

# Event and Fundraising Kit

Essential Information and  
Guidelines for Community Event  
Organisers and Fundraisers





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# About Blue Knot Foundation

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Blue Knot Foundation is the National Centre of Excellence for Complex Trauma. We empower recovery and build resilience for adults impacted by complex trauma – repeated and often extreme violence, abuse and neglect experienced as a child, young person, or adult.

Complex trauma often has multiple impacts including low self-esteem, difficulties with relationships, completing an education, holding down a job, and challenges with mental and physical health.

Research shows that with the right support it is possible to heal from complex trauma. Blue Knot provides that support on its Helplines and through its workshops. It also delivers trauma-informed training and supervision to build the skills of others who support survivors professionally.

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## What Is Blue Knot Day?

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Blue Knot Day is an Australian national day on which Blue Knot calls on all Australians to unite in support of the more than 5 million (1 in 4) Australian adults who have experienced complex trauma.

Blue Knot Day is held every year on 28 October. It provides an opportunity for all Australians to get involved in whatever way best suits them – whether on social media, through fundraising, donating, holding an event or purchasing merchandise.

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# Thank you for wanting to hold an event and/or fundraise in support of Blue Knot Foundation!

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As the authorised event organiser, we are providing this kit to support you in running your event on behalf of Blue Knot Foundation. This kit provides you with information about Blue Knot, Blue Knot Day and some tips, tools and documentation to support you.

## How to get involved

There are plenty of ways to get involved:



By holding an event in your workplace or community



Sharing through social media



Purchasing Blue Knot merchandise



Fundraising



Making a donation

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# How to host an event

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Hosting an event is easy and we have lots of resources to help make the day a success. Simply follow the step-by-step instructions.

## STEP 1

Choose the type of activity or event you would like to run. We've included some great ideas to get you started.

## STEP 2

Once you have chosen your proposed event, please apply online at <https://www.blueknot.org.au/GET-INVOLVED/Fundraise/Fundraiser-Event-Form>. We will get back to you within 5 business days. All events must be approved and any changes to the approved event must be notified in writing to [events@blueknot.org.au](mailto:events@blueknot.org.au) at least 14 days before the event starts. 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.

Any event that uses the Blue Knot brand, or collects or raises money on our behalf, must be registered.

Once your event is approved you will receive a letter of confirmation and in the case of a fundraising event, an Authority to Fundraise letter. Please review and follow the guidelines in this document regardless.

## STEP 3

If you would like to raise funds, it is easy online, all you need to do is set up a fundraising page at <https://www.justgiving.com/blueknotfoundation> and select Blue Knot as your charity of choice.

*If you are collecting money directly, please contact [events@blueknot.org.au](mailto:events@blueknot.org.au) and we will confirm our bank details for a direct deposit.*



## STEP 4

Send out invitations and create awareness around your event. Get everyone involved! We've created some invitations which you can use. You may also like to purchase some Blue Knot merchandise from our shop at <https://blueknot.org.au/get-involved/shop/>.

## STEP 5

Spread the word on social media. In the lead up and on the day, let people know what you are doing and what your goal is. Ask people to share with their networks.

## STEP 6

Enjoy the day and thank everyone who donated, contributed or sponsored your activity.

## STEP 7

If you have collected funds directly (not through the recommended platforms) please deposit funds as outlined in these guidelines. We have also created a remittance form which makes this easier.



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# Promoting you event

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Let your friends, family, neighbours, and work colleagues know about your event. The more support you gain, the more successful your event will be. Blue Knot can help promote your event on our website, social media and e-communications, as per your agreement.

## Media

While local media are a good way to support your event, please liaise with Blue Knot's President and media spokesperson, Dr. Cathy Kezelman AM [ckezelman@blueknot.org.au](mailto:ckezelman@blueknot.org.au) prior to speaking with the media.

## Use of Blue Knot Logo and name

The Blue Knot 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, please let us know your specific need and we can email it to you, if approved. 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 but are acting on our behalf to raise awareness and/or funds that will be forwarded to Blue Knot.





## Acceptable language

- Community Golf Day, proudly supporting Blue Knot
- Staff Picnic in support of Blue Knot Day

## Unacceptable Language

- Blue Knot's Community Golf Day
- Blue Knot Day Staff Picnic

## Online Fundraising

Blue Knot has an existing profile on the following online platforms.

You may wish to develop a personalised fundraising page using one of the below:

**Just Giving** – <https://www.justgiving.com/blueknotfoundation>

Choose Blue Knot as your nominated charity and direct your donors to donate online to your initiative.

If you are fundraising entirely online and collecting 100% of your funds online, you do not need to complete the forms at the back of this kit. The fundraising platform will automatically inform us when someone is fundraising on our behalf.





## What your funds can achieve

The difference your donations can make!

**\$300**

= Sponsors 1 survivor to attend a life-changing workshop

**\$500**

= Finances 1 day's program development

**\$1,000**

= Provides 1 hour of life-affirming trauma phone counselling

**\$3,000**

= Funds Blue Knot's advocacy for 1 month

**\$6,000**

= Delivers 1 full day workshop for up to 30 survivors

**\$10,000**

= Be a major sponsor of our national Blue Knot Day

## What Blue Knot 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 resources and information in this Event and Fundraising Kit
- 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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# Event Guidelines

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## The legal part

### About Blue Knot

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

### Your responsibilities

Whilst Blue Knot 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 a 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., adequate public liability cover) for any event you'll be running. Please forward a copy of any documentation to us.

### 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 if your fundraising event has been approved by Blue Knot Foundation. You can't raise money without this letter – it's a legal requirement.

## 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.

- NSW Office of Liquor Gaming and Racing - [www.liquorandgaming.nsw.gov.au](http://www.liquorandgaming.nsw.gov.au)
- QLD Office of Fair Trading - [www.qld.gov.au/law/fair-trading](http://www.qld.gov.au/law/fair-trading)
- SA Consumer and Business Services - [www.cbs.sa.gov.au/](http://www.cbs.sa.gov.au/)
- VIC Consumer Affairs - [www.consumer.vic.gov.au/](http://www.consumer.vic.gov.au/)
- WA Consumer Protection - [www.commerce.wa.gov.au/](http://www.commerce.wa.gov.au/)
- TAS Consumer Affairs and Fair Trading - [www.cbos.tas.gov.au](http://www.cbos.tas.gov.au)
- NT Gambling and Licencing Services - [www.justice.nt.gov.au/](http://www.justice.nt.gov.au/)
- ACT Office of Regulatory Services - [www.accesscanberra.act.gov.au/app/home](http://www.accesscanberra.act.gov.au/app/home)

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

## Tax implications

There may be tax implications for your business when fundraising. Blue Knot cannot provide you with any financial advice. We recommend you seek professional accounting advice. For further information, please speak with your accountant or visit the ATO website: <https://www.ato.gov.au/Non-profit/Gifts-and-fundraising/>

## 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





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# Fundraising Financials

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## Your responsibilities

If you are not using a fundraising platform, 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 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.

### 2. 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 Blue Knot Fundraising Kit of their contact details and donation amount. Blue Knot will send receipts directly to the donors using the provided contact details.

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# Blue Knot Resources

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We've created the following resources which can help make your day a success!

## Great Ideas (for individuals and groups)

We're sure you've got loads of great activities in mind but in case you're stuck, the ones below might trigger inspiration



### Three-for-ten dollars!

Everyone loves a raffle. And there will be businesses in your local community who would love to donate prizes – you just need to ask them. (We've got a handy letter template that will help.) One important thing to remember is that raffles are subject to State and Territory laws, so check with your local gaming and liquor body before you get too far in the planning.



### SOLD!

If you've got some high-value prizes, you might want to hold an auction as well as a raffle – whether live or silent, auctions are a great way for people to spur each other on to donate more. Look at your local real estate auctioneer to call it – they'll be used to pushing people to commit that little bit more on the day!



### Blue Cakes

Bake cakes are always popular – how much better if everything's coloured blue! Encourage your friends to embrace their cooking skills for the sweetest way to raise funds.



## Sausage Sizzle

Keep the crowds fed and they'll stick around – the sausage sizzle has long been a favourite at any fundraising event, for good reason.



## Host a high tea

Hold your own and charge an entry fee, hold a raffle and encourage donations – this is a great way to get friends together and raise funds for Blue Knot Day. Don't forget the blue-topped cupcakes!

## Other Ideas

- Birthday or anniversary celebration seeking charity donation
- Organised walk, run, swim or cycle
- Fundraising dinner or gala event
- Trivia or movie night
- Mufti day
- Faith-based event

## Your own ideas...

Let us know what you're planning! Email us at [events@blueknot.org.au](mailto:events@blueknot.org.au) and don't forget to tag us on social.

## Ideas (for organisations)

- Donate a percentage from the sale of particular items
- Name Blue Knot as your chosen charity at your next corporate lunch, dinner or Golf Day
- Show your support of the Blue Knot to your customers and clients by running a donations appeal
- Set up workplace giving to Blue Knot where sometimes the organisation matches the amount donated



[blueknot.org.au](http://blueknot.org.au)

[events@blueknot.org.au](mailto:events@blueknot.org.au)