



# Fundraising Guide



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FACING CANCER WITH CONFIDENCE

## Join us to celebrate Feel Better Month

For over 30 years, Look Good Feel Better has been dedicated to changing the way Australians with cancer approach their diagnosis. We have helped those undergoing treatment shift the focus away from the things they are losing – their control, their sense of identity, and their physical and emotional wellbeing – and given them the practical tools and knowledge to regain their confidence and a sense of control.

Since 1990, Look Good Feel Better has helped more than 150,000 women, men and teens across Australia face their cancer diagnosis with confidence.

We've done this with 15,000 litres of moisturiser, 298,000 lipsticks and 9,000 kilograms of foundation.

But more importantly, we've done this with care, compassion, and understanding.

And we could not have done this without the support of people like you.



As we celebrate Feel Better Month this September, we ask you to celebrate with us. Celebrate the difference you can make during such a life-changing time for the 150,000 Australians who will be diagnosed with cancer this year.

On the following pages, you will find simple ideas you can put into action to help us in our commitment to empowering Australians undergoing treatment for cancer. But we also encourage you to come up with something totally unique.

We thank you for joining us for Feel Better Month, and for supporting Look Good Feel Better and the cancer patients we empower.



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## The difference you will make

1 in 2 Australians will develop a form of cancer before they reach 85. Our mission is to ensure every Australian has access to our services and the opportunity to receive our support if they wish to. But we can't achieve this without your help.

Look Good Feel Better receives no government funding, so your generosity will ensure that all women, men and teens undergoing treatment for cancer across Australia have access to a Look Good Feel Better workshop and a Confidence Kit, free-of-charge.

### HOW YOUR FUNDRAISING HELPS

**\$30** will fund training materials for our volunteers.

**\$100** funds a Home-Delivered Confidence Kit and access to our Virtual Workshops, ensuring we can reach those patients who are unable to attend a face-to-face workshop.

**\$1000** funds an entire workshop.



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## Easy ideas while physical distancing

If you are unsure of how to fundraise while practicing physical distancing, we have some fun and easy suggestions for you.

### At-home fitness challenge

Set a fitness challenge to complete at home. How many km's can you run on the treadmill or ride on your bike? How many burpees or push ups can you do in a row? Set a target that is challenging and ask people to sponsor you to reach your goal.

### Donate your commute or coffee

Donate what you would normally spend on your commute to work, parking, or takeaway coffees each week. Take it one step further and encourage your family, friends and colleagues to do the same!

### Online workshop

Do you have a skill you can put to good use? Can you cook or play an instrument? Why not offer your knowledge to teach someone something new from the comfort and safety of your own home. Give them lessons via online workshops and ask for a donation to Look Good Feel Better in return.

### Donate your 'savings'

Donate what you would normally spend at the hairdresser or beautician to help cancer patients feel more confident in their appearance.

### Trivia night

Invite your friends, family and work colleagues to join you for a virtual trivia night. Charge a nominated amount for participation and provide a prize for the winning team.

### Clean out your closet

Use this time to clear out and sell all those items that have been laying around unused, and donate the sale price.

### A gift in lieu

Ask family and friends to make a financial donation to Look Good Feel Better in your name, in lieu of a gift for a special occasion like a birthday, wedding, or any other occasion you are celebrating.

### Stock and products sale

If you have a business and have any products or stock that will go off during this period, why not hold an online sale and donate the proceeds to Look Good Feel Better?



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## How to begin

Once you have decided how you would like to fundraise, the next step is to contact Look Good Feel Better and tell us all about your idea.

You can contact us on [fundraising@lgfb.org.au](mailto:fundraising@lgfb.org.au), or you can download and complete a [Fundraising Application form](#).

Once you have filled out the application form and sent it back, we will contact you and help you with anything else you may need.

When everything is finalised, we will send you an Authority to Fundraise Letter - this is an authority that allows you to fundraise on behalf of Look Good Feel Better and the Cancer Patients Foundation.

### Expenses at your fundraiser

If your fundraising activity is expected to incur expenses, as a requirement you must provide Look Good Feel Better with a budget of expenses prior to commencing your fundraising activity.

You can deduct your necessary expenses from the proceeds of your fundraising activity, however total expenses should not exceed 40% of total earnings, and you must make Look Good Feel Better aware prior to the event.



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# Creating an online fundraising page

Look Good Feel Better is registered to two different websites where you can create your own online fundraising page. By creating your own online fundraising page you can share and promote your activity to colleagues, friends and family through emails and social media.

All donations made to your activity will be receipted through this website, with the money then coming to Look Good Feel Better at its conclusion.

Both websites are user friendly and step you through the process of personalising and customising your page.

If you need any help or would like some information about Look Good Feel Better to include on your page, please do not hesitate to contact us.

**GoFundraise:** [www.gofundraise.com.au](http://www.gofundraise.com.au)

**mycause:** [www.mycause.com.au/charity-cause](http://www.mycause.com.au/charity-cause)



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## Look Good Feel Better

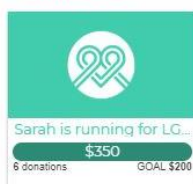
Look Good Feel Better is a free national community service program dedicated to teaching cancer patients how to manage the appearance-related side-effects caused by cancer treatment. Women, men and teens participate in a practical workshop which covers skin care, make-up and head wear demonstrations, leaving them empowered and ready to face their cancer diagnosis with confidence.

Look Good Feel Better programs are open anyone undergoing treatment for any sort of cancer. In Australia, more than 120,000 people have participated in the program, which now offers approximately 1,000 workshops nationwide in more than 180 venues.

Today, the program is managed by a small team of staff and the support of 1,500 trained and certified cosmetic, beauty and hairdressing professionals who volunteer their time and expertise to help deliver workshops across Australia. Each workshop participant receives a complimentary Confidence Kit and instruction booklet.

With no government funding, the Cancer Patients Foundation relies heavily on the generosity of corporate and community supporters.

## Fundraisers



## DONATE

Donate now

Make a regular donation

Start a donation portfolio

Donation gift cards

Pledge your birthday

## FUNDRAISE



## CONTACT



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# What we can assist with

## Email Signature

Look Good Feel Better can provide you with a branded email signature to place at the bottom of your emails. This will promote what you are doing to everyone that you email. It can be used at work if allowed, on your personal email, or both if you wish.

The email signature can also be linked to your fundraising page so when people click on it, they will be taken to your personalised fundraising page that will detail what you are doing, who you are supporting and how they can get involved.

If you require assistance linking your signature to your page please let us know.

## Receipt Spreadsheet

Look Good Feel Better will provide you with a receipt spreadsheet for your fundraiser. Please ask anyone that would like a receipt for their donation of \$2 and over to complete their details.

After the raised funds have been banked, we will send receipts and thank you letters.

Look Good Feel Better issues two different types of receipts; Tax Deductible and Non-Tax Deductible.

As a guide, where a person or organisation is simply making a donation and receiving nothing in return, a tax-deductible receipt will be issued.

In most other cases - for example auctions, tickets to balls, etc. - a non tax-deductible receipt will be issued.



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# Social Media

## Facebook

- Create an event on Facebook for your fundraiser and invite friends and family to support it! You can also update your Facebook status with a link to your online fundraising page, so all of your friends can see your fundraiser details in their news feeds.
- Ask friends to post a status update about your fundraising page or project. They can help you reach people you might not know.

## Instagram

- Create an account for your fundraiser. Complete all the required materials, making sure to include a link in your bio to a landing page for your fundraiser.
- With each post, direct people to the link in your bio or a simple shortened link where they can take the action you want them to take. Your profile, visuals, and links should be aligned with why you're undertaking your fundraising efforts - what's the cause and how can you tell that story through your profile?
- Be sure to tag Look Good Feel Better - @LGFBAustralia – and use our hashtags - #LGFBAustralia and #lookgoodfeelbetter. You'll also want to have a catchy, easy to share hashtag of your own.
- Other suggested hashtags include #facecancerwithconfidence #feelbettermonth, #fundraising, #charity, #instagood, #donate, #foracause, #bethechange, #giveback, and #makeadifference.
- Use Instagram Stories for events and “hot off the press” moments. Behind the scenes looks, sneak peeks, and the story of your cause are just some of the types of content you can share.
- Share your progress throughout your fundraising campaign. Share updates and photos posted from supporters (if available). Think about how you can best present exciting milestones and encourage your current supporters to help raise even more money. This can help keep your campaign going strong.

## YouTube

- Get creative and get on YouTube! Make a video of you preparing for your fundraiser, or simply tell people why you are supporting Look Good Feel Better and why they should donate. You can embed your video on your fundraising page or link to it on your social media accounts.

## Blog

- If you have a great story to share behind your fundraising activity or why you are passionate about Look Good Feel Better, start a blog. Blogs are a great way to share your photos, videos and tweets all in one and it just might get picked by other bloggers or media.



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# Our brand and logos

## Naming your event

Look Good Feel Better's name cannot be used as part of your event name, however, you may say that funds raised are to be donated to Look Good Feel Better or the Cancer Patients Foundation.

## Media

If you are contacting or are contacted by any media outlet about your event, we ask that you refer to our Media Guide.

## Contact Us

The Look Good Feel Better Fundraising Team is here to support you at all times.

If you would like any help or would like to speak to us about your fundraising ideas, please contact us on [fundraising@lgfb.org.au](mailto:fundraising@lgfb.org.au).

you make  
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Thank you for celebrating Feel Better Month with us.

Together we can continue to support Australian  
women, men and teens living with cancer.



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