

EVERY EVENT, EVERY SHIRT AND EVERY
DONATION CAN HELP END OVARIAN CANCER



APRIL 10 - MAY 8 #WHITESHIRTCAMPAIGN

FUNDRAISER GUIDE

Empowering every woman
by raising funds for
ovarian cancer
research.

WITCHERY


OVARIAN
CANCER
RESEARCH
FOUNDATION

OVERVIEW

TOGETHER, WE CAN MAKE A WORLD OF DIFFERENCE

On behalf of the dedicated team at the Ovarian Cancer Research Foundation (OCRF) and our partners at Witchery, we would firstly like to thank you for your interest in supporting the White Shirt Campaign.

The 2019 White Shirt Campaign will run from April 10 – May 8, culminating on White Shirt Day, May 8.

A joint initiative of the OCRF and Witchery, the White Shirt Campaign provides an opportunity to raise much needed funds for ovarian cancer research through both community-driven fundraising events, and white shirt sales - with all profits from the sales of Witchery's specially designed range (excluding GST) being donated to the OCRF.

The 2019 White Shirt Campaign is now in its 11th year. And during this time, we've together raised an incredible \$12 million towards ovarian cancer research. While this is an incredible achievement, there is still a long way to go to find an early detection test for ovarian cancer and save the lives of Australian women.

Currently, one woman dies every 8 hours from ovarian cancer in Australia because there is no early detection test.

Community involvement is vital to what we do. This booklet aims to provide all the information required to empower people of all levels, from organisations to individuals, to do what they can to get involved in the White Shirt Campaign.

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



OVARIAN CANCER RESEARCH FOUNDATION

ABOUT 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 GOALS

- 1 Develop and implement an early detection program for ovarian cancer that is non-invasive, highly accurate and widely available.
- 2 Improve the mortality rate, management and long-term survival of women with ovarian cancer.
- 3 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 cervical screening test 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 a breakthrough.

WHAT WE DO & WHY WE NEED YOUR SUPPORT

YOUR PLACE IN THE BIG PICTURE

Each year, more than 1,600 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.

Only 20-25% of women survive beyond 5 years when diagnosed with ovarian cancer. But with an early detection test, survival rates improve to 90%.

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'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.



SPOTLIGHT ON A SURVIVOR

COMMUNITY HEROES

COMMUNITY INSPIRATION

Every year, hundreds of fundraisers hold their own event to celebrate, support, and promote the White Shirt Campaign. Whether corporate, casual or intimate, each event makes a significant contribution.



Whatever your style, take inspiration from these extraordinary women who are spreading the word and raising much needed funds towards ovarian cancer research.





Grab your workmates, girlfriends or reach out to your local community to host an event with a difference. Need some ideas? See page 8 for the White Shirt Campaign Ideas Hub.



INSPIRATION

WHITE SHIRT IDEAS HUB

We know that the white shirt can be like staring at a blank canvas. There are so many fantastic ways to involve your workplace, friendship group, or community in this diverse campaign, that it can be difficult to know where to start. Here are some ideas to get you in the creative spirit.

CASUAL DAY

The workplace is a great place to begin your fundraising effort. Host a casual clothes day, with employees asked to wear a white shirt and 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.

WHITE SHIRT TAKEOVER

Claim an area in the office, or designate your own studio outside for all of your White Shirt Campaign photos. Get creative with your photography, and don't forget to upload to Instagram with the hashtags **#WHITESHIRTCAMPAIGN** **#RESEARCHISTHEANSWER** **@WITCHERYFASHION** **@OCRF**

DINNER PARTY

Break out the recipe books and whip up a storm in the kitchen, hosting a dinner party at home with your nearest and dearest. Get creative with a white food theme, and use it as an opportunity to catch up as well as discussing the need for ovarian cancer research.

WSC MOVIE NIGHT IN WHITE

Talk to your local cinema about hosting a movie night, in white. Why not pick a black and white retro classic to fit the theme, or a laugh-out-loud chick flick? You could even set up your own in-home theatre, or back-yard projector, with drinks and nibbles fit for a night out. Ask guests to pay a door fee, dress in white, and collect additional donations on the night.





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

May 8 is White Shirt Day, so put the date in your calendar well in advance. Start your planning now to give yourself enough time to adequately prepare, and your guests enough notice to attend.

YOUR WHITE SHIRT. YOUR WAY.

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

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 OCRE, the White Shirt Campaign in partnership with Witchery, and why you are fundraising. Enlist the help of family and friends if you need extra support planning your event.

PLANNING YOUR FUNDRAISER

APPROVING YOUR EVENT

You can achieve greater interest in your White Shirt Campaign event by officially partnering with the OCFR. 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 OCFR by reading our Fundraising Guidelines and filling out an Authorisation to Fundraise form. Assuming that your event abides by the OCFR's brand values and fundraising guidelines, and it does not pose a high risk, you will receive a letter confirming your Authorisation to Fundraise.



GETTING IT APPROVED

PROMOTING YOUR EVENT

BOOSTING YOUR REACH WITH HELP FROM THE OCRF

Effective promotion of your White Shirt Campaign 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. To register and start promoting your White Shirt Campaign event, visit www.whiteshirtcampaign.com.au

These portals 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.

#WHITESHIRTCAMPAIGN

#RESEARCHISTHEANSWER

@WITCHERYFASHION

@OCRF

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.

PRO 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

Consider arranging a dollar-for-dollar scheme, or featuring your event in the company blog or newsletter to boost work-place engagement.

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
- White Shirt Campaign A3 poster to promote your event
- Donation envelopes
- White Shirt Campaign donation boxes

THE WRAP UP

POST EVENT PROTOCOL

You can breathe a big sigh of relief and pat yourself on the back—everyone looked incredible and you helped the White Shirt Campaign raise some much needed funds.

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, and give a shout out to Witchery if you purchased from the White Shirt Campaign line.

We love to stay up to date with community success stories, so feel free to hashtag and tag us.

#WHITESHIRTCAMPAIGN
#RESEARCHISTHEANSWER
@WITCHERYFASHION
@OCRF



*MAKE
SURE
IT'S SAFE
& LEGAL*

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.

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

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



LOCAL AUTHORITIES

MONEY MATTERS

DEPOSITING YOUR FUNDS

The easiest way is through our online giving portal at www.whiteshirtcampaign.com.au

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

Fill out your credit card details on the Fundraising Return Form.

BANK TRANSFER

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

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



FINAL WORD

YOUR SUPPORT MEANS MORE THAN YOU KNOW

Thank you for choosing to support the White Shirt Campaign in 2018. 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.

On behalf of every woman you've helped, thank you.

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

CONTACT US

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Toorak VIC 3142

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community@ocrf.com.au

ABN: 24 898 129 866 ABRN: 130 949 834

<https://ocrf.com.au/>
Facebook: @OCRFsilver
Instagram: @OCRF
Twitter: @ocrfaustralia

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WITCHERY


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