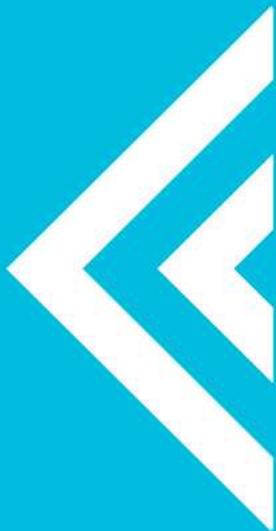


Māia
Health
Foundation



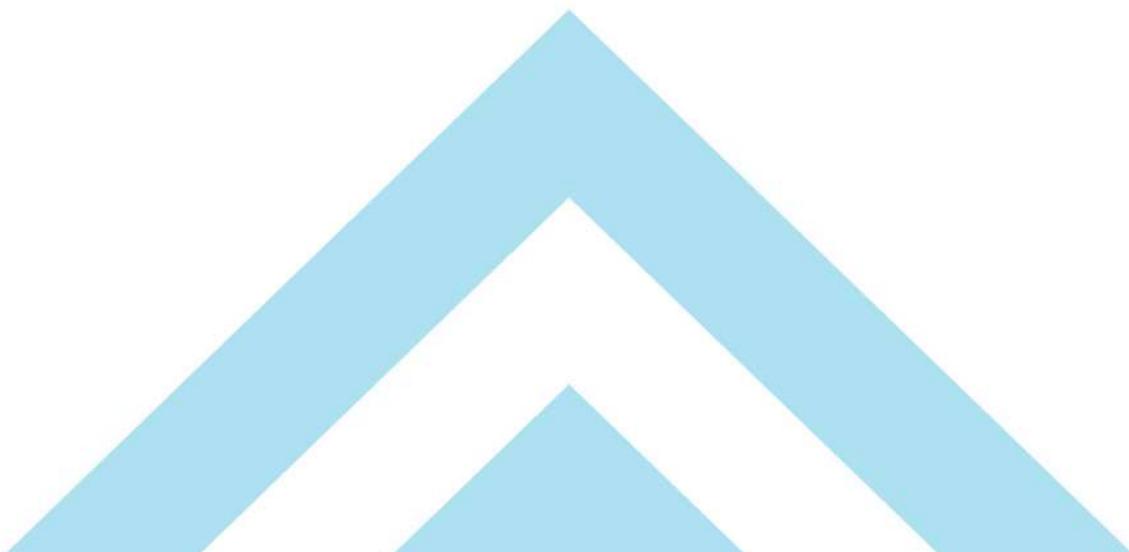
Fundraising Toolkit
For Individuals And Community
Groups



Fundraising Guidelines

Māia Health Foundation warmly welcomes individuals, clubs and organisations in the community to run events and activities to raise funds for Māia. To ensure that the fundraiser runs smoothly and that there is a mutual understanding of the administrative requirements, please note the guidelines below.

1. As a community fundraiser you can use the Māia logo. Any use of the **logo or reference to Māia Health Foundation** needs to be approved by the Fundraising and Marketing Manager prior to use or publication. This includes all online and print signage, social media, digital marketing and advertising.
2. Māia will utilise its social media and other communication channels to promote the event where appropriate, however, the responsibility for **selling tickets** to an event rests with the organisers. **Eventbrite** is an easy to use platform to create online registration or ticket sales for a charity event.
3. An easy way to **share and promote your fundraiser** and for people to donate is to set up a fundraising page connected to Māia's Givealittle organisation page <https://givealittle.co.nz/org/maiahealthfoundation>. You can edit the page to make it unique to your fundraising.
4. Māia may be able to assist with collection buckets, pull-up banners, brochures and wrist-bands, and of course we're happy to answer any questions you have during the organisation of your event.
5. The Māia team will assist and support where we can, however, we don't have the capacity to provide **volunteers**. It's a great opportunity for an organisation or group to involve its own membership or community to raise funds for health services in Canterbury.
6. **Tell your story!** We'd love to see your activity in the local newspaper or on social media, and we can also share it in 'News and Events' on our website.
7. Don't forget to **acknowledge your supporters** (eg. thank you) as part of closing out your activity.
8. At the completion of fundraising, it would be appreciated if the event organiser makes one payment of the **proceeds from the event**. Funds raised should be forwarded to Māia Health Foundation within 14 days of the event's completion (*see options to transfer funds on page 6*).



Ideas for Schools



Peel Forest school, **themed mufti day and coin trail** for 13 Minutes campaign

A **cupcake sale** at Leeston School



- Themed mufti day
- Coin trail or coin fill
- Market day
- Raffle or spin the wheel
- Bake sale or craft sale
- Principal or teacher challenge
- Disco
- Sausage sizzle
- Go without ___ day, eg. go without your phone or not talking...



Ideas for Community Groups and Workplaces



Diamond Harbour volunteer health & emergency services' fundraiser for 13 Minutes campaign

Oxford Hospital nurses' bake sale at the A&P Show



Marathon or endurance event

Charity dinner

Quiz night

Raffle or sweepstake

Mufti day with a theme

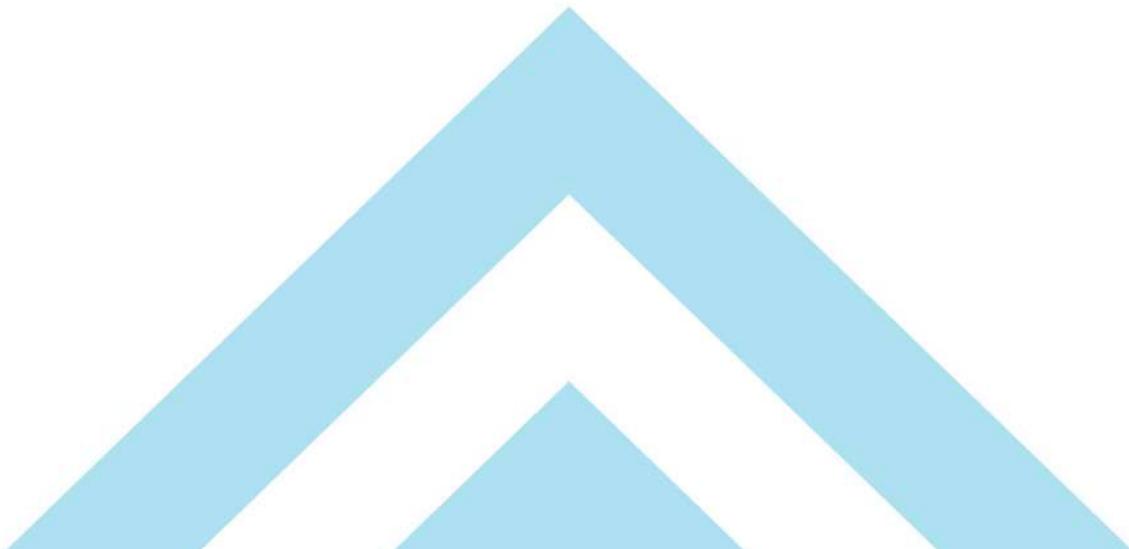
Step or stair challenge

Go without ___ for a week – eg. coffee...

Donation for a service, eg. gold coin for a flu shot

Fashion show

Bake sale



Checklist

Choose a fundraising idea and plan your event

- Talk to the Māia team about your event to identify what support you may need.
- Set a fundraising target and a budget.
- Recruit volunteers to help run the event, and assign roles.
- Set up an online fundraising page, eg. link to Māia's Givealittle organisation page <https://givealittle.co.nz/org/maiahealthfoundation> and you can edit the page to make it unique to your event.

Organise your event (logistics)

- Make a timeline with key dates.
- Find and book a venue.
- Will you need a permit for food or drinks? If so, check requirements with your local Council or the licensing authority.
- Create a run sheet to keep track of what needs to be done leading up to the event and on the day.

Spread the word about your event!

- Set up a Facebook event.
- Share your journey on social media.
- Send an email to all of your contacts.
- Publicise the event in the school newsletter or staff email, and talk to your local paper.
- Create a poster.

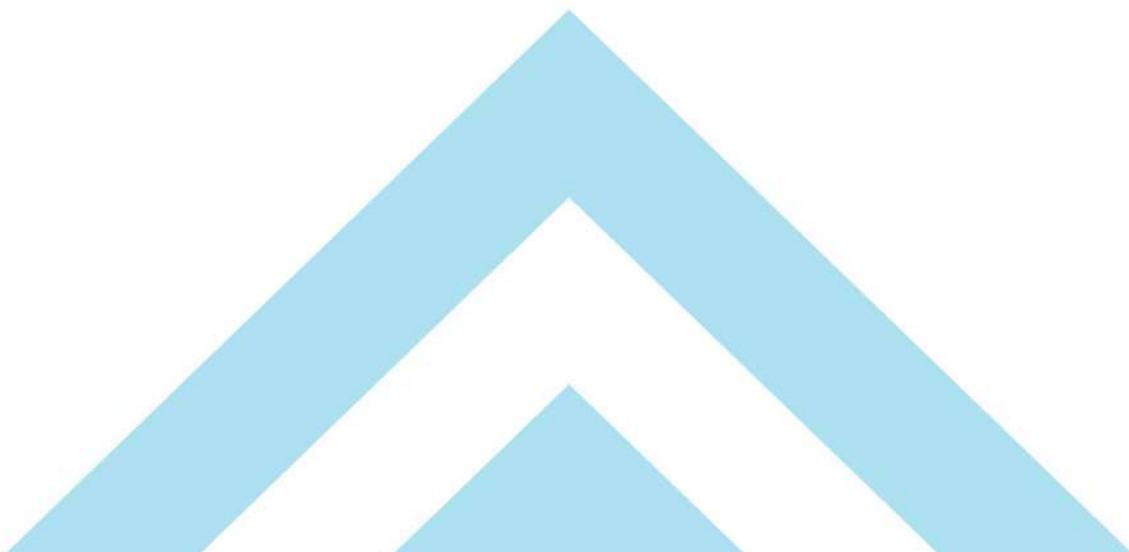
Coordinate your event on the day

- Follow the run sheet; ensure the tasks are listed and people are assigned, eg. assign someone to handle the money on the day.

Post-event wrap up

- Collect the funds raised, either on the day or follow up pledges by a due date (*Ideally within 14 days of the event*).
- Once all of the money is collected arrange to transfer the funds to Māia (*details on page 6*).
- Acknowledge all donors, sponsors and supporters with a personal thank you.

Sit back and reflect on a successful fundraising event!



How to Transfer Funds Raised to Māia

The preferred method of payment is via the secure donation page on our website at:
www.maiahealth.org.nz

Send a cheque: Please send a cheque, along with your details to:

Māia Health Foundation
PO Box 36 757
Merivale
Christchurch

Pay directly into the Māia Health Foundation bank account, details as below:

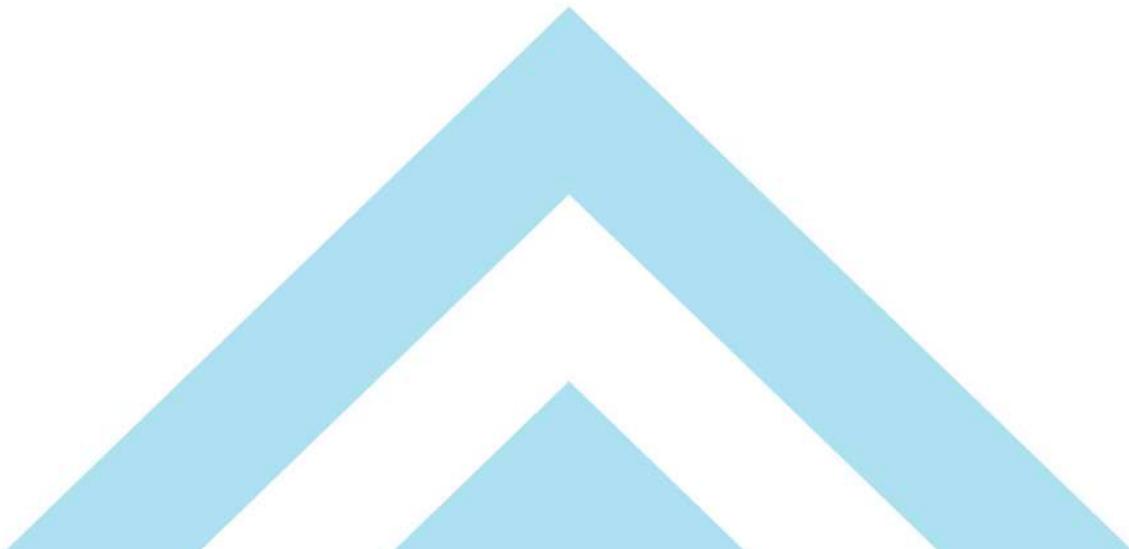
Westpac Bank Account no. 03 1700 0303533 01
Please include your event name as a reference

Once you made your final payment we will send you an acknowledgment in the form of a donation receipt.*

**Thanks for making a difference to our health services in
Canterbury.**

We simply could not do without you!

* **Please note** event sponsorship payments, ticket sales, auctions and raffle tickets do not qualify for a tax receipt from the recipient charity. However, on request a business receipt with no tax component can be issued.



Fundraising Contacts at Māia

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