

perron  
institute

EST. 1982



# Community FUNDRAISING KIT

# Acknowledgement of country

The Perron Institute wishes to acknowledge the traditional custodians of the land on which our services are delivered – the people of the Noongar Nation. We acknowledge and pay respect to the Noongar people's ongoing culture, beliefs and relationship with the land, as well as their rich contribution to life in this region.

## Our gratitude

Welcome and thank you for choosing Perron Institute as a beneficiary of your community fundraiser!

We are immensely grateful for the generous support we receive in various ways. Without you, our successes would not be possible.

We appreciate the time and commitment provided by our community and are grateful to the numerous individuals who

have supported us in many ways over many years.

Together we can keep forging ahead to help our communities – not only here in Western Australia but nationally and internationally.

*Thank you for trusting us.*  
*Thank you for believing in us.*  
*Thank you for supporting us.*



# Who we are and what we do

Perron Institute is a global collaborator and home to WA's most successful research breakthrough's team, having led the world twice in research breakthroughs with an international track record of success...

## We helped save the quokka!

We owe our origins to the humble Rottneest Island Quokka and Emeritus Professor Byron Kakulas' discovery he could regenerate their muscle...

## Our research has changed the lives of many – help us to change more...

Prof Steve Wilton and Prof Sue Fletcher's work on gene patching has succeeded in 3 US FDA approved drugs for Duchenne muscular dystrophy.

**Pictured:** Emeritus Professor Byron Kakulas AO and quokka.

We've made brains our business so people with neurological conditions around the world can lead a better quality of life. These conditions include stroke, Parkinson's disease, motor neurone disease, multiple sclerosis, epilepsy and rare muscle diseases such as myositis and Duchenne muscular dystrophy.

We conduct important and ground-breaking bench-to-bedside work in neurological research and scientific development for community benefit and to make a positive difference in the lives of people diagnosed with neurological disorders.

Every year we treat over 3000 patients at 21 clinics and run 15 clinical trials.

“

...giving back by making donations or purchasing a cute Ruby Quokka to help the Perron Institute continue their research is a great feeling, especially knowing that the funds raised are going directly towards their ground-breaking neurological research and helping countless adults and children like Theo, not only in Australia but around the world. The Perron Institute have been instrumental in Theo's recovery from Neuromyelitis Optica Spectrum Disorder. We as a family can't thank them enough for helping Theo to now be able to regularly attend school and play sports with his friends once again.

**Christina**

Mum of Theo,  
NMOSD patient, Perth





# Your fundraising journey



## Pick your fundraiser

There are so many ways you can raise funds for the Perron Institute! From requesting sponsorship for completing a personal challenge to hosting a morning tea, everyone and anyone can help in their own way. Keep it fun, or take on a tough mission like Kristie and Flick. Check out our list of themes and ideas on **page 8**.



## Create a CrowdRaiser

Our preferred giving platform is **GiveNow**. The platform provides an easy way to gain fundraising approval from Perron Institute, gather and transfer donations and share your story on social media. See **page 6** for more information.

When your **CrowdRaiser** is registered on **GiveNow** one of our team will contact you to request more information about your fundraising proposal.



## Spread the word

Being social is an excellent way to gather support for your fundraiser. Please share your story on social media and tag in the Perron Institute. Make sure to include a link to your fundraising page!

**A list of social media channels, handles and tags is provided below your reference:**



@perroninstitute



@perroninstitute



@perroninstitute



@perroninstitute



@perroninstitute



#perroninstitute #NeuroHero

This is a great way to promote your activity and generate awareness of the Perron Institute. On event day remember to take lots of photos and share them on socials and with us.



## Celebrate & thank your donors!

Give yourself and your team a pat on the back for organising a successful event. Great work!

Thanking your donors for their generosity is an important part of the process. This can be easily managed via **GiveNow** where you can email donors directly through the My Supporters page and via a general event wrap-up on social media.



**Pictured:** Emeritus Professor Byron Kakulas AO and Billy Ellsworth

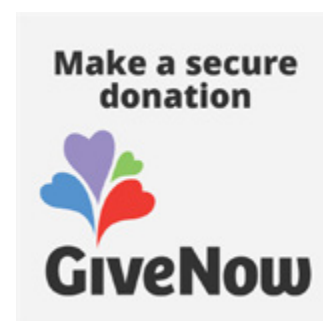
# How to become a Perron Institute CrowdRaiser using GiveNow

the Perron Institute's preferred giving platform for personal and other fundraising efforts.

Firstly, thank you for choosing to support the Perron Institute! Your time and effort are much appreciated.

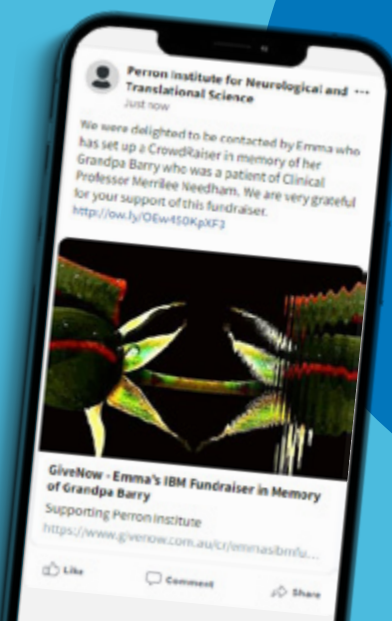
**GiveNow** enables you to create a personalised fundraising page which you can share on social media. This can be set up as an individual or as a team.

It can be coordinated in conjunction with a specific event, for example a fun-run or hair shave, but also to garner donations in lieu of gifts, for example at a wedding or other celebration. The platform can also be used for an extended fundraising campaign e.g for a specific item like laboratory equipment. Families can also use this platform to request donations in lieu of flowers at a funeral or memorial service.



**Emma raised over \$3000 in memory of her Grandpa Barry, who was diagnosed with Inclusion Body Myositis (IBM).**

**“This condition had a significant effect on our family following my grandfather’s diagnosis and the subsequent fight to live a normal life. Knowing how hard my grandfather fought to retain his mobility and independence, I have been encouraged to seek a cure in his memory”.**



**Malcolm rode his bike from Prague to San Sebastian and raised \$2,500 for the Perron Institute, prompted to raise funds to support colleagues who had been diagnosed with neurological disorders.**





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## Choose your mission and set your target amount and timeframe.

This could be specific fundraising for a piece of equipment or a research focus area. The Perron Institute also appreciates general fundraising for untied funds which means the resources can be allocated to where they are best needed.

Knowing how much you want or should be able to raise will enable you to form your fundraising strategy.



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## Contact Community Engagement Manager at the Perron Institute

on [events@perron.uwa.edu.au](mailto:events@perron.uwa.edu.au) or (08) 6457 0312

We'd would love to know about your idea and the team can provide fundraising tools, guidance and support.

The **CrowdRaiser** you create will need to be approved in the system before it goes live.



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## Create your CrowdRaiser

- Read the step-by-step instructions:  
[How do I create a CrowdRaiser to fundraise for an organisation?](#)
- Follow the link to set up a personalised **CrowdRaiser** on behalf of the **Perron Institute**: [givenow.com.au/crowdraiser](https://givenow.com.au/crowdraiser)

The process should only take a few minutes. Remember to modify the default **CrowdRaiser** text to suit your strategy and goal.



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## Start fundraising!!

Share your unique **CrowdRaiser** link to start collecting donations!

## Need inspiration?

Check out the **Community Fundraising** page on the Perron Institute website.

## Fundraising Terms & Conditions

Any fundraising activity using Perron Institute brand must be endorsed by Perron Institute and comply with the obligations and regulations imposed by the **Charitable Collections Act 1946**.

## Authority to fundraise

Please do not begin your fundraising campaign until you have received approval via GiveNow and by receiving an official letter of Authority to Fundraise on behalf of Perron Institute. You can use this document to secure any necessary licenses, permits, sponsorships or during your fundraising activity,

## Public Liability insurance

If you hold a fundraising event on behalf of Perron Institute, please note you are not covered by any insurance held by Perron Institute. As a community fundraiser you will need to ensure you are covered by your own insurance and be fully aware that Perron Institute will not be held responsible for any damages caused by any approved fundraising activity.

## Financial management and records

If not using GiveNow, Perron Institute requires all monies collected to be deposited into Perron Institute bank account within 14 days of being collected. Bank details are below:

**Account Name:** Perron Institute

**BSB:** 036073

**Account Number:** 329661

### Guidance Pack for Fundraisers

Please refer to this document where you can find a template for a financial reporting statement to complete for your fundraising activity and note that expenses cannot be incurred on behalf of Perron Institute.

## Tax deductible receipts

All donations \$2 or over are valid for a tax donation receipt which is automatically generated via GiveNow or can be requested from Perron Institute. You may have to provide a receipt book at your event.

## Using our name and logo

Any marketing or communications collateral created for your fundraiser must be approved by Perron Institute before use.

Key messages of support may be worded as below:

- “proudly supporting Perron Institute”
- “all donations to Perron Institute”

Messages must avoid giving the impression that Perron Institute is hosting your event and be clear that you are raising funds on our behalf.

On application, we will gladly provide you with our logo. Please ensure the logos are not modified in any way and if used in print or advertising send a copy to us for approval first.

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Please send all material for approval to  
[events@perron.uwa.edu.au](mailto:events@perron.uwa.edu.au)

## Code of Conduct

Our values are integrity, respect, responsibility, excellence and community.

All fundraising activities must be conducted within all relevant state and federal legislation and in accordance with our values and not in a way that may bring Perron Institute's name into disrepute. We reserve the right to withdraw support for any fundraiser at any time.

Perron Institute must be immediately informed of any complaints or enquiries in relation to the fundraiser and both parties must work collaboratively to ensure any matters are resolved in a timely manner.



# Fundraising ideas and themes

Get inspired and have fun! There are no limits, but here are a few ideas to get you started...



## Are you creative?

Art auction, bake off, performance, concert, face painting, Tik-Tok Challenge, etc.



## Are you social?

Gala ball, long table lunch, high tea, morning/afternoon tea, dinner party, games night, quiz, picnic in the park, comedy night, etc.



## Are you sporty, active or up for a physical challenge?

Fun run, bike ride, milestone race, climb stairs, sky dive, horse ride, dog walk, head/face shave, etc.



## Are you time poor?

Donation tin, merchandise sales, donations in lieu of gifts, uniform free/casual day, workplace matching, workplace giving/payroll contribution, etc.



## Host a donation box

Gwelup Pharmacy collect funds for the Perron Institute after one of their staff members was diagnosed with multiple sclerosis.



## Sell merchandise

Contact us to obtain a Merchandise Money Box which can be used to sell Ruby the Quokka or other items.

# Good luck and *thank you*

Good luck with your fundraiser  
and remember to contact us for any  
help, support or guidance you may  
need and to keep us updated.

## Community Engagement Manager Perron Institute



[events@perron.uwa.edu.au](mailto:events@perron.uwa.edu.au)



(08) 6457 0312



Perron Institute for Neurological & Translational Science  
Ralph & Patricia Sarich Neuroscience Building  
QEll Medical Centre, 8 Verdun St  
Nedlands, WA 6009

[perroninstitute.org](http://perroninstitute.org)

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