



*Fundraising
Kit
2020 - 2021*



About Us

Crohn's Disease and Ulcerative Colitis are chronic autoimmune diseases that affect the digestive system, collectively known as Inflammatory Bowel Disease (IBD). Both cause debilitating pain, hospitalisations, repeated surgeries and a severely reduced quality of life. New Zealand has the highest incidence rate of IBD in the world. It is estimated that nearly 20,000 New Zealanders live with Crohn's Disease and Ulcerative Colitis, most diagnosed in their formative and most productive years, between the ages of 5 and 35, causing disruption to their education, work, social and sexual lives. Despite this, IBD remains a closet disease, shrouded in silence and relatively unknown.

The Crohn's & Colitis New Zealand Charitable Trust (CCNZ), was established in early 2010 to respond to the needs of Crohn's & Colitis sufferers across New Zealand. From that small but dedicated group of individuals, we have grown with Crohn's & Colitis Support Groups now operating in 12 regions throughout New Zealand, working collectively toward our goal of offering support through fellowship, education and participation in fundraising. Dealing with inflammatory bowel disease (IBD) as a child is especially challenging. It means missed school days, hospitalisations, and, often, social isolation. That is why the Crohn's & Colitis New Zealand Charitable Trust (CCNZ) organised the first NZ based summer camp for Children & Teenagers with IBD in January 2015 in the Auckland region. We have since had 5 additional camps; one in Auckland, two in Christchurch and a further two in the Kapiti Coast, Wellington.

As the camp is provided at absolutely no cost to the campers' families, funding the camp has strained the organisation's budget. We are in dire need of funding. The annual budget for the camp is \$127,000 and we are attempting to make up our deficit through individual fundraising. Our first year, 44 children attended, we now have increased numbers to 74 and aim to maintain that number at our next camp.

Many of these children have never been to camp due to their disease. Most have never met another child with the same illness. Our camp gives the children and teenagers a chance to experience fundamental elements of childhood – the ability to play outdoors, to learn independence, nourish self-esteem, challenge themselves physically, and be proud of their accomplishments. While an important part of the camp experience for these kids is their interaction with compassionate and fun volunteers, the camp allows these children to be campers, enjoy the outdoors and have fun instead of being "IBD patients". Most importantly, it lets the children know that they are not alone. It is heart-warming to see the children interacting with their peers who understand what it is like to be on lifelong medication and live with this disease that no one wants to talk about.

The camp would not be possible without our team of 40+ dedicated volunteer staff and professional staff– many of whom are adults also living with IBD. These volunteers and professionals, including four gastroenterologists and five nurses, all give up their holidays and pay their own expenses to provide a safe environment for the children.

In a post-camp questionnaire 100% of the children responded that they would recommend the camp to other kids with IBD. Every volunteer has volunteered again for next year.

One child captured what the camp was all about:

"I enjoyed talking to other kids going through the same conditions as me because I didn't know a lot of people with Crohn's, because I am the only person in my family with Crohn's disease. It's not that I want more people with Crohn's, but I loved knowing that I wasn't alone. I loved all the activity's not only because they were fun but because it made everyone trust one another more."

The camp volunteers were the recipients of the 2016 Minister of Health Volunteer Award for Health Care Providers.

Please see our Camp Purple video via the link below:

https://www.youtube.com/watch?v=uin88vOE7_s&t=112s

You are invited to watch a video about our camp that appeared in the NZ Herald:

http://www.nzherald.co.nz/life-style/news/video.cfm?c_id=1503081&gal_cid=1503081&gallery_id=147807

This is a link to a radio interview on Newstalk ZB about the camp:

<http://www.newstalkzb.co.nz/on-air/wellington/tim-fookes-morning-show/audio/camp-purple-live-crohns-and-colitis/>

We are looking for any sponsorship at all, big or small.





Fundraising and event Ideas

Take a look at the ideas below, which may just provide you with some inspiration to hold a fundraiser for Camp Purple.

- Fundraising Auction. – could be part of a trivia night.
- Sausage sizzle – check out your local Mitre 10, Bunnings or Harvey Norman Stores for details.
- Listing an item on Trade me with proceeds going to the Camp.
- Book Sale or Garage sale.
- Car Wash
- School Mufti Day – Gold coin donation
- Local Rotary Club – contact campenquiries@crohnsandcolitis.org.nz for more details.
- Marathon or Fun runs – you can use Everyday Hero webpage to set up and promote.
- Movie nights – Contact your local Movie Theatre to see if they can help you.
- Pub Quiz night.
- Raffles
- Birthday / Christmas gifts – Instead of having presents for your birthday, ask people to donate the money to the Camp instead.
- Chocolate drives – contact your favourite confectioner for more details e.g Cadbury.
- Competitions – Guess how many lollies in the jar.
- Go without – be creative, you could go without your television, phone, coffee and encourage your friends and family to sponsor you.
- Bake sale.

Planning your event

The keyword is planning. Make sure you allow plenty of time to look at the various aspects of the event or fundraising idea that you have in mind. Some are very simple and need very little organisation or work e.g. School Mufti day.

- Allow enough time to organise and publicise your event.
- Do you have enough volunteers?
- Set a Budget and a Target.
- Check the date. Make sure the date does not clash with any other fundraising events.
- How will you publicise your event?
- Can you get a celebrity? This will help enhance your events profile.
- Keep it legal. If you need permits or permission, please make sure these forms are filled out.
- Keep note of all monies raised and set a date for all sponsorship money to be received by.
- Ask for any branding that you may require e.g posters, flyers. Please make sure you allow time for you to receive them.
- Safety First. Always ensure everyone is safe, particularly children. Do not allow them to collect money alone or without an adult.
- Ensure that everyone is up to speed with what Camp Purple does – if you would like one of us to come and support the event please contact campenquiries@crohnsandcolitis.org.nz



After the event!

After the event, there are a number of ways in which you can donate the money you have raised.

- Deposit the Funds in our bank account
ANZ Bank
Crohn's & Colitis NZ Charitable Trust
06 0529 0957398 00
Please make sure you email campenquiries@crohnsandcolitis.org.nz with details of amount deposited and when it was deposited.
- Send a cheque to Crohn's and Colitis NZ Charitable trust with a covering letter explaining how the funds were raised and that the money should be allocated to the camp.
- Go to our Give a Little Page, deposits can be made via credit card.
<https://givealittle.co.nz/cause/camp-purple-live-2021>
- Everyday Hero, set up a page for your event. Money is paid directly to us usually via credit card.

We wish you all the best with your fundraising event.

Remember to contact so we can help publicise your event to via our Facebook page and Webpage.

campenquiries@crohnsandcolitis.org.nz

Crohn's & Colitis New Zealand™ (CCNZ) Fundraising Guidelines

1 BECOMING A "CCNZ FUNDRAISER"

- Any person, organisation, group or other, fundraising in the name of the Crohn's and Colitis New Zealand™ (CCNZ) needs to accept the following guidelines and register their fundraising activity with CCNZ.
Please contact CCNZ if you have any questions – we are here to help!
- Please read through these Guidelines, then complete and sign the Fundraising Offer Form accepting CCNZ's fundraising conditions.
- Return the Fundraising Offer Form to CCNZ. If your event is suitable, CCNZ will send you an authorisation letter or 'sanction' to fundraise on our behalf.
- ***The Fundraiser is not authorised to use CCNZ as its beneficiary charity until it has received the sanction letter.***

2 FUNDRAISING FOR CCNZ

- Due to limited resources, CCNZ is not able to take a coordination role in your event, such as assistance with ticket sales, soliciting prizes or organising media personalities. The Event, including the financial aspects, fundraising, raffles, record keeping and management of the Event, shall be conducted in your (the Fundraiser's) name and is the sole responsibility of the Fundraiser.
- The Fundraiser's arrangements for the Event must be planned with the approval of CCNZ and CCNZ expects a reasonable level of liaison and information about the Event.
- Any significant changes made from the original details provided on the Fundraising Offer Form must be reported to CCNZ and may result in a new sanction to be authorised.
- CCNZ requires that there be no door-to-door appeals, street collections or telephone solicitation of any kind to the public in connection with the Event.

3 FINANCIAL ASPECTS OF THE EVENT

- Any expenditure involved with the conduct of your fundraiser and any disposition of funds & profits resulting from a fundraising appeal must be properly authorised by CCNZ beforehand.
- The Fundraiser must take all reasonable steps to ensure that the expenses do not exceed a fair and reasonable proportion of the gross proceeds obtained from the event. The Charitable Fundraising Act 1991 states this as expenses not exceeding 40% of the gross proceeds.
- The proceeds of the Event, the official sanction letter, and a statement of income and expenditure together with copies of receipts for all expenditure, are to be sent to CCNZ **within 14 days** of the conclusion of the Event.
- Individual receipts for tax deductions for supporters of the Event can be issued by CCNZ if that supporter makes a donation of \$2.00 or more to CCNZ. If supporters would like receipts, please send a list, including name, address, phone number, and donation amount. If the total of individual receipts exceeds 30 please provide CCNZ an electronic version of your register.
- When the supporter has received goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction), a tax-deductible receipt cannot be issued.

4 DONATED GOODS AND SERVICES

- For donated goods and services, CCNZ requires correspondence from the company or individual stating the donated value of goods or services to the event. Accurate records of the donors' details assist CCNZ with financial reporting and thank you letters.

5 THE USE OF CCNZ'S NAME OR LOGO

- The Fundraiser cannot use the names CCNZ or Crohn's and Colitis New Zealand™, nor is the Fundraiser given the right to raise funds in those names. This means you cannot call your event a CCNZ event i.e. CCNZ Trivia Night, however you can call it an event supporting CCNZ.
- The CCNZ Logo can be supplied and used by the fundraiser if prior permission is obtained from CCNZ.
- CCNZ can sanction the use of a line of copy stating the relationship between the Fundraiser and CCNZ for all fundraiser promotional material. Recommended wording would be, '*This event proudly supports Crohn's and Colitis New Zealand™*' or '*Funds raised will go towards support services for people with Inflammatory Bowel Disease*'.

- Any printed materials or advertisements to be used by the Fundraiser in relation to the Event must be submitted to CCNZ for approval and must also state how the proceeds from the event are to benefit CCNZ, e.g. *'all proceeds from this event will be donated to Crohn's and Colitis New Zealand™'* or *'\$10 from every ticket sold will be donated to Crohn's and Colitis New Zealand™'*.
- If the Fundraiser wishes to use the CCNZ Logo on any materials or products, the Fundraiser must obtain prior permission from CCNZ.

6 MEDIA AND PUBLIC RELATIONS

- All media materials and press releases must be approved by CCNZ prior to circulation. Approval can be given within a day in most cases and we are happy to discuss any ideas you may have and provide an example press release.

7 PATIENT PROFILES & CASE STUDIES

- CCNZ does not encourage the use of patient profiles or case studies in events or in the media in any way that would compromise their privacy. CCNZ will be the sole judge of this situation. Should you wish to include some stories in your promotional material the CCNZ Fundraising Manager will be able to provide you with appropriate material.

8 CELEBRITIES

- Any approach made to public personalities must be discussed with CCNZ prior to any contact being made. The Fundraiser must not approach celebrities using the name of CCNZ unless specific prior approval has been given by CCNZ.
- Unfortunately, CCNZ does not have a pool of Celebrities to draw from to send to your event. Any events that are lucky enough to attract any celebrity, association has been through the celebrity's own choice and NOT through any pre-existing commitment to CCNZ.

9 CCNZ REPRESENTATIVES

- A CCNZ Representative may be arranged to attend your event. At least 3 weeks' notice is needed.

10 PERMITS

- Some activities require permits *e.g. raffles where the total prize pool is over a certain amount.*
- Permits are also required by councils and shopping centres for outdoor events.
- If you have any queries please contact the CCNZ Fundraising Manager.

11 LIABILITY

- All aspects of financial and public liability and public safety are the responsibility of the event organiser. As CCNZ is not the event organiser it does not cover any liability on your behalf.
- The Fundraiser agrees to release CCNZ to the fullest extent permissible under law for all claims, except where such liability arises because of the negligence of CCNZ or its agents. Therefore, please ensure that any space or venue used for your fundraising activities has the required public liability insurance.

12 CAUSE RELATED MARKETING POLICY (CRM)

- CRM is when a company/group with a product, image or service to market, builds a relationship or partnership with CCNZ for mutual benefit. Usually this involves the company donating a fixed amount or percentage of the unit sale price to CCNZ.
- All fundraising activities that involve selling products or services must be administered and marketed by the applicant.
- CCNZ reserves the right to refuse any offer of a CRM opportunity if it is not consistent with CCNZ's values and mission. CCNZ does not enter into any CRM with start-up companies. Only businesses with an ABN will be considered.

If you have any questions about these guidelines, or fundraising for CCNZ (Camp Purple Live) in general, please contact us on campenquiries@crohnsandcolitis.org.nz

*Thank you for supporting
CCNZ & Camp Purple Live*

Crohn's & Colitis New Zealand™

FUNDRAISING OFFER FORM

Please complete and return a signed copy of this form to:

Crohn's & Colitis New Zealand™ (Camp Purple Live) email: campenquiries@crohnsandcolitis.org.nz

CONTACT DETAILS

Name of Event Co-ordinator(s): _____

Name of Company/Organisation (if applicable): _____

Mailing Address: _____ State: _____ Postcode: _____

Contact Phone: _____ Mobile: _____

Email: (please print clearly) _____

EVENT DETAILS

Name of Fundraiser Event/Activity: _____

Description of fundraising activity: _____

Date of Event/Time Frame of activity: _____

How many people do you expect to attend the event? _____

Venue and Address: _____

FUNDS

How will funds be raised? (e.g. all proceeds of raffle, auction items, ticket sales etc)

Estimated Donation: \$ _____

(This does not mean you are guaranteeing to raise this amount. It is simply an estimated figure)

EVENT HISTORY

Why did you choose CCNZ (Camp Purple Live) as the beneficiary of your fundraiser?

How did you hear about CCNZ & Camp Purple Live?

CCNZ SUPPORT

Crohn's and Colitis New Zealand™ would like to offer you as much support as possible. We have included a number of items to assist you with your fundraising. If you wish to request more items, please contact the Fundraising Manager, and we will then allocate accordingly.

Please send me:

Brochures Posters

ESTIMATED BUDGET (Please adjust items applicable to your event)

This budget is only an ESTIMATE to assist you with your planning.

Income	\$ amount	Expenses	\$ amount
Sponsorship		Venue Hire	
Registration Fees		Food & Beverage	
Ticket Sales		Printing & Advertising	
Donations		Security	
Raffles		Insurance	
Auctions		Transport	
Other:		Promotional Material	
		Prizes	
Total Income	\$	Total Expenses	\$
		Total Profit <i>(income-expenses)</i>	\$

I, _____ (Fundraiser's name) offer to hold my Fundraising Event
 _____ (Event Name) in accordance with those terms and conditions of
 Crohn's and Colitis New Zealand™ attached. I understand my obligations with regards to sending the proceeds
 raised to CCNZ within 14 days.

Signature: _____ Date: _____

If you are under 18 years of age, please have your parent/guardian/teacher sign this form on your behalf.

Name and relation (parent, teacher, guardian) of nominated adult supervisor:

Contact Phone: _____ Mobile: _____

Email: _____

Disclaimer: Crohn's & Colitis New Zealand™ (CCNZ) reserves its right to withdraw its approval for the fundraiser/ event at any time if it appears that there is a likelihood of the Fundraiser failing to adhere to any of the terms and conditions.

***Thank you again for supporting CCNZ & Camp Purple
 Live. Your commitment is greatly appreciated***



VOLUNTEER ACKNOWLEDGEMENT – FUNDRAISING

To be completed by individuals assisting at CCNZ

approved Fundraising Events. I understand that

- I am assisting (Fundraisers name) with a fundraising event being held on (date) at(time) and that this authorisation is specific to this fundraising event.
- I will notify CCNZ if I intend to assist at any other CCNZ approved fundraising event.
- I am required to maintain the confidentiality of privileged information gained in the course, or after I have completed this fundraising event.
- I have a duty of care to ensure the safety of myself and any CCNZ stakeholders or members of the public at this event.

For insurance purposes, I declare that I am between the ages of 18 and 85 years of age.

Yes No If no, please discuss your involvement and entitlement to insurance cover with the Fundraising and Events Coordinator.

Name: _____

Address: _____

Telephone: _____