



**Neurological
Foundation**
A pathway to hope

COMMUNITY FUNDRAISING KIT



Table of Contents

Thank you, from the Neurological Foundation	3
How your fundraising raises hope	4
How will you raise hope?	5
Let's get you started!	7
Using the Raising Hope brand	8
My fundraising campaign is over, what's next?	9

THANK YOU
We couldn't raise hope
without you

The Neurological Foundation wants to thank you. By deciding to take time out of your busy schedule to challenge yourself in a competition or using your celebration as a way to raise awareness, you also become an ambassador for hope.

We are thrilled you have chosen to fundraise for the Neurological Foundation. With the help of passionate and dedicated people like you, together we can ensure research into the 700+ neurological conditions can continue for years to come.

This Community Fundraising Kit is designed to help you organise your own fundraising campaign. You will find tips, tricks and ideas on creating a successful fundraising campaign and how to become an integral part of our team. Together, we are Raising Hope.

Without people like you, the Neurological Foundation wouldn't have been able to raise over \$13 million dollars in donations for research and education in the last five years. We also wouldn't have been able to fund over 200 projects and grants that are pursuing ground-breaking research or fund institutions that assist researchers like the Neurological Foundation Human Brain Bank and Neurological Foundation Chair of Clinical Neurology.

If at any time you have any questions or need some guidance, please reach out to our Community Engagement team at events@neurological.org.nz or call us at 0508 BRAINS (0508 272 467) ext. 3.

Please note: This kit is not intended for use by commercial organisations. If your business is interested in a corporate partnership or helping the Neurological Foundation please contact our Head of Fundraising at Kerry.McLeod@neurological.org.nz or call 09 309 7749.

How your fundraising raises hope

The Neurological Foundation is able to support neurological research and education in New Zealand through the generosity of people like you. Our goal is to work towards improving the treatment and therapy of the 700+ neurological disorders that exist through funding research and education.

Each year, the Foundation receives hundreds of requests to support neurological research. Each of these research proposals are evaluated by our Scientific Advisory Committee, a team of neurological experts from institutions around the country, as well as peer-reviewed by international experts, to ensure that the research we are able to fund is of high quality. Requests for funding far outweigh what is funded each

year, however, through the generosity of our supporters, we have been able to fund over \$13 million of research and education over the last five years.

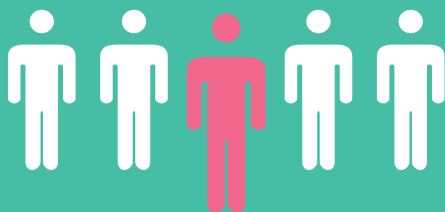
Additionally, the Foundation funds long term clinical and research initiatives such as the Neurological Foundation Brain Bank at the Centre for Brain Research and the Chair of Clinical Neurology.

We receive no funding from the government, so we are dependent on your support to continue to fund the next generation of neurological researchers and neurologists.

THE FACTS AND FIGURES

1 in 5

New Zealanders will be affected by a neurological condition in their lifetime



200

Projects, grants, scholarships and fellowships have been funded in the past 5 years by the Neurological Foundation

450

Projects, grants, scholarships and fellowships have been submitted for funding by the Neurological Foundation over the past 5 years

\$\$

\$13,000,000

Is how much money the Foundation has been able to give to fund research projects, grants, scholarships and fellowships over the last 5 years

\$\$

\$47,000,000

Is how much money the Foundation has been asked to give over the last 5 years to fund research, and the number keeps growing

How will you raise hope?

Our community fundraising team has searched far and wide to come up with some great ideas to get you started on your community fundraising journey! But before you get into full planning mode, there are a few things you should consider before choosing your fundraising activity. Try to keep these in mind as you'll have a lot more fun fundraising if you do:

1. Who will be available to help?
2. Where are you holding this event?
3. When are you holding this event? Do you have enough time to prepare or promote the event?
4. What other resources will you need?
5. Is there a challenge already going on that you can join in on?

If you're ready to start fundraising and have an awesome activity already in mind, you can skip right to the end of this section to find out about any paperwork you may need to fill out.

If you're still looking for the perfect idea for your fundraising activity, why not try one of these!

Get your family and friends involved!

- Bake off – See who can bake the best cake, biscuits, pies or slice
- Sausage Sizzle – Any excuse to have a barbeque! Whatever the occasion everyone loves an ice-cold beverage and a sausage on a bun on a hot summer day
- Swear jar – Teach your kids the importance of not swearing and make a donation at the same time

Take it to work or school!

- Mufti Day – There are so many neurological days to take part in throughout the year, donate \$2.00 and dress down for the day
- Celebrate Occasions – Have a favourite teacher? Maybe it's your assistant's birthday, whatever the occasion you can raise money in celebration of someone
- Fitness goal – Compete with workmates or classmates to walk 10,000 steps a day for a week



Get social!

- Karaoke evening – Warm up those vocal cords, and strut your best Stan Walker, Bruce Springsteen or Whitney Houston
- Get sporty – Have a netball or volleyball tournament, where the entry fee is donated and winner has bragging rights
- Speed dating – Host a speed dating night and rekindle that hope for romance

Take on a challenge!

- Head shave – Sponsored head shave anyone? Bald is beautiful after all
- Breaking the Habit – Kick a habit with an added bonus, people can sponsor you for giving up cigarettes, chewing gum, biting your nails or any bad habit you'd like to kick

Sponsored events

- Visit Everyday Hero for more sponsored sports events like Round the Bays, Swim the Bridge and many more!

If you're still not inspired by this list of ideas check out our full list of fundraising activities on our website, neurological.org.nz.

We want to be able to celebrate with you every step of the way, so if you could please fill out the 'Fundraising Campaign Registration Form' it will allow us to know how you'll be fundraising in your community and how we can support you along the way. Please fill out this form on our website, or send a filled out form to events@neurological.org.nz or through the post to,

Attn: Community Engagement
The Neurological Foundation
66 Grafton Rd
Grafton, Auckland
1010

If you are signing up for a community fundraising activity using Everyday Hero, you do not need to fill out a 'Fundraising Campaign Form'.



ACTIVITIES THE NEUROLOGICAL FOUNDATION WILL NOT SUPPORT

There's never a bad idea, but there are a few that the Neurological Foundation will not support. We've provided a handy list just to make sure your fundraising campaign is on the right track from the start,

- **Any event to do with boxing**
 - Contact boxing has been linked to traumatic brain injuries and as a Foundation thriving to fund treatments and therapies to do with neurological conditions, we cannot in good conscience support any boxing activities
- **Any event or activity to do with firearms, drugs, alcohol or gambling**
- **Any event or activity that will bring harm to any person or animal**
- **Any event that will put you in immediate danger**

Let's get you raising some hope!

Once your fundraising campaign has been approved, it's time to get started. Below you will find instructions for how to set up your fundraising page, as well as helpful tips and tricks for how to begin.

SETTING UP YOUR FUNDRAISING PAGE

Fundraising online is a quick and simple way for your friends and family to follow your fundraising journey and is the easiest way for you to collect donations. By registering your event through a fundraising website such as Everyday Hero (our preferred platform), you'll receive a free online fundraising page, already branded with the Neurological Foundation Raising Hope brand, which you can personalise with your own goal and story. Plus, it's a brilliant and effortless way to share your page on social media, so you can shout from the online rooftops about how you're raising hope to fund ground-breaking research.

To register your event online, go to everydayhero.co.nz/event/raisinghope and click 'Start Fundraising'. It will take you through the very simple process of setting up your page – and within minutes, you'll be able to share your page with your family and friends and start raising hope!

If you would like to join a fundraising event, such as the ASB Auckland Marathon or Round the Bays, browse the current listings here: everydayhero.com/nz/fundraising-events-to-participate-in/. When signing up to fundraise, ensure that you select the Neurological Foundation as your chosen charity.

PLAN AHEAD

Writing down your plan is really the best way to ensure you won't forget any important details, and a checklist to ensure you organise everything you need to do. Some things to consider when planning,

- Ensure when you decide on a date to host your event it doesn't clash with another local activity unless it ties in directly
- When booking a venue, equipment, talent or filling out appropriate forms or licenses give yourself enough time for the approval process
- It is important to have enough willing helpers on the day - don't assign too much to yourself

IT'S NOT JUST WHAT YOU KNOW...

... but it's who you know! Ask your colleagues, friends and family if they know of someone with talent that could be utilised, such as an entertainer, artist or chef who can support your fundraising activity and share it on their own platforms via social media, email or word of mouth.

WHAT WE CAN PROVIDE

- Approval to use our "Raising Hope" logo on authorized material
- Promote your fundraising activity on our website in our calendar of events
- To do this please send all your fundraising activity details to events@neurological.org.nz, including a small description of what your activity is, where and when it is happening

- Images for use on social media and email correspondences such as banners, images, and email signatures
- The Neurological Foundation material such as general brochures, copies of our latest Headlines magazine and other marketing material we may deem appropriate for your event
- Tax receipts - our head office is happy to supply a tax receipt for any amount over \$5 if the 'Donation Receipt Form' is filled out and sent to our head office via email, events@neurological.org.nz. Please note, when utilising Everyday Hero, receipts are automatically sent for any amount over \$5 and the 'Donation Receipt Form' is not required
- A Letter of Authority to show that your event has our approval and is genuine
- A thank you certificate once your event or activity is finished to acknowledge your support

WHAT WE CANNOT PROVIDE

- Funds or reimbursement for any expenses incurred
- Contact lists for you to use in promoting your event (due to privacy legislation)
- Staff to coordinate or run the event itself
- Applications for permits, licenses or insurance required (these are the responsibility of the organisers)
- Prizes, auction or raffle items

RAISING HOPE

Supporting the Neurological Foundation

When you decide to fundraise for the Neurological Foundation, you're spreading hope all across New Zealand. Hope that treatment will soon be discovered, hope that research can continue, hope that you can somehow make a difference. You are raising hope when you raise funds for the Neurological Foundation, which is why we have aptly named our community fundraising brand, 'Raising Hope'. With this brand comes the responsibility of being a community leader with the full force of the Neurological Foundation behind you.

We have created an array of branded digital collateral for you to utilise while you prepare for your community fundraising campaign. If at any time you require any of these collateral items, please contact our community engagement team at events@neurological.org.nz or call, 0508 BRAINS (0508 272 467) ext. 3.

Digital collateral available to you on request:

- Facebook banner
- Facebook event banner
- Twitter banner
- Instagram post image
- Instagram story image

- LinkedIn banner
- Email signature

You may also request the Raising Hope logo to use on any additional collateral you may need to create like posters, sign-up sheets or donation forms. These items will need to be approved by our community engagement team.

Use of the Neurological Foundation name and logo cannot be used without permission from the Neurological Foundation. If you wish to use any branded items at your fundraising activity, please discuss this with us first to ensure they are within our branding guidelines. Please do not use variations of our name such as, the "Neurological Association" or the "Neuro Foundation".

When naming your event, please note that the Foundation's name is not to be used as part of the event name as this would indicate that the event is hosted by the Neurological Foundation. However, we encourage the use of our name to indicate the funds will support the organisation. The following are some examples of acceptable name use:

- Sausage Sizzle, proudly supporting the Neurological Foundation of New Zealand
- Quiz Night, with net proceeds to the Neurological Foundation
- \$2 of this month's Mufti Day will be donated to the Neurological Foundation

Please make sure that you do not use our name in any way that would reduce respect for our brand, guarantee the quality of your fundraising, or create any confusion in the minds of the public between your fundraising campaign and the Neurological Foundation. Under no circumstances are organisers allowed to manufacture, sell or license any goods bearing the name or logo of the Neurological Foundation, otherwise known as unofficial merchandise.

If you are unsure at any time please contact our community engagement team at events@neurological.org.nz, or by calling 0508 BRAINS (0508 272 467) ext. 3.

Your fundraising campaign is over, what next?

You've done it! You've completed your fundraising campaign, congratulations! But you may be asking yourself 'what next?' Well, now it's time to take all those generous donations you've received and send them through to us. There are multiple ways you can go about doing this and we've suggested a few below.

ONLINE FUNDRAISING PAGE

If you have created your own online fundraising page through Everyday Hero as part of an ongoing event or your own campaign, then you don't need to do anything else. Everyone who has donated through your Everyday Hero page has been issued a tax receipt, and we're able to automatically collect the money when your campaign is over. If in addition you have collected cash, cheques or money transfers, and they have been made out to you, you may deposit any of those funds straight onto your Everyday Hero page using your own credit card, and we will issue you a receipt for the amount. This is a great way to show friends and family exactly how much you raised, and the easiest and safest way for us to collect the donations.

If you have not set up an Everyday Hero page or another online platform, please see below for how you may send your donations through to the Foundation.

ONLINE BANK TRANSFER

You can transfer money directly to the Neurological Foundation through your bank to:

Account Name: The Neurological Foundation of New Zealand

Account Number: 06 0287 0133301 07

Please include your name as a reference and, if you know your supporter ID number, please also include it. Then contact us via events@neurological.org.nz with further details of the donation so we can issue you with a receipt and inform our finance department.

CASH

Do not send cash by post as there is a risk that it will not reach us - please send a cheque, call us or deliver the cash personally to our office at 66 Grafton Road in Auckland. The Neurological Foundation will then send you an acknowledgement letter to show that the funds have been received.

CHEQUE

Cheques should be made payable to "The Neurological Foundation of New Zealand" and posted to the address below. Please include your contact details with the cheque so that we can send you a tax receipt.

The Neurological Foundation
PO Box 11022
Auckland Hospital
Auckland 1148

Whichever way you decide to send your money may it be online, electronic transfer, cash or cheque, please email events@neurological.org.nz to let us know you've made or sent a deposit, along with your name, phone number and postal address.

TELL US ABOUT IT!

We'd love to hear all about your event as your stories and photos can be very inspirational to other fundraisers - plus it is really exciting for us to see what our community is doing out there! If you do want to send in some photos, please make sure you send a signed "Photo Release Form", found on our website for download, neurological.org.nz.

DON'T FORGET TO SAY, THANK YOU

While we want to say a big THANK YOU to you, because without your awesome community fundraising campaign none of what we do would be possible, don't forget to say thank you to all the people and businesses that helped you during your fundraising campaign. Showing your appreciation can go a long way, and they will probably be keen to help out with your next event.



