



Black Dog Ride

www.blackdogride.com.au

raising awareness
of depression &
suicide prevention

Thank you for your interest in organising community activities for Black Dog Ride!

Getting involved with Black Dog Ride via organising community fundraising and awareness activities is a rewarding way for schools, clubs, community groups and individuals to raise awareness of depression and suicide prevention, support their community and support the vital work of Black Dog Ride.

This Community Activity Kit is designed to help you organise your own fundraising or awareness activity. It contains everything you need to know to get started including activity suggestions, guidelines and information about your responsibilities as a fundraiser for Black Dog Ride.

If at any time you have additional questions, please contact us at office@blackdogride.org.au



Black Dog Ride has corporate sponsorship and partnership opportunities available for commercial organisations. If your business is interested in sponsoring Black Dog Ride, we would love to hear from you.

Email: office@blackdogride.org.au

Website: www.blackdogride.org.au

This Community Activity Kit Contains:

Information to get you started:

- How Black Dog Ride can help
- How to use Black Dog Ride's name and logo
- Speaking to the public about mental health
- Money Matters – Financial Responsibilities
- Your responsibilities as a Black Dog Ride fundraiser
- Other ways you can support Black Dog Ride



FUNDRAISING IDEAS TO GET YOU STARTED

social club ride arts and crafts stall
dress down friday talent quest karaoke night film night
benefit concert trivia night dress up friday
show 'n' shine bike day silent auction
sausage sizzles online auction
coffee mornings pin the tail on winston cake or craft stall gala ball dance or dinner event
bingo night social club raffles sponsor a walk for winston

How Black Dog Ride Can Help

What we can provide for your activity:

- Black Dog Ride branded materials such as brochures, banners and flyers
- Approval to use our logo on authorised material
- Online banners to put on your website or blog
- Issuing receipts to donors
- An Authority to Fundraise Letter to show that your activity is genuine and has our approval
- A thank you certificate once your fundraiser is finished to acknowledge your support

We are not able to provide the following:

- Funds or reimbursement for expenses incurred
- Contact lists for you to use in promoting your activity (due to privacy legislation)
- Assistance in organising or marketing your activity
- Staff to help coordinate or run the activity itself
- Activity permits, licences or insurances (we do not cover activities involving amusement rides, animals, fireworks, high-risk activities, vehicle racing or water activities. These are the responsibility of the organiser.)
- Prizes, auction or raffle items

Online Fundraising

Fundraising online is an easy way to fundraise for Black Dog Ride if you're seeking potential sponsorship for a personal challenge, donations in lieu of gifts or if your potential donors live a long way away.

By registering your activity through mycause, you will receive a free fundraising webpage which you can personalize and update however you like and use the link for sharing via email, Facebook and Twitter. This enables your supporters to donate using their credit card, immediately receiving a tax-deductible receipt.

To register your activity, go to mycause.com.au or supporters can donate directly to Black Dog Ride at donate.mycause.com.au/charity/36929

Use of Black Dog Ride's Name and Logo

Black Dog Ride's name and logo cannot be used in any way without express permission from Black Dog Ride. If you wish to use any Black Dog Ride logos in your activity, please send it to us first to gain permission and ensure that they are within our branding guidelines. Do not use any variations of our name such as "Black Doggers", "Blackdog Ride" or "Black Dog".

When naming your event, please note that our organisation's name is not to be used as part of the activity name as this would indicate that the activity is being hosted by Black Dog Ride. However, we do encourage the use of our name to indicate that funds will support Black Dog Ride. The following are some examples of acceptable name use:

ACCEPTABLE ACTIVITY NAME

- ✓ Cake Stall, proudly supporting Black Dog Ride
- ✓ Fun Run, proudly supporting Black Dog Ride
- ✓ Sausage Sizzle, proudly supporting Black Dog Ride
- ✓ Show 'n' Shine, proudly supporting Black Dog Ride

UNACCEPTABLE ACTIVITY NAME

- ✗ Black Dog Ride Cake Stall
- ✗ Black Dog Ride Fun Run
- ✗ Black Dog Ride Sausage Sizzle
- ✗ Black Dog Ride Show 'n' Shine

Please make sure that you do not use our name in any way that would reduce respect for our brand or our organisation, or create any confusion in the mind of the public between your activity and Black Dog Ride. Under no circumstances are organisers allowed to manufacture, sell or licence any goods bearing the name or logo of Black Dog Ride, otherwise known as unofficial merchandise.

Speaking to the public about mental health

- You may be asked about your own experiences with depression and/or suicide. You are not required to divulge any information about yourself or your experiences that makes you feel uncomfortable.
- If you speak to the public about a specific suicide, *never* reveal the method, which may traumatise people and sometimes promote copycat behaviour.
- Never refer to the act of suicide as “committing suicide”. Suicide is not a crime anymore and referring to it as a crime contributes to stigmatizing mental illness. Simply describe the act as “he took his life” or “she suicided”.
- Always follow up any public speaking about mental illness with a reference to a crisis support service, such as Lifeline’s 13 11 14 crisis line, in case hearing about your lived experienced of depression or suicide has triggered a past trauma for someone. A list of crisis lines and links to resources can be found here: www.blackdogride.org.au/view/crisis-support
- When talking about Black Dog Ride, always refer to it as Black Dog Ride. *Do not say Black Dog*. Likewise, when talking about our riders, refer to them as Black Dog Riders, *not Black Doggers*. There are several community organisations using the “black dog” metaphor for depression in their name and you must be clear about who you are representing.
- Please do not contact any media *without first speaking to us*. If you are approached by the media for further information about your activity, it is important that you contact Black Dog Ride before proceeding.

Activity Photos, Anecdotes and Feedback

Remember, where possible, to take photos of your activity. If there are children at the activity, always gain the parent’s consent before taking pictures and ask if their photo can be sent to Black Dog Ride for publication. After your activity, email photos to Black Dog Ride along with anecdotes or feedback so we can share them across Black Dog Ride’s social media channels or even the Black Dog Ride website blog!

Money Matters

It is your responsibility as the organiser to ensure appropriate financial management of your fundraising activity. We have put together some guidelines to help you.

Collecting and sending your funds

Once your activity has been completed, fill in the Activity Results Summary Form in this Kit and send it back to us with the funds you have raised, as well as the Donor Receipt Form if you need us to issue receipts to donors. Please scan and email these to us within 30 days of your activity taking place.

You are only able to collect funds in the form of cash, cheques or money orders. Credit card donations must be made through the organiser's MyCause fundraising webpage. Cheques and money orders should be made payable to "Black Dog Ride". Do not send cash by post as there is a risk that it will not reach us. Cash must be deposited directly into the Black Dog Ride bank account and *must not* be deposited into your own account to transfer electronically.

Black Dog Ride Donation Deposit Info

Bank: ANZ

BSB: 016-580

Account Number: 214 760 582

Account Name: Black Dog Ride Australia

Money Matters

Your Costs

Costs incurred from organising the activity, such as venue hire or catering, must have prior approval from Black Dog Ride and must not be taken from the funds raised. Contact Black Dog Ride before incurring the costs and if the costs are approved, Black Dog Ride will issue you an Expenditure Claim Form. Keep all receipts and return them with the Expenditure Claim Form for reimbursement. Please note that absolutely no expenses can be made in the name of Black Dog Ride.

Donor receipts

If your donors need a receipt, please collect their contact information (ensure it is legible) on the Donor Receipt Form attached in this Kit and provide this to Black Dog Ride at the end of your activity. We will send receipts directly to each donor.

Please note that tax-deductible receipts cannot be issued if a person receives goods or services in return for the money, for example, they purchase an auction item or raffle tickets. If something is received in return for the money, for example, a product/service or a “chance” to win, then it is not classified by the Australian Taxation Office as a tax-deductible donation.



Your responsibilities as a Black Dog Ride fundraiser

It is your responsibility as the organiser to ensure appropriate financial management of your activity.

- The activity should only proceed once the Activity Application Form is submitted to and approved by Black Dog Ride and the organiser has received an Authority to Fundraise letter from Black Dog Ride Australia.
- The activity will be conducted in the organiser's name, who will be solely responsible for managing the fundraiser or awareness activity in an appropriate and responsible way.
- The organiser must ensure that the activity is run in accordance with relevant State and Federal charities legislation and must obtain any permits, authorities or licences needed.
- The organiser is responsible for ensuring the safety of the activity, including organising, where necessary, appropriate public liability insurance and providing first aid services if required.
- Organisers must request approval for the use of Black Dog Ride's name or logo on any communications and cannot under any circumstances use our name or logo without explicit written permission.
- The organiser must deposit all funds raised from the public on behalf of Black Dog Ride into the Black Dog Ride Gift Fund and complete the full Activity Results Summary Form, sending these to Black Dog Ride within 30 days of the activity taking place.
- The organiser must ensure they gain explicit permission from Black Dog Ride prior to incurring any costs for reimbursement.
- No door-to-door, street or telephone approaches made to the general public for donations in connection with the activity.
- Children under the age of 16 years of age must be accompanied by an adult when collecting donations.
- The organiser agrees to release Black Dog Ride to the fullest extent permissible under law for all claims and demands of any kind associated with the activity, and indemnify Black Dog Ride for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the activity caused by your breach of these responsibilities or your negligence.
- Black Dog Ride reserves the right to terminate support for the activity at any time if it appears that there is a likelihood of the organiser failing to meet any of the above responsibilities.

Other ways you can get involved with Black Dog Ride

Community activities are just one way that you can support Black Dog Ride. There are many other ways you can help us raise awareness of depression and suicide prevention, including:

- Making a donation via the Black Dog Ride Website
- Purchasing merchandise from the Black Dog Ride Shop
- Becoming a corporate partner
- Inviting a Black Dog Ride speaker to your business or community group
- Joining us on one of our two official Rides each year
- Considering us in your Will
- Volunteering with us

For more information about how you can get involved, visit our website at:

www.blackdogride.org.au



BLACK DOG RIDE - ACTIVITY APPLICATION FORM

This form is to be completed and submitted to Black Dog Ride via email office@blackdogride.org.au

PERSONAL DETAILS OF ACTIVITY ORGANISER

Organiser Name: School/Group Name:
Street Address: State: Postcode:
Phone No: Mobile No: Email:

ACTIVITY VOLUNTEER NAMES

Volunteer Assistant Name: Volunteer Assistant Name:
Volunteer Assistant Name: Volunteer Assistant Name:

ACTIVITY DETAILS

Name of proposed activity: Is the Activity Related to: 1 Dayer National Ride Neither
Address of Activity Venue: State: Postcode:
Date of Activity:/...../..... Time of Activity: Start: am/pm Finish: am/pm
Brief Description of fundraising or awareness raising activity, and if you are fundraising, include how funds will be raised:

.....
.....

ITEMS REQUIRED FROM BLACK DOG RIDE *(please tick)*

Banner Flyers Wallet Cards Charity Certificate Insurance Certificate Supporter's Logo Merchandise (dependent upon stock levels)

I, _____ fully understand and agree to comply with the terms of community fundraising as outlined in the Black Dog Ride Community Activity Kit. I agree to act in a professional manner in conducting the fundraising activity and uphold the integrity, values and spirit of the organisation. I also accept my obligation to remit the funds raised to Black Dog Ride within 30 days of the activity conclusion.

Activity Organiser Signature: Date:/...../.....

BLACK DOG RIDE - ACTIVITY RESULTS SUMMARY FORM

This form is to be completed and submitted to Black Dog Ride via email office@blackdogride.org.au

ACTIVITY INFORMATION

Name of Activity: Date Held:/...../..... Is the Activity Related to: 1 Dayer National Ride Neither
Full Name of Activity Organiser:
Street Address of Organiser: State: Postcode:
Phone No: Mobile No: Email:
No of Volunteers for Activity: Approx No of people engaged: No of Businesses/Orgs engaged:

FUNDRAISING INFORMATION

Total Funds Raised During Activity:
Deposited via *(tick applicable)*:
 Direct Bank Deposit Date and Reference of Deposit:
AND / OR
 Cheques *(please enclose with this form)* Payers listed on Cheque:
AND / OR
 Name of Mycause Fundraising Page *(if applicable)*

Activity Organiser Signature: Date:/...../.....

Please check that the following items are submitted together with this form:

- Cheques collected (please do not send cash by mail, send cheques or money orders only).
- Completed Donor Receipt Form (if receipts are required)

Black Dog Ride Donation Deposit Info

Bank: ANZ

BSB: 016-580

Account Number: 214 760 582

Account Name: Black Dog Ride Australia

