



blue knot
foundation

empowering recovery from childhood trauma

Event and Fundraising Guidelines

**Essential information for community event
organisers and fundraisers**



**UNITE IN SUPPORT OF
ADULT SURVIVORS OF CHILDHOOD TRAUMA**

Getting Started

Thank you for your interest in holding an event and/or raising funds to support the work of Blue Knot Foundation. We provide essential services to Australian adults who have experienced childhood trauma and abuse, and those who support them.

Our Vision is a world free from the impacts of childhood trauma.

Our Mission is to advocate, build and deliver supports to facilitate recovery with and for people, families and communities, affected by childhood trauma.

Blue Knot Foundation provides specialist phone counselling through its Blue Knot Helpline. Its website blueknot.org.au contains abundant resources, and information.

Every year on the last Monday of October, Blue Knot Foundation holds Blue Knot Day. Over the week of Blue Knot Day, we ask all Australians to unite in support of the 5 million Australians affected by childhood trauma.

Your event will help raise awareness of this vital issue that affects 1 in 4 Australian adults, and if you choose to fundraise, your funds will allow us to help more people.

1. Choosing your event

Think about what type of event you would like to hold... Do you want to raise awareness of the impacts of childhood trauma and Blue Knot Foundation's work? Do you want to also help more adults recover from childhood trauma? Here are some ideas to get you started:

- Morning/afternoon tea with a gold coin donation
- Birthday/anniversary/event seeking donation
- Organised walk, run, swim or cycle
- Fundraising dinner, gala, trivia or movie event
- Tennis or golf day
- Barbeque
- Church service with a donation collection
- Minute's silence dedicated to survivors

The following activities are not likely to be approved:

- Door knock appeals and street collections
- Telemarketing
- Activities that are dangerous and likely to cause injury to organisers or participants
- Activities that do not comply with fundraising legislation or local council regulations
- Activities that are not consistent with our values



Blue Knot Foundation has an existing profile on a few online fundraising platforms:

- [Everyday Hero](#)
- [GiveEasy](#) (mobile app)
- [Go Fundraise](#)
- [Just Giving](#)

If you would like to fundraise through one of the above platforms and collect 100% of your funds from it, **you do not need to register with us; the platforms will inform us of your activity.** The following process is for events where funds will be collected and managed offline (i.e. in cash, cheque, through your personal bank account).

2. Register your event

Please complete the online application form or postal form on our [website](#) and allow up to 2 weeks for us to get back to you. All events, with the exception of those using the

above online platforms, must be registered. They must also be approved prior to its start and any changes to the approved event must be notified in writing to events@blueknot.org.au at least 14 days before the event start.

Please note that all events are to be conducted by an adult unless written permission has been provided by a parent or guardian to host the event. Please forward appropriate permission to events@blueknot.org.au

3. Event approval

Once we have received your application, we will contact you within 2 weeks regarding the approval of your event. Once approved, you will receive a letter of confirmation and in the case of a fundraising event, an Authority to Fundraise letter along with a Fundraising Kit. Thanks for supporting us and adult survivors!

Promoting your event

Let your friends, family, neighbours and work colleagues know about your event; garner as much support as possible to make it a success. Blue Knot Foundation can help promote by listing your event on our website, social media and e-communications, as per your agreement.

Promotional materials

Blue Knot Foundation can provide you with certain materials to assist with your event, these include:

- information flyers (see image on the right)
- poster template
- merchandise (see below, available [online](#))



Media

While it is encouraged to contact your local media to let them know about your event, it is important for you to liaise with Blue Knot Foundation's president and media spokesperson, Dr. Cathy Kezelman AM ckezelman@blueknot.org.au prior to speaking with the media. In general, aspects of the events can be addressed with the media by event organisers themselves, while Blue Knot Foundation/Blue Knot Day commentary is to be delivered by Dr. Kezelman.

Use of Blue Knot Foundation logo and name

The Blue Knot Foundation and Blue Knot Day logos can only be used with express permission and only for the duration of the event. If you would like to use either of the logos for your event, please let us know your specific need and we can email it to you. The logos and names are governed by Australian laws and cannot be amended in any way; nor can their use be varied without further notification and agreement.

As the event organiser, you must make it clear when dealing with the public, sponsors and supporters that you are not representing Blue Knot Foundation, but are

acting on our behalf to raise awareness and/or funds that will be forwarded to Blue Knot Foundation.

Acceptable language

Community Golf Day —
Proudly supporting Blue
Knot Foundation

Staff Picnic in support of
Blue Knot Day 2015

Unacceptable language

Blue Knot Foundation's
Community Golf Day

Blue Knot Day Staff Picnic

What Blue Knot Foundation can do to help

- Provide a letter of authorisation used to validate the authenticity of the event and its organisers
- Promote the event through its website, newsletter and social media channels
- Provide a Blue Knot Day Fundraising Kit to assist in fundraising planning
- Provide a tax receipt to donors who make tax-deductible donations of \$2 or more.

What Blue Knot Foundation cannot do

- Provide staff or volunteers for your event
- Provide insurance cover
- Provide funding or reimbursement of expenses
- Solicit sponsorship revenue or goods for your fundraising activities.



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The legal part

About Blue Knot Foundation

Blue Knot Foundation is a registered charity with a board of management and an Advisory Panel. It is a registered tax deductible recipient with ABN 49 072 260 005.

Your responsibilities

Whilst Blue Knot Foundation is happy to provide guidance when possible, you as the organiser (for an individual, group, club or business) will be the primary contact for the event. The event will be conducted in your name and you will be responsible for all aspects of the event once it has been approved.

Insurance

As this is not an Blue Knot Foundation event, it will not be covered by our insurance, so it is important to ask your local council or insurance broker about insurance (e.g. for adequate public liability cover) for any event you'll be running. Please forward a copy of any documentation to us.

Permits and licences

If you're fundraising in a public place, make sure you have permission from the property owner or local council. Some activities like raffles or alcohol sales require a licence. Please check with your State or Territory for an overview of the fundraising requirements.

<https://www.ato.gov.au/Non-profit/State-and-territory/In-detail/Fundraising-requirements/State-and-territory-government-requirements---Fundraising/>

Copies of relevant permits and licences are to be forwarded to Blue Knot Foundation.

Health and Safety

- Check your event for any hazards and have measures in place to minimise the risk of injury.
- If you think you'll need First Aid assistance on hand, contact a reputable organisation like St John's Ambulance for support.
- If you sell food in a public place, food hygiene laws will apply.

Authority to fundraise

If you are choosing to fundraise at your event, you will receive an 'Authority to Fundraise' letter once your fundraising event has been approved by Blue Knot Foundation. You can't raise money without this letter – it's a legal requirement.



Disclaimer

Blue Knot Foundation reserves the right to decline approval of any event or fundraiser and to withdraw its approval at any time if it appears that there is a likelihood of the organiser failing to adhere to any of the terms and conditions mentioned in this document.

The organiser releases Blue Knot Foundation from any liability for any injury, accident or other loss, whether physical or financial, suffered by the organiser or its personnel while conducting the Event.

The organiser also releases Blue Knot Foundation from any liability, action, claim, suit, damage, cost and expense (including all legal fees) in relation to, or arising out of the organiser's negligence or breach of these guidelines.

Fundraising financials

Your responsibilities

You are responsible for all aspects of the financial management related to the event including receipt of funds, payment of expenses, record keeping of transactions and accurate receipting. Blue Knot Foundation is not liable for any expenses incurred in the planning and organisation of the event. All expenses are to be accurately documented with details of each expense.

It is generally accepted in the not-for-profit sector that the expenses incurred during the fundraising event can be no more than 30% of the total funds raised.

Net income is to be paid into the specified Blue Knot Foundation account within 14 days of the completion of the event.

All events must clearly state the beneficiary of the event i.e. Blue Knot Foundation. When funds are to be split between beneficiaries the percentage split must be specified in the plan, approved and adhered to.



Receipts

There are two types of receipts that can be issued:

1. A non tax-deductible receipt

This is issued when a donor receives something in return for money. For example, sale of merchandise, winning goods/services at a charity auction, ticket sales to an event. For these items, a tax deduction isn't available and only a non tax-deductible receipt can be issued. Blue Knot Foundation cannot provide you with these receipts. Letters of acknowledgement can be provided for donation of goods.

1. A tax-deductible receipt

Tax-deductible receipts can be provided by Blue Knot Foundation for donations over \$2 whereby the donor does not receive goods or services in exchange for their donation. Please keep a record using the *Donor Receipt Register* in the *Fundraising Kit* of their contact details and donation amount. Blue Knot Foundation will send receipts directly to the donors using the provided contact details.

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BlueKnotFoundation](http://www.facebook.com/BlueKnotFoundation)



Follow us on Twitter
@BlueKnotOrg

Become a [Friend of Blue Knot Foundation](#) to receive monthly newsletters



Contact Us

If you have any questions regarding the event, and/or fundraising process, please do not hesitate to contact us:

Contact person:

Cath James
Fundraising and Events Manager

Email: events@blueknot.org.au

Phone: 0472 995 859 (Mon-Fri 9am-5pm)

Blue Knot Helpline:
1300 657 380 (Mon-Sun 9am-5pm)

Website: blueknot.org.au

Postal address:
PO Box 597 Milsons Point NSW 1565