST

You may wish to include the OCRF in your will, through the donation of a cash sum or specific gift, the residue of an estate, or a percentage share of an estate. More information on making a bequest can be found under the 'Ways to Support' tab on the OCRF website.

DONATION IN MEMORIAM OR CELEBRATION

In lieu of flowers, a donation in memory of a lost relative or friend is a meaningful way to show support to the family. Likewise, donating to the OCRF can be a fantastic gift to celebrate a birthday or other special event. More information on making a donation either in memoriam or in celebration can be found under the 'Ways to Support' tab on the OCRF website.

REGULAR GIVING

Giving a small amount each month can be an effective way to support the OCRF without feeling the pinch. Tax deductions are available for donations over \$2. Call 1300 682 742 or email us at community@ocrf.com.au for more information.

CORPORATE SPONSORSHIP

The OCRF embraces corporate partnerships across events, creative, media, legal and more. We would love to discuss how a corporate sponsorship could be mutually beneficial for the OCRF and your business. Call 1300 682 742 or email us at community@ocrf.com.au for more information.



**OVARIAN
CANCER
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FOUNDATION**

YOUR SUPPORT MEANS MORE THAN YOU KNOW

Thank you for choosing to support OCRF. Your time, effort and all-important funds will help us to support ongoing research into finding an early detection for ovarian cancer. It takes passionate people such as yourself to fight for our cause, so thank you.

We wish you the best of luck on your fundraising journey.

CONTACT US

Ovarian Cancer Research Foundation
TOK Corporate Centre
Level 1, 459 Toorak Road
Toorak VIC 3142

1300 OVARIAN (1300 682 742)

community@ocrf.com.au

ARBN 130 949 834
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<https://ocrf.com.au/>
Facebook: @OCRFsilver
Instagram: @ocrf
Twitter: @ocrfaustralia

COLLECTION STATEMENT

The Ovarian Cancer Research Foundation (ABN 24 898 129 866) collects and uses your personal information to provide you with our services, to send you further information about the Foundation and for promotional purposes. Our Privacy Policy tells you what kinds of information we may collect about you, how we usually collect, use and disclose your personal information, how you can complain about a misuse of your personal information and how you can ask for access to it. You can view our Privacy Policy by visiting ocrf.com.au/privacy-policy/.



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