

# HAVE A **GO** for **Prostate Cancer**

MICHAEL IS  
HAVING A GO  
BY ABSEILING  
220M



Prostate Cancer  
Foundation of Australia

**FUNDRAISING  
TOOLKIT**

[pcfa.org.au](http://pcfa.org.au)  
1800 22 00 99

# THANK YOU

Thank you for having a go and helping us change the lives of Australian men and their loved ones who have been affected by prostate cancer.

Around 1 in 7 men will get prostate cancer and each year it will kill more men than most other cancers.

We believe our men deserve better. They need answers and better treatment outcomes. That's why we are committed to reducing the burden of prostate cancer for all Australians.

*The future for men with prostate cancer could look very different.*

*Imagine living in a world where prostate cancer is no longer a killer, where side effects are minimal and where men are well informed and supported.*

*We believe this world is possible.*

*We hope you do too, because with your help we will get there sooner.*

Together we can achieve a great deal for men living with prostate cancer and improve health outcomes for future generations.

The funds and awareness you raise are vital. Thank you for the difference you are making.



**Steve Callister**  
National Chairman  
Prostate Cancer Foundation of Australia



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## ABOUT

### PROSTATE CANCER FOUNDATION OF AUSTRALIA

As the peak body for prostate cancer in Australia, our sole focus is on men living with, and those who are at risk of, prostate cancer.

Our goal is to reduce the burden of prostate cancer for all Australians by promoting and funding world-leading innovative **research** into prostate cancer, implementing **awareness**, education and advocacy campaigns and providing information and **support** to men and their families affected by prostate cancer no matter where they live.



#### RESEARCH

With the help of the community, Prostate Cancer Foundation of Australia has invested an incredible **\$63 million into 210 vital research projects.**



#### AWARENESS AND SUPPORT

We provide **free resources** and evidence-based information, **awareness talks** in the community and workplaces, **an extensive network of 160 affiliated support groups** and an online community forum and research blog.



#### PROSTATE CANCER SPECIALIST NURSES

Our specialist nurses are located throughout Australia providing **expert care and support for men and their families** during this challenging time of diagnosis and treatment.



Prostate Cancer  
Foundation of Australia

RESEARCH  
AWARENESS  
SUPPORT

JAKE AND HIS MATES ARE  
HAVING A GO BY RIDING  
FROM PERTH TO SYDNEY



HAVE A  
**GO**  
for  
Prostate  
Cancer

# PROSTATE CANCER STATISTICS



**AROUND 1 IN 7  
AUSSIE MEN GET  
PROSTATE CANCER**

**20,000**

**APPROXIMATELY  
20,000 AUSTRALIAN  
MEN ARE DIAGNOSED  
WITH PROSTATE  
CANCER EACH YEAR**



**EACH DAY 9 FAMILIES  
LOSE A FATHER, SON,  
BROTHER OR FRIEND  
TO THE DISEASE**

**3,500**

**APPROXIMATELY 3,500  
AUSTRALIAN MEN DIE  
OF PROSTATE CANCER  
EACH YEAR**



**CONVERSATIONS CAN SAVE LIVES.**

If you are a man over 50 (or 40 with a family history) please talk to your GP about your prostate health.

**[PCFA.ORG.AU / GETCHECKED](http://PCFA.ORG.AU/GETCHECKED)**

# INSPIRATION

## BY HAVING A GO YOU ARE HELPING MEN LIKE BRENDAN

Former AFL player Brendan Barrows had no idea he had prostate cancer. He felt fit, healthy and strong, then out of the blue, without a single warning sign or symptom, he received the diagnosis that shocked him.

*“Hearing the doctor say that I had prostate cancer was devastating. I had a silent killer inside me that I had no idea about,”* says Brendan.

Like most men Brendan felt cheated.

*“At first I was angry. I couldn’t stop thinking ‘why hadn’t this been found earlier?’”* he admits.

*“I have a wonderful wife and two young kids I wanted to take care of – I wanted to see my son play footie as a young man and watch my daughter get married. The cancer made all of that seem impossible.”*

Thankfully Brendan was lucky. His cancer hadn’t spread outside his prostate and luckily his Urologist was able to successfully remove all seven of his tumours, and his side effects were minimal.

So, have a go for prostate cancer and help us to create a future where men live with the disease, not die from it. A future where every man diagnosed has access to a Prostate Cancer Specialist Nurse and where research leads to new treatment options that will ensure our men live longer and better lives.



*Brendan Barrows, Former AFL player –  
Brendan is a prostate cancer survivor.*



ZOE IS HAVING A GO  
BY RAISING \$1,000 IN  
BIRTHDAY DONATIONS

HAVE A  
**GO**  
for  
Prostate  
Cancer

ULWICH HIGH SCHOOL  
VISUAL ARTS &  
STREET ART

# INSPIRATION

## MICHAEL AND HIS FRIENDS HAD A GO BY CROSSING THE FINISH LINE AT MELBOURNE'S HALF-MARATHON

A group of enthusiastic boys from the Westbourne Grammar School Cross Country Running team took the challenge of the 21 km Melbourne Half-Marathon to support their friend Michael in fundraising for the Prostate Cancer Foundation of Australia in memory of his grandfather.

Michael's sister, three of his cousins and even his grandmother also competed in the 5 km Melbourne run and showed their commitment to support their grandfather and her late husband.

A total of **\$5,000 was raised and notes of encouragement were received** from many within the Westbourne Grammar School community, including parents, staff, grandparents, friends and relatives of the runners in the team. Additionally, Michael's associates within the local and international sailing community were very generous – we can say that donations were offered from around the world!

Something to highlight is the incredible voluntary activities of Westbourne Grammar School students, sports coaching staff and parents who assisted the running team in preparation for the event.

*“Michael's proactive fundraising and the coming together of his friends and family in support offer us a genuine uplifting feeling in helping other families impacted by prostate cancer.”*

*Tony Parks, father of fundraiser Michael Parks*



*On crossing the finish line, after 21 km of pounding the streets of Melbourne, the six boys ran through the finish line, proudly embraced arm in arm.*

# HAVING A GO

## THE INCREDIBLE IMPACT YOU WILL MAKE

By having a go and raising funds for Prostate Cancer Foundation of Australia you are helping reduce the burden of prostate cancer on Australian men and their families.

**\$25**



Gives one person a free prostate cancer information pack to guide and support them at the time of diagnosis and treatment

**\$50**



Funds an initial phone consultation with a Prostate Cancer Specialist Nurse which will provide a newly diagnosed man with support and information

**\$100**



Enables a trained speaker to deliver a free awareness talk to the community on important prostate cancer information

**\$500**



Enables microscope analyses of prostate cancer tissue for one patient participating in a clinical trial

**\$1,000**




Provides long-term support and coordination of care by a Prostate Cancer Specialist Nurse for one patient including side-effect management

**\$20,000**



Enables one patient to participate in a lifesaving clinical trial

 Prostate Cancer  
Foundation  
of Australia

JASON & AMY ARE  
HAVING A GO BY HOLDING  
A GOLF DAY.

HAVE A  
**GO**  
for  
Prostate  
Cancer

# HAVING A GO

## FIVE EASY STEPS TO MAKE A DIFFERENCE

### 1. CONTACT US



If you are thinking of holding a fundraising event for Prostate Cancer Foundation of Australia, we are here to help. Feel free to contact us on [fundraising@pcfa.org.au](mailto:fundraising@pcfa.org.au) or **1800 22 00 99** and tell us about your event.

### 2. COMPLETE YOUR APPLICATION FORM



Australian charity guidelines require fundraisers to receive a letter of authority prior to fundraising. Simply complete the Fundraising Application Form on our website [pcfa.org.au/haveagoforprostatecancer](http://pcfa.org.au/haveagoforprostatecancer)

### 3. RECEIVE OUR AUTHORITY TO FUNDRAISE



Your local PCFA contact will send you a letter that gives you an Authority to Fundraise, as well as our Proudly Supporting logo and any specific resources to help you with your event.

### 4. FUNDRAISE



Promote and host your event, have fun and pay the funds to Prostate Cancer Foundation of Australia. All funds raised will help support our goal to reduce the burden of prostate cancer for Australian men and their families.

### 5. CELEBRATE



Feel proud of your achievements! Reward and recognise your supporters. Thank them with a personal thank you certificate from our website and if you have photos and stories post them on social media using our hashtags **#pcfa** **#haveagoforprostatecancer** **#getchecked**

A man with a beard and a flat cap is shown in profile, focused on operating a professional espresso machine. He is wearing a dark long-sleeved shirt and a dark apron. His right hand is on the machine's handle, and his left hand is holding a metal pitcher. Steam is rising from the machine. The background is blurred, showing other people in a cafe setting.

JAMES IS HAVING A GO  
BY GIVING UP COFFEE FOR  
SEVEN WEEKS

HAVE A  
**GO**  
for  
Prostate  
Cancer

# HAVING A GO

## FUNDRAISING IS FUN AND REWARDING

With just a bit of inspiration you can help us to raise money to support prostate cancer. Fundraising comes in all shapes and sizes, from organising a small family get together, to hosting a formal gala dinner. The options are endless. But the most important thing is that you do something you will enjoy.

### HERE ARE A FEW IDEAS TO GET YOU STARTED:

**HOST A  
BIG AUSSIE BARBIE  
WITH YOUR MATES**

**JOIN A  
BIGGEST EVER  
BLOKES' LUNCH**

**PARTICIPATE IN  
TREK FOR  
PROSTATE CANCER**

**GET ACTIVE AND JOIN A RUNNING,  
CYCLING OR CHALLENGE EVENT**

**HOLD AN EVENT AT  
YOUR SPORTS CLUB**

**GET YOUR MOTOR RUNNING  
WITH A CAR SHOW**

**HOST A MORNING TEA**

**GO DRY JULY**

**FOOTY TIPPING COMPETITION**

**TICK OFF AN ITEM FROM  
YOUR BUCKET LIST**

**JOIN RIDE SUNDAY**

**ASK FOR DONATIONS  
INSTEAD OF GIFTS**

**CRAZY TIE OR SOCK DAY**

**FRIDAY FLANNEL DAY**

**"WEAR BLUE TO WORK" DAY**

**TRIVIA NIGHT**

**KARAOKE NIGHT**

**BEER AND BANTER NIGHT**

**RACE DAY**

**MOVIE NIGHT**

**POKER GAME**

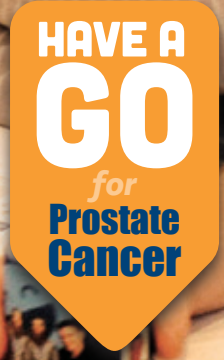
**WINE AND CHEESE NIGHT**

**BOOK SALE**

**GARAGE SALE**

**OR CREATE YOUR OWN EVENT**

RICKY AND HIS FRIENDS  
ARE HAVING A GO BY  
HOSTING A LUNCH



# FUNDRAISING TIPS

## THESE TIPS WILL HELP YOU REACH YOUR FUNDRAISING GOALS

### GET ORGANISED

Decide to have a go for prostate cancer and get your friends on board to help you organise your activity. You can join an already existing fundraising event, or you can organise your own – from the extreme to the simple.

### SET UP YOUR ONLINE FUNDRAISING PAGE

Creating your own personal fundraising page is an easy way to start fundraising straight away. Visit [pcfa.org.au/haveagoforprostatecancer](https://pcfa.org.au/haveagoforprostatecancer) to create your own page.

Personalise your fundraising page with photos and information about yourself. Update your page regularly and send the link to friends, family and colleagues to ask them to donate.

### USE SOCIAL MEDIA

Social media is a quick, low-cost way of driving interest for your event. Consider creating a Facebook page or event page and update the content regularly. Keep the content short, fun, snappy and engaging.

Create your own hashtag eg.:  
**#trivianightforprostatecancer**  
and use our hashtags **#pcfa**  
**#haveagoforprostatecancer**  
**#getchecked**

### MOTIVATE YOUR FRIENDS AND FAMILY LEADING BY EXAMPLE

Aim high, show your commitment by donating first and let your friends know your target and why you are inspired to support prostate cancer.

### SPREAD THE WORD

Tell everyone about your fundraising idea and what's special about it. A great way of promoting your fundraiser is by word of mouth, social media, flyers or posters, and contacting your local media.

Does your local newspaper feature a 'what's on' calendar that could mention your event? Does your local council distribute a newsletter or have a Facebook page that could promote your event?

Many local businesses are very active on social media or might display a poster.

Download and customise our poster and media release template to send to your local paper.

Visit [pcfa.org.au/haveagoforprostatecancer](https://pcfa.org.au/haveagoforprostatecancer)

# FUNDRAISING TIPS

## THESE TIPS WILL HELP YOU REACH YOUR FUNDRAISING GOALS

### ASK LOCAL BUSINESSES TO SUPPORT YOU



Don't be shy to ask local businesses for support through sponsorship, goods, services, auction and raffle prizes or even a venue for your fundraiser. In return, it's great to offer recognition in the form of logo inclusion, verbal thanks, or product placement.

### BOOK AN AWARENESS TALK



Our community ambassadors are trained volunteer speakers who present in community settings and workplaces. They talk about the importance of prostate cancer awareness sharing their own story about their experience with the disease. Visit our website for more information [pcfa.org.au](http://pcfa.org.au)

### CHECK IF YOUR WORKPLACE WILL DOUBLE THE IMPACT



Many workplaces run a 'matched giving scheme'. Ask your employer if they will match what you raise.

### VISIT OUR WEBSITE



You will find more useful fundraising information and resources at [pcfa.org.au/haveagoforprostatecancer](http://pcfa.org.au/haveagoforprostatecancer)

### THANK EVERYONE



It's so important to thank all the generous people that donated to you or supported you in some way. Whether it was a big or small contribution, their support helped you to achieve your goal – and that deserves big thanks!

IF YOU HAVE QUESTIONS, PLEASE CONTACT US ON:

**[FUNDRAISING@PCFA.ORG.AU](mailto:fundraising@pcfa.org.au) OR 1800 22 00 99**

KATH IS HAVING A GO BY  
PADDLING FOR 5 HOURS

HAVE A  
**GO**  
for  
Prostate  
Cancer

# SUPPORT

## HOW WE CAN SUPPORT YOU

- 1** Answer any questions as our fundraising experts are here to help
- 2** Provide the Prostate Cancer Foundation of Australia “Proudly Supporting” logo for use in the promotion of your event
- 3** Provide an Authority to Fundraise Letter of support for your event
- 4** Provide information on prostate cancer including “what you need to know about prostate cancer” brochures
- 5** Provide community ambassador speakers – subject to availability
- 6** Provide templates for posters, thank you letters and certificates that you can personalise and print out from [pcfa.org.au/haveagoforprostatecancer](http://pcfa.org.au/haveagoforprostatecancer)

**IF YOU HAVE QUESTIONS, PLEASE CONTACT US ON:**  
**[FUNDRAISING@PCFA.ORG.AU](mailto:FUNDRAISING@PCFA.ORG.AU) OR 1800 22 00 99**

## STATE AND TERRITORY LEGISLATION

FOR MORE INFORMATION ON THE STATE AND TERRITORY LEGISLATION REFER TO:



**ACT**

Access Canberra  
[www.accesscanberra.act.gov.au](http://www.accesscanberra.act.gov.au)

**NSW**

NSW Fair Trading  
[www.fairtrading.nsw.gov.au](http://www.fairtrading.nsw.gov.au)

**QLD**

Office of Fair Trading  
[www.qld.gov.au/law/fair-trading](http://www.qld.gov.au/law/fair-trading)

**SA**

Consumers and Business Services  
[www.charities.sa.gov.au](http://www.charities.sa.gov.au)

**TAS**

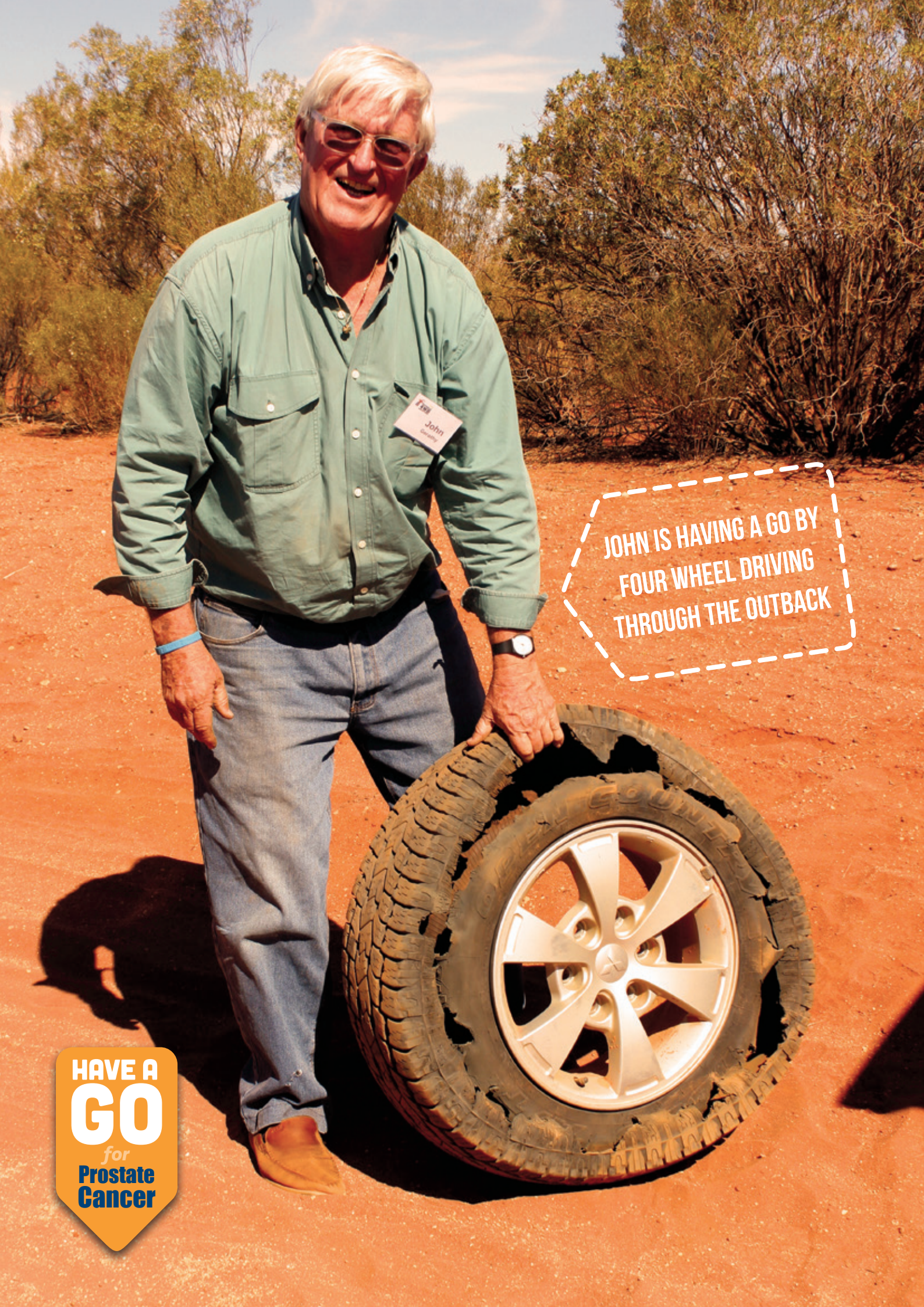
Consumer Affairs and Fair Trading  
[www.cbos.tas.gov.au](http://www.cbos.tas.gov.au)

**VIC**

Consumer Affairs Victoria  
[www.consumer.vic.gov.au](http://www.consumer.vic.gov.au)

**WA**

Department of Mines, Industry Regulation and Safety Consumer Protection  
[www.commerce.wa.gov.au/consumer-protection](http://www.commerce.wa.gov.au/consumer-protection)



JOHN IS HAVING A GO BY  
FOUR WHEEL DRIVING  
THROUGH THE OUTBACK

HAVE A  
**GO**  
for  
Prostate  
Cancer

# COMMUNITY FUNDRAISING GUIDELINES

Fundraising is all about having a go and raising funds for a great cause. At the same time, it's a serious activity and must be bound by the regulations of the Australian Taxation Office and State charitable legislation. Please ensure your fundraising activities remain within Prostate Cancer Foundation of Australia (PCFA) guidelines.

## FUNDRAISING LEGISLATION

All fundraising activities must meet the requirements of relevant laws and regulations in your State/Territory and you will need to obtain any necessary permits or licenses required. If your activity is using raffles, lotteries or other gaming activities to fundraise, there may be other laws and obligations that apply in your State or Territory. We suggest you contact your local State Authority for more information.

Anyone running a fundraising event must consider licenses, permits, local council approvals and insurance.

## FINANCIAL RECORDS

State and Territory laws require you to keep records of all income and expenditure related to the event.

An event budget must be submitted with the final amount raised detailing the breakdown of all income and expenditure.

## EXPENSES

The Charitable Fundraising Act 1991 requires that if you run an event in support of a charity, all funds raised (less viable expenses) must be donated to the charity.

**Expenses must follow legislation and charity best practice. The net income from the event should be at least 60%. For example, for every \$100 you raise, you should not exceed more than \$40 in expenses.**

PCFA is not able to pay expenses incurred by you, but you can deduct necessary expenses from the proceeds of your event, provided they are properly documented and total expenses must be less than 40% of the gross income.

## PUBLICISING YOUR EVENT

We will give you an Authority to Fundraise Letter confirming you have been approved as a fundraiser for Prostate Cancer Foundation of Australia.

You are then permitted to use the Prostate Cancer Foundation of Australia "Proudly Supporting" logo to publicise your event

provided you comply with the trademark use guidelines supplied.

If you produce marketing materials using our name and logo, please send us a copy for prior approval.

*Proudly Supporting*



**Prostate Cancer  
Foundation of Australia**

You should be transparent with your supporters and indicate clearly if either "All proceeds benefit PCFA" or if an amount is being donated, for example "\$10 from the ticket price is donated to PCFA to support prostate cancer".

## INSURANCE

You might need to cover your event for public liability, the venue or other aspects of your activity. You must ensure your own insurance policies cover you for all insurable risks associated with your fundraising activity and participants.

## BANKING

All monies raised at your event must be paid to Prostate Cancer Foundation of Australia within 30 days of your event.

We will give you our banking details along with your personalised Banking Reference Number to use when banking your funds.

## RECEIPTING

Tax deductible receipts can be issued by PCFA for people donating money of \$2 or more at your event once the funds have been received.

If any of your donors/supporters require a receipt, please contact us about a Receipt Request Form.

Ticket purchases such as raffle tickets, entry to an event or auction purchases are not tax-deductible.

JACK & KEVIE ARE  
HAVING A GO BY ADDING  
A BIT OF COLOUR



HAVE A  
**GO**  
for  
Prostate  
Cancer

# FINANCES

## PAYMENT OF FUNDS RAISED AT YOUR EVENT

The funds raised throughout your event can be deposited in the following ways:

### 1. DONATE

Via your online fundraising page or [www.pcfa.org.au](http://www.pcfa.org.au)

### 2. CREDIT CARD

For credit card payments please phone us on: **1800 22 00 99**

### 3. DIRECT DEPOSIT

Name of Account:	Prostate Cancer Foundation of Australia
Bank:	Commonwealth Bank of Australia
BSB:	062 000
Account:	12 66 8231
Reference Number:	Please contact us on 1800 22 00 99 for your personalised reference number

*Important: All direct deposits must include your reference number so we are able to identify your deposit.*

### 4. CHEQUE

Cheques should be made payable to Prostate Cancer Foundation of Australia and posted to:

**Prostate Cancer Foundation of Australia**  
**PO Box 499**  
**ST LEONARDS**  
**NSW 1590**

# **THANK YOU FOR HAVING A GO! AND CHOOSING TO SUPPORT PCFA**

Your fundraising will help reduce the impact of prostate cancer on  
Australian men and their families.

We strongly believe that together we can create better outcomes for  
men with prostate cancer, and those at risk.

No matter the amount – big or small, we are profoundly grateful for  
your generosity. You, as the organiser, and each of your supporters  
will help make an incredible impact.

**FUNDRAISING@PCFA.ORG.AU**

**1800 22 00 99**



**Prostate Cancer  
Foundation of Australia**

**Follow us:**



**PCFA.ORG.AU**